Finnish public transport authorities’ experiences on regulation enabling Mobility as a Service

SUMP conference in Groningen 17.6.2019

Minna Soininen
Director, Finnish Public Transport Association
Finnish Public Transport Association has 13 members

80 % of the of PT trips in Finland
Best regulation for developing public transport in the city regions

- Integrated services with reasonable price and interoperable ticketing for citizens of a commuting area.
- Decisions taken close to the citizens (subsidiarity principle)
- Gives tools to affect quality, accessibility and environmental impact.

Public service obligation. PSO.

Amazing growth of ridership in reorganized public transport 2015-2016 and 2016-2017!

<table>
<thead>
<tr>
<th>City/region</th>
<th>2015-2016</th>
<th>2016-2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tampere</td>
<td>6,6 %</td>
<td>7,8 %</td>
</tr>
<tr>
<td>Turku</td>
<td>5,6 %</td>
<td>5,0 %</td>
</tr>
<tr>
<td>Oulu</td>
<td>14 %</td>
<td>9,3 %</td>
</tr>
<tr>
<td>Kuopio</td>
<td>14 %</td>
<td>9,1 %</td>
</tr>
<tr>
<td>Jyväskylä</td>
<td>9 %</td>
<td>6,7 %</td>
</tr>
<tr>
<td>Joensuu</td>
<td>5 %</td>
<td>6,7 %</td>
</tr>
<tr>
<td>Lahti</td>
<td>6 %</td>
<td>3 %</td>
</tr>
<tr>
<td>Lappeenranta</td>
<td>5 %</td>
<td>9,8 %</td>
</tr>
</tbody>
</table>
Economy policy background of the Finnish transport regulation

- Building a digital growth environment, enabling digital businesses
- National market as a testing ground for new service models and progress to international market

“The transport sector growth programme will promote achievement of the Government Programme’s goals for building a growth environment for digital business and creating new businesses and jobs. The growth programme’s emphasis is on developing business-driven ecosystems and customer-oriented services.”
Promoting Interoperability of ticketing and payment systems

- Essential information
  - 19.4.2017
  - 7.9.2017*
  - 19.4.2017

- Interoperability, single ticket API
  - 19.4.2017
  - 1.1.2018

- On behalf purchasing
  - 21.3.2018
  - 1.1.2019

- Park-and-ride facilities
  - 15.2.2019
  - 1.3.2019

Law approved

- NAP ready for testing 11/2018
- Guidelines for contracts 12/2018, memo on legal issues

Coming into force

Guidelines

*Decree approved

Obligation to provide access to the sales interface

Report of the Committee: “you cannot set any conditions on the business model, services or applications of the MaaS operator”.

Sales channel strategy decisions and contracts of the PTA

- Reloading/topping up of travel cards on kiosks or shops
- Top-up of monthly ticket, re-loading value on internetshop
- Single tickets and reloading of travel cards with cash onboard
- Mobile ticket with many payment options
- Ticket machine
- Your own service point
- Co-operation sales channel 1 with PTA2 and OP8

PTA’s contracts with the transport operators

<table>
<thead>
<tr>
<th>Main system</th>
<th>Mobile tickets</th>
<th>APIs</th>
<th>Within PTA/city system</th>
</tr>
</thead>
<tbody>
<tr>
<td>HSL</td>
<td>Travel card</td>
<td>Single Monthly</td>
<td>Single Monthly</td>
</tr>
<tr>
<td>Tampere</td>
<td>Travel card</td>
<td>Single</td>
<td>Single (Monthly)</td>
</tr>
<tr>
<td>Jyväskylä</td>
<td>Travel card</td>
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Next step contactless and towards ID based ticketing
Beware of these difficulties

• Legal uncertainties and legal complaints to supervising agencies
  • What is an open API?
  • Generally applied technologies?
  • Fair, reasonable and non-discriminatory terms?
  • Uncertainty due to unrealistic schedules of the requirements.
• Sales market questions
  • Complaints of discriminatory treatment own sales channels vs. MaaS
  • Pricing power?
• Local tools for sustainable transport
  • Regulation for opening API’s focuses on business development opportunities
  • Abolition of possibility to govern MaaS? You can not set any conditions on the business model, services or applications of the MaaS operator.
Servitization. Automation. Business models changing. **Governance of sustainable transport system on regional, national and EU level.**

National and EU-legislation in terms of entering the mobility market.

Common understanding of technological readiness and good codes of conduct for 3rd party sales.

In-depth analysis of inconsistencies regarding existing data and services. Action plan to harmonise data and services. *

* [https://nordicopenmobilitydata.eu/](https://nordicopenmobilitydata.eu/)

More at EU-level

28 nations implement the same in 28 different ways?
Minna Soininen, Director, +358504344514, minna.soininen(at)pllry.fi
Finnish Public Transport Association, www.paikallisliikenneliitto.fi

minna_soininen 4pt_fi