

BEST workshop #2 - 2021: Need for new tariff models and ticket products due to changing competitive environment

Hosted by HSL on the 24th of March 2021, from 09.00 CET

Topic:	<i>Changes in the competitive environment, such as travel behaviour changes due to pandemic, as well as new MaaS, cheap taxi and micro mobility solutions, affect customers' perception of public transportation services. How to tackle this phenomenon with new tariff and ticket product development and what are the issues affecting or hindering the development?</i>	
Target group:	<i>Experts within tariff and ticketing-planning and business development. People involved in strategic development.</i>	
Workshop participant responsibilities:	<i>Each participating organisation must make a short presentation at the workshop related to the workshop topic. There should be ample time to discuss. If your organisation has 45 minutes, the presentation should not be longer than 20 minutes, and around 20 - 25 minutes should be reserved for discussions and questions. A preliminary title of the presentation, and the name of presenter, should be provided as soon as possible (preferably when registering).</i>	
9:00	9:15	Welcome to city/region & short introduction to the topic. Mari Flink, <i>Helsinki Region Transport HSL</i>
9:15	9:45	City presentation Helsinki: The aims and constraints in the ABT ¹ based tariff and tickets development at HSL. Vesa Jääskö, <i>Helsinki Region Transport HSL</i>
9:45	10:15	City presentation Stockholm: Description of topic that will be presented, <i>and name of the presenter</i>
10:15	10:30	Break
10:30	11:00	City presentation [city/region]: Description of topic that will be presented, <i>and name of the presenter</i>
11:00	11:30	City presentation [city/region]: Description of topic that will be presented, <i>and name of the presenter</i>

¹ Account-based ticketing

11:30	12:00	City presentation [city/region]: Description of topic that will be presented, <i>and name of the presenter</i>
12:00	12:30	City presentation [city/region]: Description of topic that will be presented, <i>and name of the presenter</i>
12:30	13:15	Open discussion and closing comments

Practical information:	
Where:	Teams. A link to the Teams meeting will be provided to all participants at least a week before the event.
How to register:	Please register as soon as possible by clicking on this link: https://forms.gle/dSXfpCunxH1m8HCAA

Responsibilities of the workshop organizer:

- Describe workshop topic and target group for the workshop, and provide a title for own presentation at the workshop
- Provide meeting room and lunch for participants (allergies are now added as a question in the registration form)
- Take a group photo of the participants and send it to the BEST project coordinator (kjetil@vrenne-enable.no)
- Collect all presentations and send it to the BEST project coordinator (kjetil@vrenne-enable.no), for publishing at the password restricted area of the BEST web-site (<http://benchmarkingpublictransport.org/>)

Responsibilities of BEST:

- Provide a link to the workshop registration page (and share a link to the report that shows who have registered/will participate, with the local organiser)
- Promote the workshop:
 - Via the planning committee members
 - Through the BEST newsletter
 - Through our web site <http://benchmarkingpublictransport.org/>
 - At the annual seminar
 - Other channels
- Publish presentations in the password restricted area of the BEST web site

