

STA and UITP join forces for new Working Group on Ticketing in MaaS

30 March 2021

The STA and UITP (the International Association of Public Transport) are delighted to announce that the joint Working Group on Ticketing in MaaS has officially been launched.

A kick-off meeting took place mid-March, which was chaired by Guido Di Pasquale (UITP) and Jaap de Bie (Technical Secretary of the STA).

Gathering already over 40 members, the meeting set out the objectives of the Working Group and the questions it aims to answer. *How can ticketing be an enabler in breaking down walls between mobility silos as they exist now? What is key for the key stakeholders, the customer, and their experience? How are Payment and Ticketing related?*

The Working Group aims to answer these (and many more!) questions by bringing around the table stakeholders from the entire transport sector: from public transport and MaaS operators, to industry, to authorities. Together, the Working Group Members will address various aspects of Ticketing in Mobility as a Service:

- Define the importance of integrated ticketing in MaaS and specific challenges: focusing on a customer centric approach, agreeing on a common definition of ticketing, defining barriers and digitisation gaps, putting together the interests of PTAs and the private sector, among others;
- Clarify access and ticketing data, including governance VS technical realisation, regulatory issues (who can sell ticketing and what type of tickets), understanding how to ensure consistent high-quality data with interoperable standards, among others;
- Trust in ticketing: mapping of expectations and conditions of different players, the defining and regulating of rules and roles, the responsibilities in case of disruption of the service, etc.

The Working Group will over the course of the year organise various workshops for its members to jointly work on a publication including recommendations and a roadmap for Ticketing in MaaS.

By counting on the in-depth knowledge and dedication of stakeholders from the entire mobility value chain, the Ticketing in MaaS Working Group will be a unique collaboration producing comprehensive knowledge on a topic that is essential to improve passengers experience and enhance our sector.

Are you interested in joining the Working Group (UITP or STA members only)? Please contact Guido Di Pasquale (guido.dipasquale@uitp.org).