National Digital Ticketing Stakeholder Dialogue

EPF & STA

05. February 2025

European Passengers' Federation

We are the voice of public transport users in Europe.

- European association of national and regional passengers' organisations

- 39 member organisations

- 21 countries

Main objectives

Advocate passengers' views at EU level

Promote sustainable mobility

Improve end-to-end journey experience

Tackle transport poverty

Defend better passenger rights

Always ask *'What's in it for users?'*

European Passengers' Federation

Passengers want:

A public transport system that is

- affordable,

- dependable,

- accessible

- sustainable and

- coordinated

with sufficient capacity to get people comfortably to where they want to go at the times they wish to travel, using whichever combination of modes is most efficient overall, in social and environmental as well as economic terms.

Drivers of mobility behaviour

EXPERIENCE

ON BOARD   STATIONS/STOPS

COMFORT

INFORMATION   MULTIMODAL   TICKETING

EASE OF USE

SPEED / TRAVEL TIME   PRICE / VALUE FOR MONEY

AVAILABLE OFFER

SAFETY & SECURITY   RELIABILITY
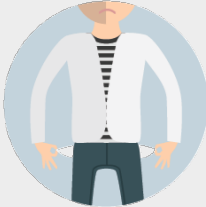
ACCESSIBILITY

Children and youth

Elderly

Women

People with reduced mobility

Migrants and ethnic minorities

People living in rural and deprived areas

Low income and unemployed

Source: Maslow's pyramid, applied to public transport (CIPTEC, Peek and van Hagen) (left) - © HiReach project (https://hireach-project.eu/) (right)

EPF priorities for EU action

- A seamless European passenger transport system
- Integrated information and ticketing
- Passenger protection
- Overcome administrative and political boundaries
- Better informed decision making
- A greater focus on end-users
- → EPF's priorities for EU action, April 2024

MDMS position EPF – Key takeaways

1. Passengers should have access to unbiased, dynamic journey information, enabling informed choices, both when planning and making their journeys;

2. Buying multimodal tickets should be easy, affordable and offer protection in case something goes wrong;

3. Data sharing and readiness to conclude distribution agreements between operators and Multimodal Digital Mobility Services should be the default option, i.e. the norm.

➢ EPF position paper (October 2023)

Rail R&I – EPF involvement
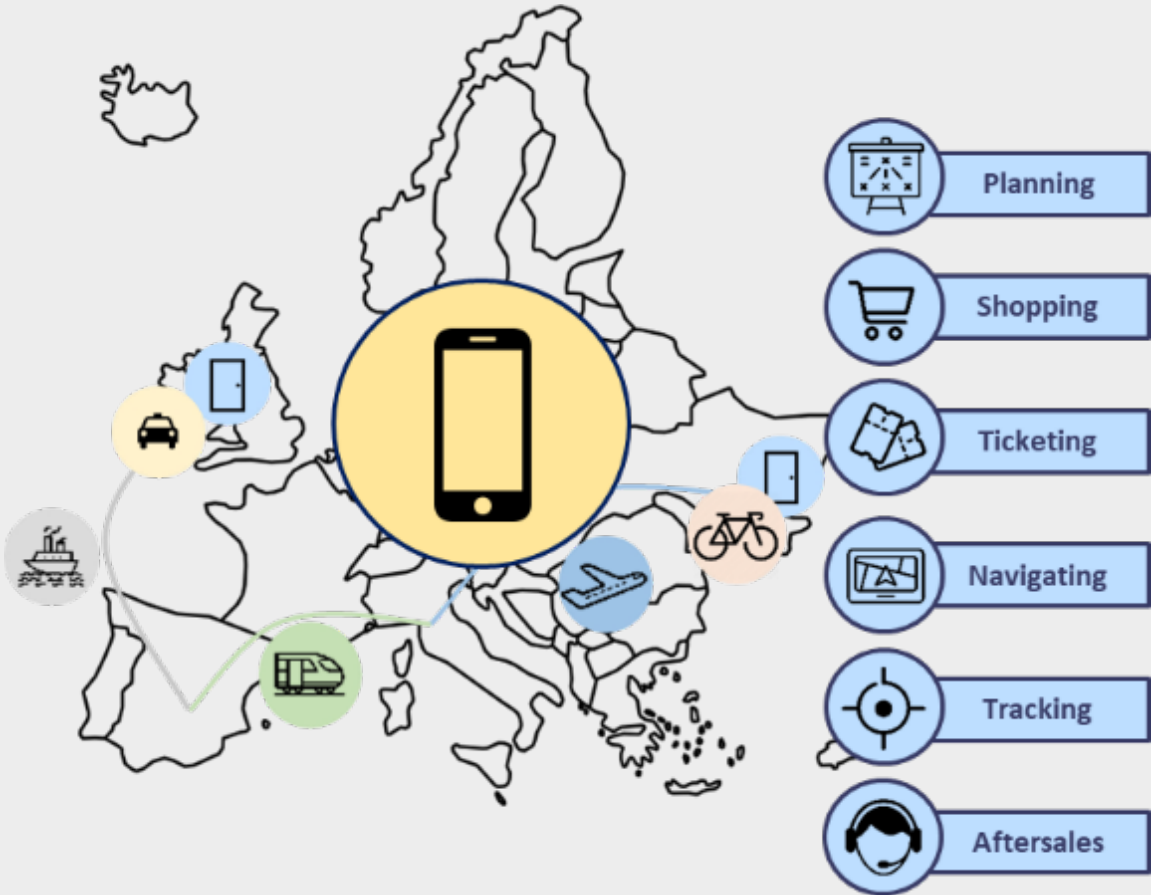
SIGN-AIR project

Joana wants to travel from Barcelona to Brussels and wants to have a door2door seamless journey

Ideal situation:

1. Single ticket at a reasonable price
2. Real time information
3. Low waiting time at interchanges
4. Reaccommodation in case of disruption
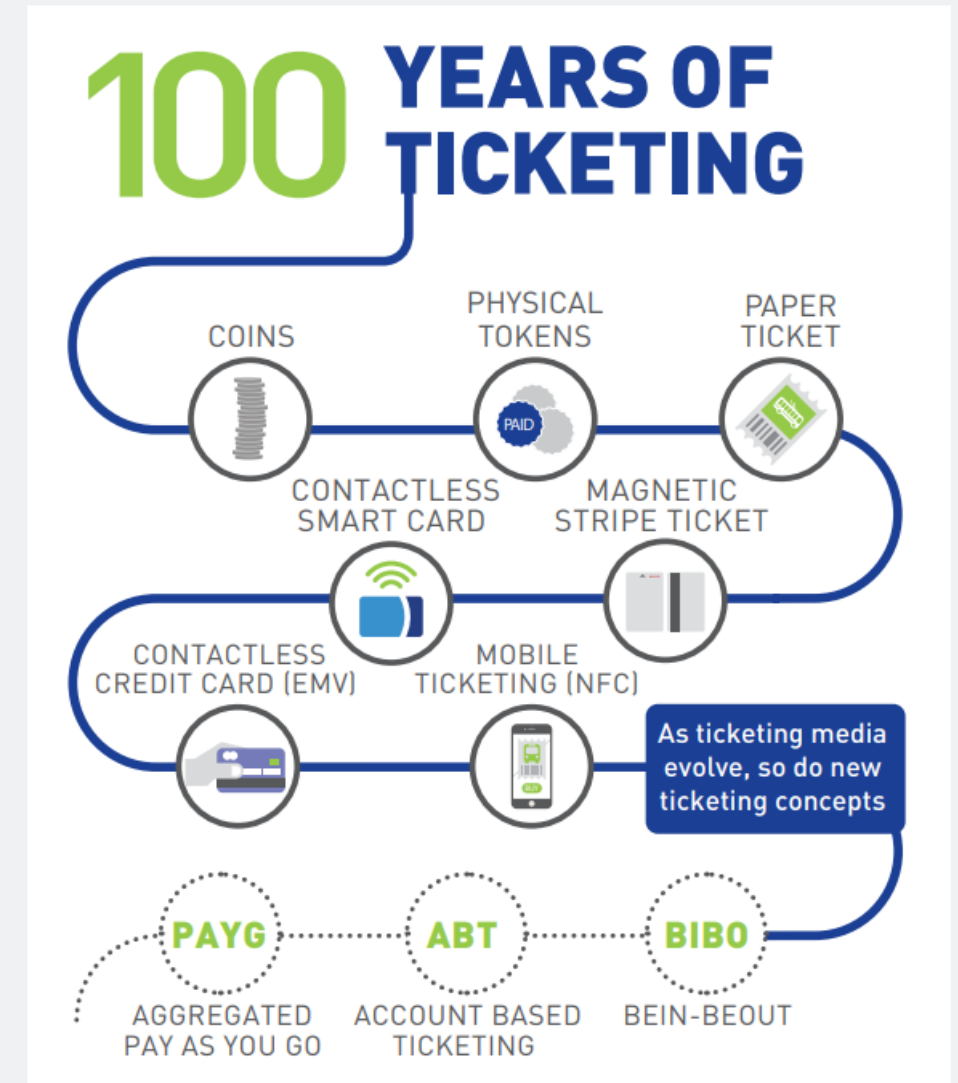5. Have (almost) everything in one interface/application

Transport Service Providers (TSPs) need to collaborate/agree on:

1. Sharing data (schedules, traveler's ID, PRM assistance etc.)
2. Pricing scheme / Revenue sharing
3. Responsibility sharing
4. Provide adequate information through a Travel Companion app

This is the objective of SIGN-AIR: to **allow TSPs to collaborate** in a simple and efficient way so Joanna can have a 4h door2door seamless journey

State of play

- ## Local-regional-national public transport
  - Unified tickets, valid on all or most national PT, introduced in several EU countries
  - Dramatical evolvement of ticketing & payment systems in PT (e.g., smart cards, account-based ticketing)

- ## Long-distance (& cross-border) travel
  - High drop-out rate for international rail bookings: many barriers
  - Planning & booking is complex, difficult, risky and time-consuming

100 YEARS OF TICKETING

COINS — PHYSICAL TOKENS — PAPER TICKET

CONTACTLESS SMART CARD — MAGNETIC STRIPE TICKET

CONTACTLESS CREDIT CARD (EMV) — MOBILE TICKETING (NFC)

As ticketing media evolve, so do new ticketing concepts

PAYG — ABT — BIBO

AGGREGATED PAY AS YOU GO — ACCOUNT BASED TICKETING — BEIN-BEOUT

Source: UITP & Messe Karlsruhe for IT TRANS

Platform International Rail Passenger Transport

Better rail connections for Europe's passengers
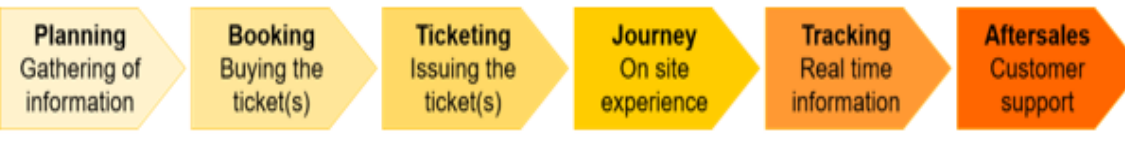
A common agenda

Progress report following the June 4th 2020 Ministers declaration on international rail passengers transport

25 May 2021

An illustrative example of the current limitations for international railway passengers in the EU was given by an anonymous traveler (slightly adapted):

"Last year, I travelled by train from my hometown in the Netherlands to Stresa on the shore of Lago Maggiore in North Italy. A few days later I continued from Stresa to Florence. I travelled back in one day from Florence to my hometown. I had to consult the websites of NS, DB, SBB, FS and Trainline to find the most suitable schedules and the best prices. I discovered that for me a global rail pass would be the best solution. To buy one, I needed yet another website. In the end I paid much less than for a plane ticket. But it took me hours to get the information and book my ticket."

Planning	Booking	Ticketing	Journey	Tracking	Aftersales
Gathering of information	Buying the ticket(s)	Issuing the ticket(s)	On site experience	Real time information	Customer support

Simplifying European Ticketing
A chance for a green transformation of public and multimodal transport in the European Union

"Planning and purchasing tickets for multimodal journeys is cumbersome, as a conducive framework for EU-wide, integrated, multimodal information, ticketing and payment services is lacking"

Sustainable and Smart Mobility Strategy (09.12.2020)

SUSTAINABLE & SMART MOBILITY STRATEGY
9 DECEMBER 2020

European Commission

System capabilities from the end-users' perspective: Plan – Book – Pay

- Information must be correct, reliable and up-to-date.
- Minimum information expected: travel modes, transfer points, travel & transfer time, cost.
- All relevant available operators and services should be considered.
- It must be possible to compare prices – including advantageous tariffs.
- Users should be able to filter results according to their needs/ preferences.
- Results must be presented in a neutral, unbiased way (based on preferences).
- It should be possible to adapt transfer times.
- Passengers should be able to book the whole itinerary in a one-stop-shop.
- Accessibility information must be covered in a better way.

The Road Ahead?

- In addition to **easy ticketing**, a **good route planner** remains essential. National – let alone EU-wide – route planners are not yet available everywhere. Google Maps is increasingly used; while helpful for planning local trips by PT, it is not sufficient for complex journeys.

- **Multimodal Digital Mobility Services** are important as they allow passengers to combine & compare options, filtered and ranked according to their preferences, including information about availability (reservation & inventory) & booking in a one-stop-shop.

- **EU policy framework**: multimodality plays a key role (Sustainable & Smart Mobility Strategy); regulation on data sharing (MultiModal Travel Information Services Regulation, Rail Passenger Rights' Regulation, TAP-TSI) & upcoming regulation on – rail & multimodal – ticketing

- **Common standards and standardized interfaces** are key enablers for a seamless passenger transport system. Standards must be open and interoperable, so as to neutrally support all possible travel combinations that correspond to the destinations and wishes of potential customers.

- While there is usually already good **cooperation** in regional transport, this is often lacking for long-distance trips. Data sharing & readiness to conclude distribution agreements (on FRAND terms) should be the norm. The SIGN-AIR platform facilitates such cooperation (single ticketing, synchronized timetables, disruption management).

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Ticketing in Spain

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PTP PROMOCIÓ DEL TRANSPORT PÚBLIC

Agenda

Where Are We Now? Ticketing in Spain

**Brief Overview of the New Mobility Law**

Major Announcements in Recent Weeks

Where are we now? Ticketing in Spain

- Different approaches are taken in each region for city and regional transport

- For nationwide transport, there are examples of ticket combinations for long-distance and city rail services

Where are we now? Madrid

- A single physical ticket, but a whole range of different tickets inside it
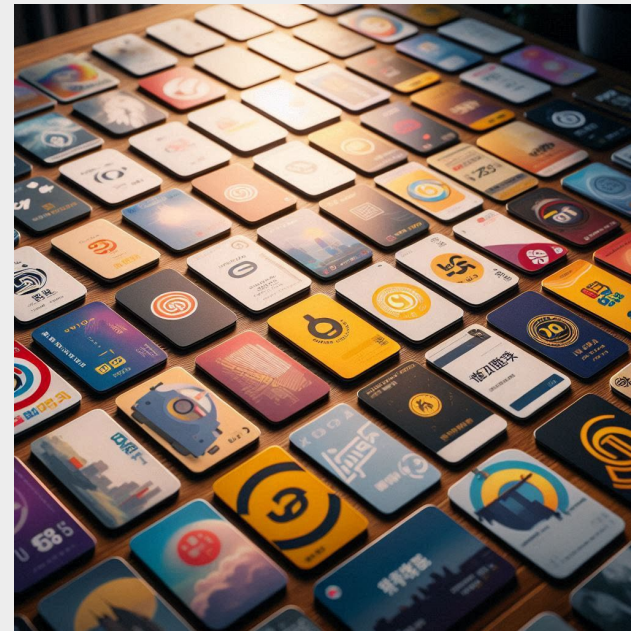
Where are we now? Vizcaya

• A wallet card

Where are we now? Barcelona

- Pioneering integrated ticketing decades ago in the area of Barcelona
- Various ticketing options have been introduced by some operators in recent years

Where does the PTP originate from?

We know that betting on public transportation and sustainable mobility is the best option from an **ecological, health, and social** perspective.

We always seek to defend the **best technical option**:

- the one that allows for a better service to users (more comfortable)
- that is easy and cheap to obtain
- network vision, not localism.

Our activity relies on the voluntary work of the members, with a significant task represented by the board and territorial delegates. However, a large part of the day-to-day is managed by a technical office.

PTP PROMOCIÓ DEL TRANSPORT PÚBLIC

We are the only entity dedicated 100% to the promotion of public transportation in its entirety.

Where are we now? Barcelona (PTP claims)
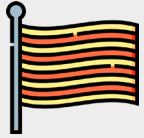
Integrated ticketing in all Catalunya

Single tickets are still not integrated tickets

Durable ticketing policies

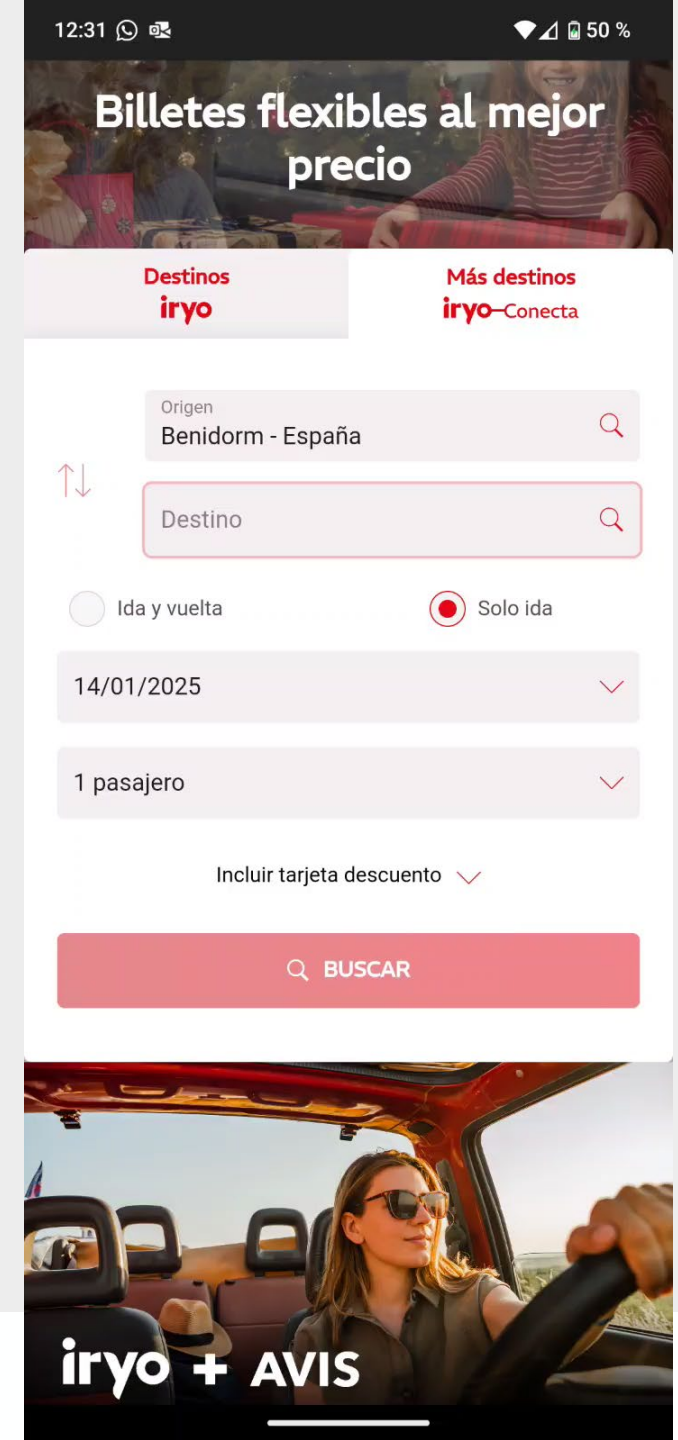# Where are we now? Nationwide transport

- Renfe DOCO intermodal trip planner and booking platform
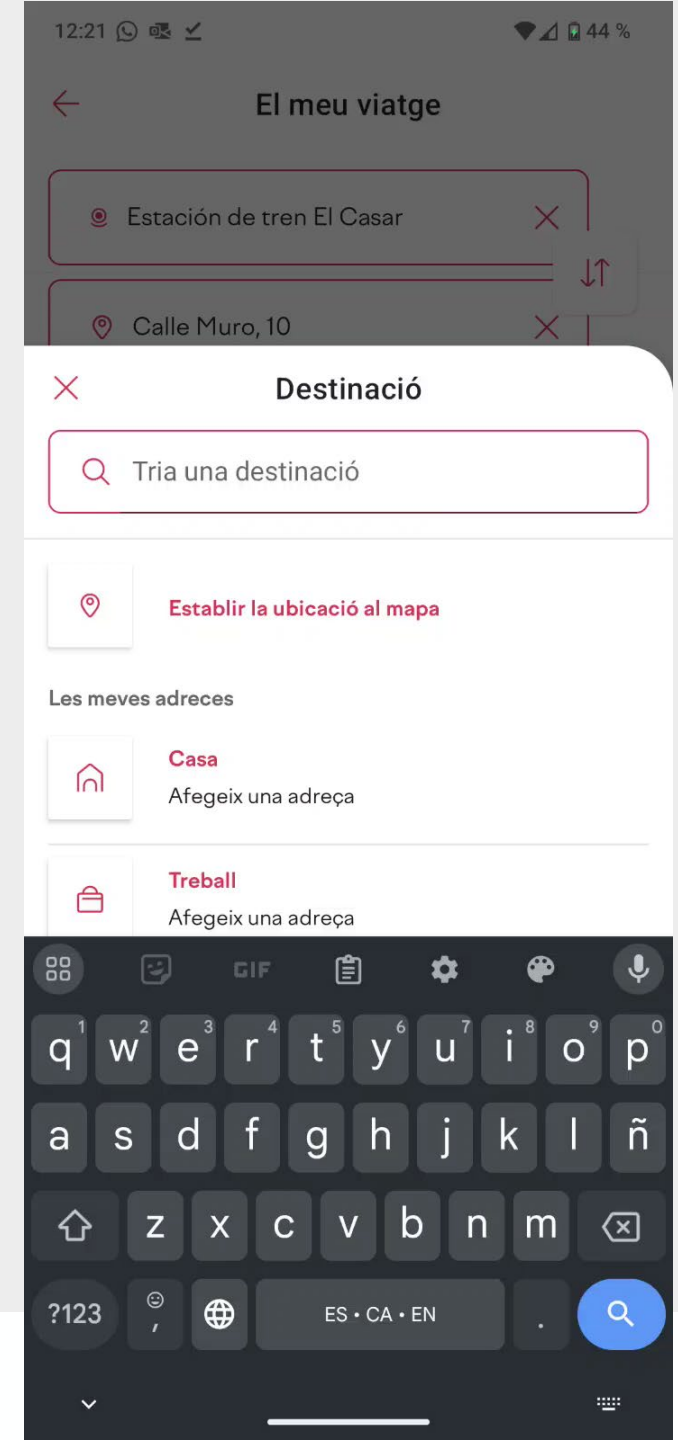
Where are we now? Nationwide transport

- IRYO intermodal trip planner, but not integrated ticketing for national journeys

Where are we now? Nationwide transport

- IRYO intermodal trip planner and integrated ticketing for long distances

Brief overview of the New Mobility Law

- New Sustainable Mobility Law still to be passed by the Congress of Deputies
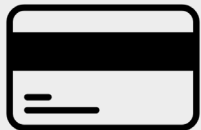
- What does this new law say regarding ticketing?

Brief overview of the New Mobility Law

A new National Sustainable Mobility System

New strategy planning instruments

Aim to implement integrated payment systems

Major announcements in recent weeks

- Definition work has started to establish what will be a nationwide ticket for public transport, set to begin operations in 2026, including:
  - Urban transport
  - Metropolitant
  - National coach services
  - Not including HSR on the first phase

- Using current systems to deploy this new system is desirable, but some regions are less advanced than others

Q&A

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Ticketing in the Netherlands

Freek Bos

ROVER

Short introduction of Rover

- Dutch Passengers association
- Individual members
- Sustainable, shared mobility for all

ROVER

Short introduction of Rover

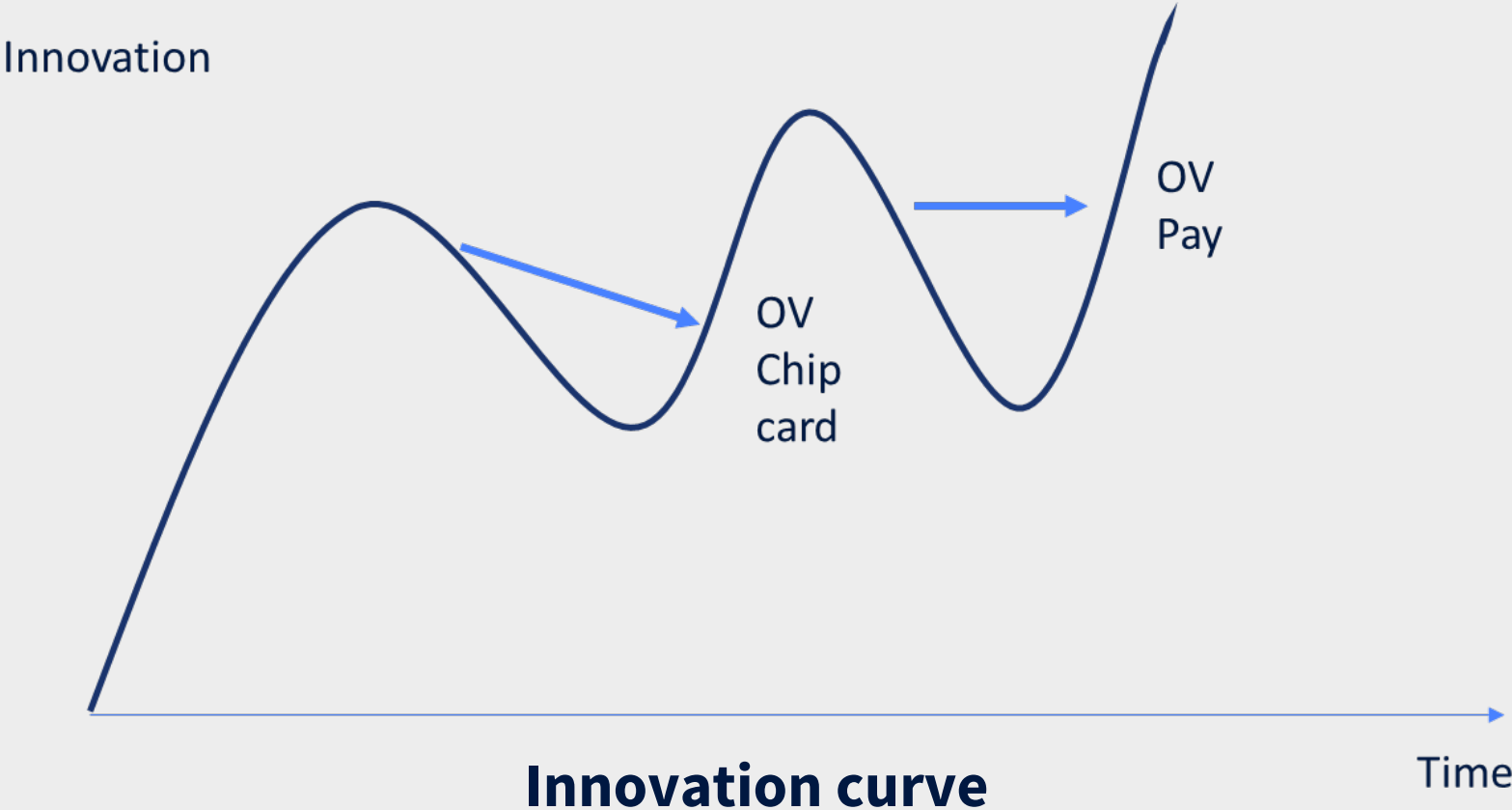Dutch PT law makes us part of the formal design making scheme

What we do is based on input by passengers

- Complaints

- Special reporting points

- Panel Surveys

- Qualitative research (comparative field research)

Together: cooperate with PTAs and PTOs

Introduction of new payment methods

Innovation

OV
Chip
card

OV
Pay

Innovation curve

Time

Dutch passenger cases

- Pay to pay

- First need to join the club?

- Lack of single check in/out
  - When changing train operator passengers needs to tap out/in
  - For system purposes: theoretically 100% right
  - For passengers: a burden and mistakes are made
  - Risks shift towards passenger

Dutch passenger cases

- Subscription clashes

- Post-paid versus pre-paid

- Regional versus national
    - Regional: no afternoon peak hours
    - National: afternoon peak hours

Dutch passenger cases

- High percentage of digital payment
- High percentage of mobile payment

- We think things will work and the system is there for us

- What happens if I change my phone?
- What happens if I get a new debit/credit card?

~~Dutch~~ Belgian passenger cases

- Theory by STIB

- Praxis
- Previous used?
- Huh do I need an app?
- Google Pay?

Download the right apps

You can use any bank card featuring the contactless logo that you have previously used for contactless payment. Would you rather use your smartphone or smartwatch? You need to download Google Pay, Apple Pay, Fitbit Pay or Garmin Pay.

Q&A

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Deutschland-Ticket

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Fahrgastverband
PRO BAHN

Deutschlandticket

- EUR 58/month, personalised ticket

- Unlimited travel in Germany (trains, busses, trams, metro, …)
    - EXCLUDED: high speed trains, some tourist trains, some ferries

- Subscription: at least one calendar month
    - BUT: In many cases two calendar months if you buy it after the 11th of a month

Where do people get it from?

- If **buying privately**: more than 75 providers/public transport companies to buy from
  - Choose any… it's nearly the same

- 20 % of all Deutschlandtickets are **job tickets** → bulk purchased by the employer, discounted

- 25 % of all Deutschlandtickets are **university tickets** (bulk purchased by the university, discounted, NO opt-out)

Card vs. App

- Two versions: card vs app
  - Some providers only offer one of the two

A success story: 13 mio subscribers

- Affordable: in many areas, more than 50% cheaper than a standard monthly ticket
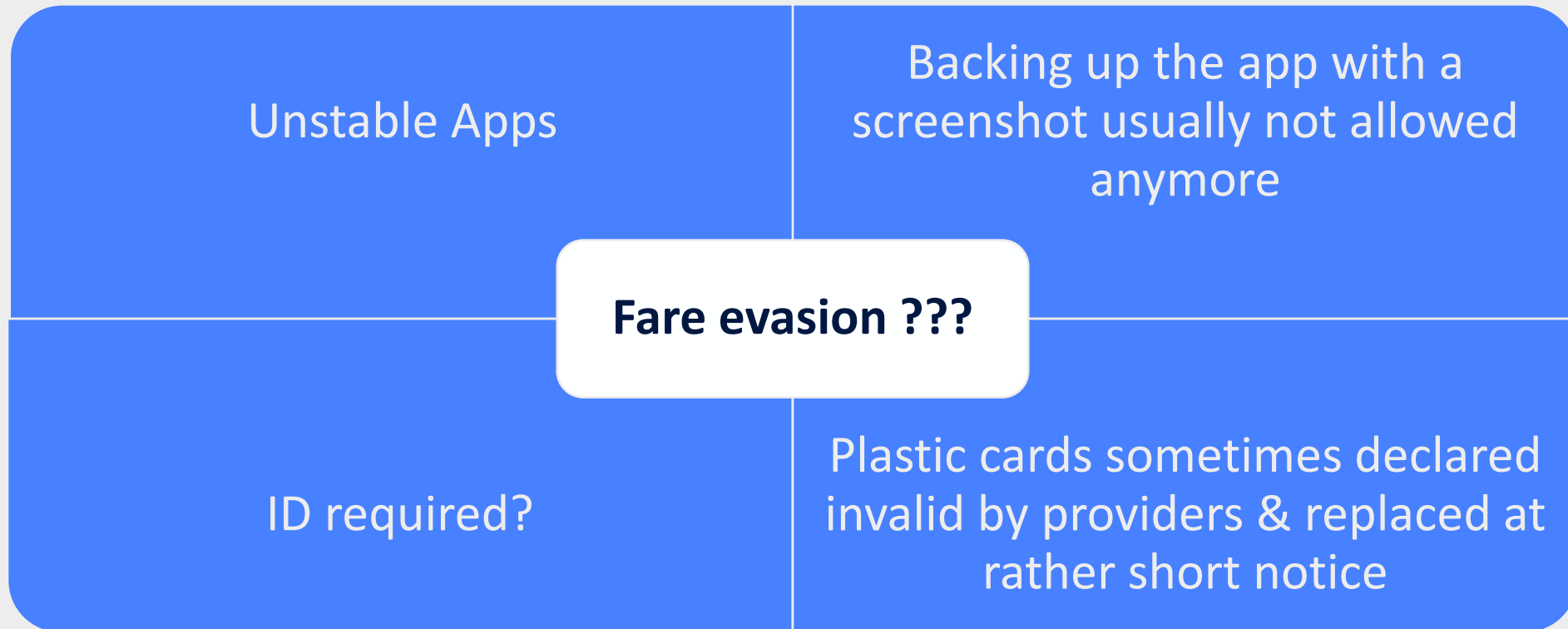
- Flexible, easy-to-use

Deutschlandticket: Challenges

- Affordable, BUT…
    - 2023/2024: EUR 3 bn in public subsidies (about EUR 270 per ticket)
    - Not sufficient; many public transport companies still run deficits

- Capacity issues & no solution in sight

Resulting in new, previously unknown fare evasion situations

Unstable Apps

Backing up the app with a screenshot usually not allowed anymore

Fare evasion ???

ID required?

Plastic cards sometimes declared invalid by providers & replaced at rather short notice

Typical passenger complaints

- Cancellations ignored or not processed on time

- Most providers insist on direct debit – some tickets are systematically debited 2 times, 3 times, … 17 times per month

- Names on cards sometimes incorrect → ticket becomes invalid

- Complex rules, for example regarding bikes & dogs, cancellations, …

Deutschlandticket – Impact

- Do people give up their cars because of Deutschlandticket? Rarely. Do people drive less? Yes.

- Lots of additional trips by people who are using public transport anyway, or who used to walk

- Does Deutschlandticket reduce CO_2 emmissions? Not at large scale.

Deutschlandticket – Impact

- Does it provide mobility for the financially disadvantaged? Yes, especially in urban areas.

- Is it usable in rural areas? With limitations.

- Will the price remain at EUR 58? Probably not.

Q&A

Thank you

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