

Make it simple – The fare and ticketing solution for Public Transportation in Stockholm



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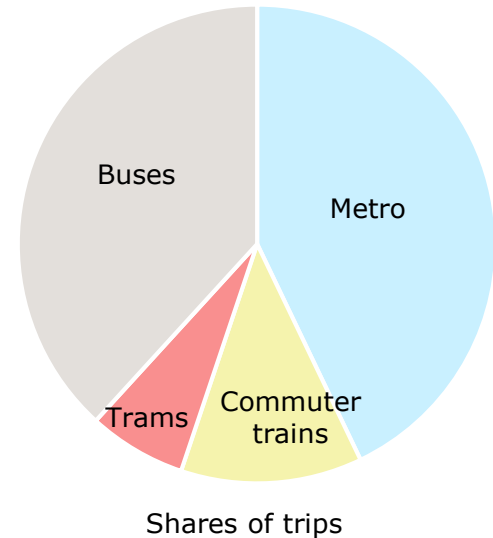
Region Stockholm

- Stockholm is the main capital of Sweden. The region has about 2,4 million inhabitants and is growing rapidly
- Region Stockholm, the PTA, operates three branches of public transportation
 - SL for public transportation,
 - Waxholmsbolaget for ferries in the archipelago, and
 - Färdtjänsten for special public transportation
- Public transportation is financed with 45 % taxes and 55 % sales of tickets, advertising and others



SL – Stockholm Public Transportation

- 850.000 individuals make 3 million trips each day
- 80 % of customers are well satisfied with the service
- 49 % of all motorized trips in the region are made with SL and 80 % of trips into the center of Stockholm in rush hour
- Half of all trips with public transportation in Sweden are made with SL
- SL owns trains, stations, tracks and depots, busses are owned by the operators
- SL contracts operators for both traffic and maintenance of the infrastructure
- During the last ten years about 5 billion Euros have been invested into the system and new metro-lines are under way

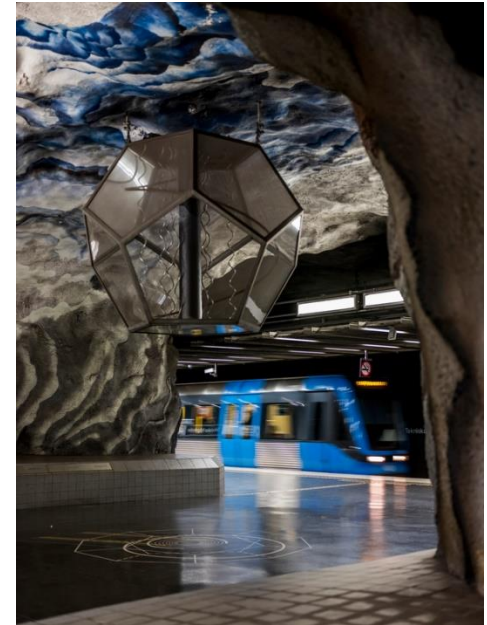


To gain market share

Region Stockholm has a goal to increase the market share of motorized travels within the region. That could be achieved in different ways

- Improve traffic
- Improve traffic information
- Lower the barrier into the traffic

Fares and the ticketing and payment system should support the third aspect

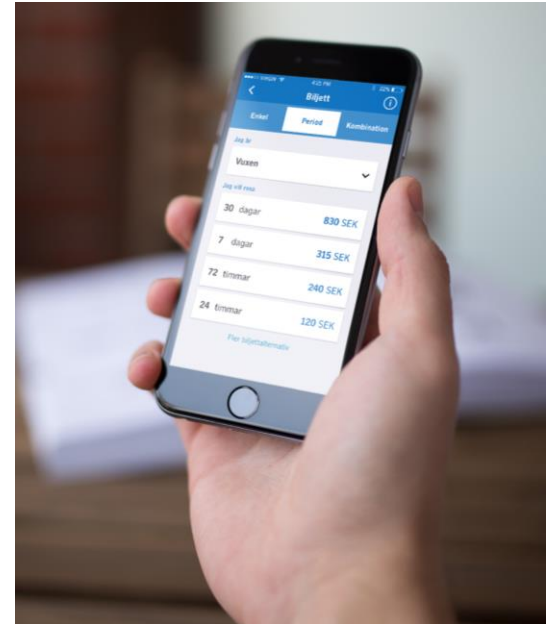


No-one wants a ticket



The next ticketing system – Plan ahead

- What kind of experience do we want to offer our customers and how do we serve all the customers?
- Can we lower the barriers? Make things easier?
- What should we keep and what could go away?
- Agile development create possibilities, as long as you have a strategy
- Hardware stay. What you invest in will be there for at least ten years
- There will be two systems for some years, both for the PTA and for the customer



Check-in



The next ticketing system – The Customer offer

- Smartphone first – Your personal TVM and travel buddy, but we will also offer the travel card for those who prefer that
- We will keep the sales agent as they offer personal service and accept cash
- Contactless, the best alternative for almost everyone's single ride
- Digital distribution of tickets for future sales channels and MaaS
- Simplified fares



One zone

A blurred blue train is moving through a modern subway station. The platform is filled with people waiting, and the station has a distinctive red and orange color scheme on the walls. The text "One zone" is overlaid in large white letters.

No discounts



2020

- A ticketing system designed to support mobile first and digitally distributed tickets for MaaS
- Contactless payment for easy access to the traffic
- The simplest fare-structure ever – all the traffic, one zone, no discounts



Biographical notes

Henrik Palmér is Head of Sales and business owner of the ticketing system at Region Stockholm/SL since four years. Today he is leading the work to develop the next generation of ticketing system for SL, responsible for the business plan and the customer offer.

During his ten years at SL he has been a manager at different levels within traffic, real estate and advertising. He has a background as a corporate lawyer within public transportation.

Region Stockholm is the public transportation authority in Stockholm, Sweden

