Case Study

Regional Ticketing
"Taking the Partnership Aspect on Board"

The 25 organizing authorities involved in OùRA!,
the Rhône-Alps regional ticketing system (France), have established a
governance system structuring its relations with Conduent.

– Sylvie Lanvin, OùRA! project manager, explains.

What are the main objectives of the OùRA! project?

Sylvie Lanvin: The OùRA! project groups together 25 organizing authorities, representing around thirty public transport urban, suburban and regional networks. It aims to simplify travel for people living in the Rhône-Alps region and promote the use of public transport. It is based on an interoperable ticketing system, which benefits from an online ticket purchase platform and a regional journey planner. The planner was launched in October 2015 on oura.com. Starting in summer 2016, it will be possible to purchase single or multimodal tickets online. And soon all the networks will be able to use their own ticketing equipment to sell tickets for travel on their own and other networks.

How is Conduent contributing to the project?

SL: The Auvergne-Rhône-Alps Region has commissioned Conduent to develop the pooled ticketing solution. This will allow information to be shared across the organizing authorities, and specifically to distribute revenue from cross-network sales. The platform will host several operators' ticketing systems, and will offer secure sections for their commercial data. It will also interface with third-party ticketing systems already installed on certain networks. Lastly, it will be sufficiently open to be able to incorporate additional mobility services such as carpooling, bike hire and car-sharing services.

What are the main operating challenges you face?

SL: The 25 authorities involved have very different functional requirements depending on the type of networks they run and their commercial policies. We are dealing with an industrial player who needs to get things rolling. We don't doubt its capacity to put forward appropriate solutions. The challenge lies in defining a ticketing system that is based on the best common denominator, without it becoming too personalized or keeping it too standard.

What method of organization have you adopted?

SL: The Auvergne-Rhône-Alps Region has established a specific governance model, and has appointed a service provider specialized in providing assistance to project owners. The main mechanism for agreeing on the technical solutions is the Project Group, which is made up of eight members representing the 25 organizing authorities involved. Decisions are taken on the basis of a two-thirds majority and arbitration solutions are in place in the event of a deadlock. The approach remains partnership-based, with different levels of involvement – with some of the organizing authorities having a more leading role and others following.

What does this imply for Conduent?

SL: It's different from the monolithic projects they are used to. The teams have to deal with a certain degree of functional complexity and multiple intermediaries responsible for making collective decisions. This doesn't mean that it's a tailor-made project for each player. There is only one OùRA! ticketing system, so Conduent had to successfully adapt to this collective partnershipbased approach. This success is enhanced given that it also allows them to put forward their own suggestions.

Check out the Rhônes-Alps regional journey planner on **oura.com**

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