

Unified Passenger Information

**Breaking Transport Mode Barriers, User-Centric Mobility
Inform Norden 2025**



HSL
HRT

Anything is possible





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Head of Information

Helsinki Region Transport Authority, HSL

Background in Administrative Sciences and Human Geography. Promoting smart mobility and user-oriented information solutions



Beyond The Office

Passion for Forests: Committed to sustainable forestry and protecting nature. Promoting sustainability beyond professional life. Nature Steward: Hands-on involvement in forest sustainability and conservation.

This is Helsinki Region Transport

HSL's tasks:



Is responsible for the preparation of the Helsinki Region Transport System Plan (HLJ)



Approves the public transport fare and ticketing system as well as ticket prices



Plans and organizes public transport in the region and improves its operating conditions



Is responsible for public transport marketing and passenger information



Procures bus, tram, metro, ferry and commuter train services

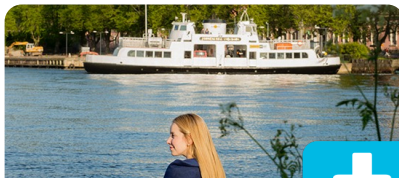


Organizes ticket sales and is responsible for ticket inspection.

Modes of transport



8 railway lines



3 ferry routes



12 tram routes



278 bus routes



2 metro lines



560 city bike stations



Background

When HSL was founded in 2010, information about public transport varied significantly between different modes of transport, stations, and even municipalities, resulting in a fragmented passenger experience and inconsistent data management practices.



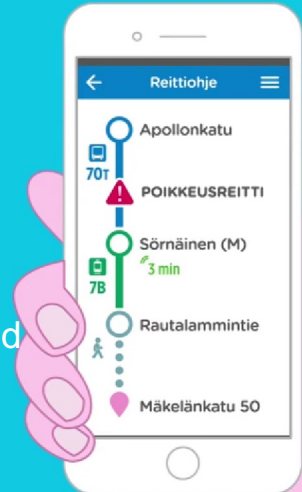
Travel Information main obstacles 2010

Different technical systems: metro, bus, tram, and train – each with its own logic even on vehicle type

- From the customer's perspective: inconsistency, uncertainty, and confusion.
- Disruption information and major updates were handled separately → this meant delay
- Different information systems and channels.
- The era of early mobile apps also began.

Driver for change

- HSL was founded – the first step toward unified planning and branding and passenger information (statutory task information defined by the member municipalities).





Current situation

Information system

- Bus and tram integrated
- Train and metro still separate systems

Disruption management handled in the same system across all modes

- Brand identity strengthened

Keypoints

- Expansion of real-time information – stop displays, Journey Planner, and mobile app
- Implementation of ITxPT standards on vehicles – moving toward open and interoperable systems
- More **data-driven** – fewer physical devices

Results: BEST Studies theme “Information” 2017–2025

Quality components

- It is easy to get the information needed when planning a trip.
- The information is reliable when traffic problems occur.
- The information provided at stops and terminals is good.



Satisfaction rate: 57% → 72%!

**Why continue to develop
the integration of
information?**

An information system is a basic need for smooth public transport.

It affects every customer and all aspects of transport planning



Real-time information for passengers

The system provides passengers with real-time information on vehicle locations, timetable predictions, and service disruptions, based on traffic data. Information is displayed in the Journey Planner and at stop displays. The system also generates customer messages, such as on-board announcements.



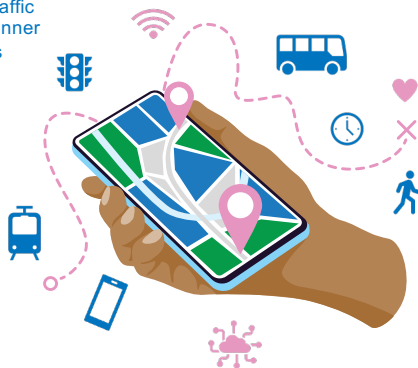
Public transport optimization

The traffic data produced by the system is used for public transport planning and optimization. This information helps improve timetable accuracy and manage service disruptions.



Operator contract management

The system enables monitoring and management of operators' performance, as well as carrying out necessary actions for sanctions and bonus calculations. This helps ensure that operators remain committed to keeping services on schedule.



Service punctuality

User-friendly route and timetable planning

Service disruption information

Ease of finding travel information

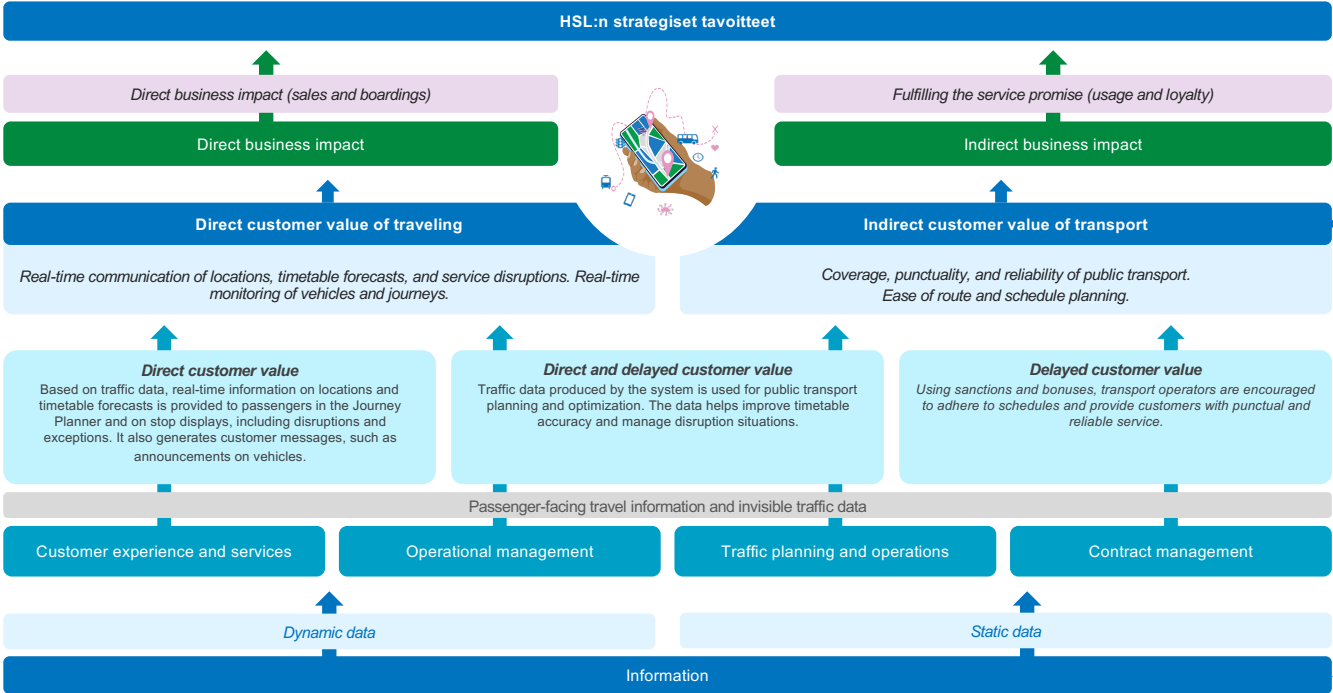
Clarity of wayfinding

Real-time monitoring of vehicles and journeys

Information generates customer value both direct and indirect.



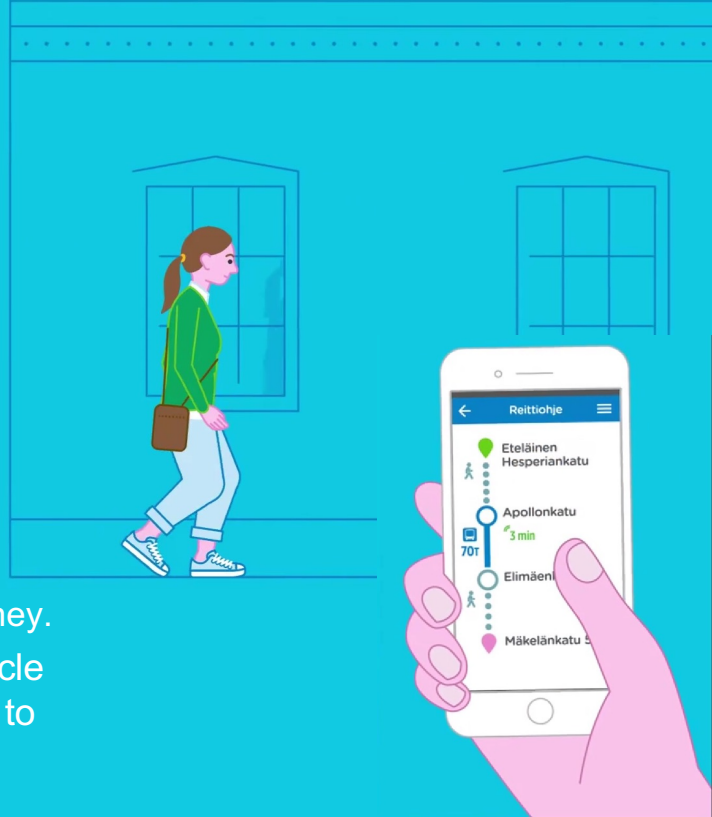
Business impact and significance for HSL’s strategic considerable



Vision 2030

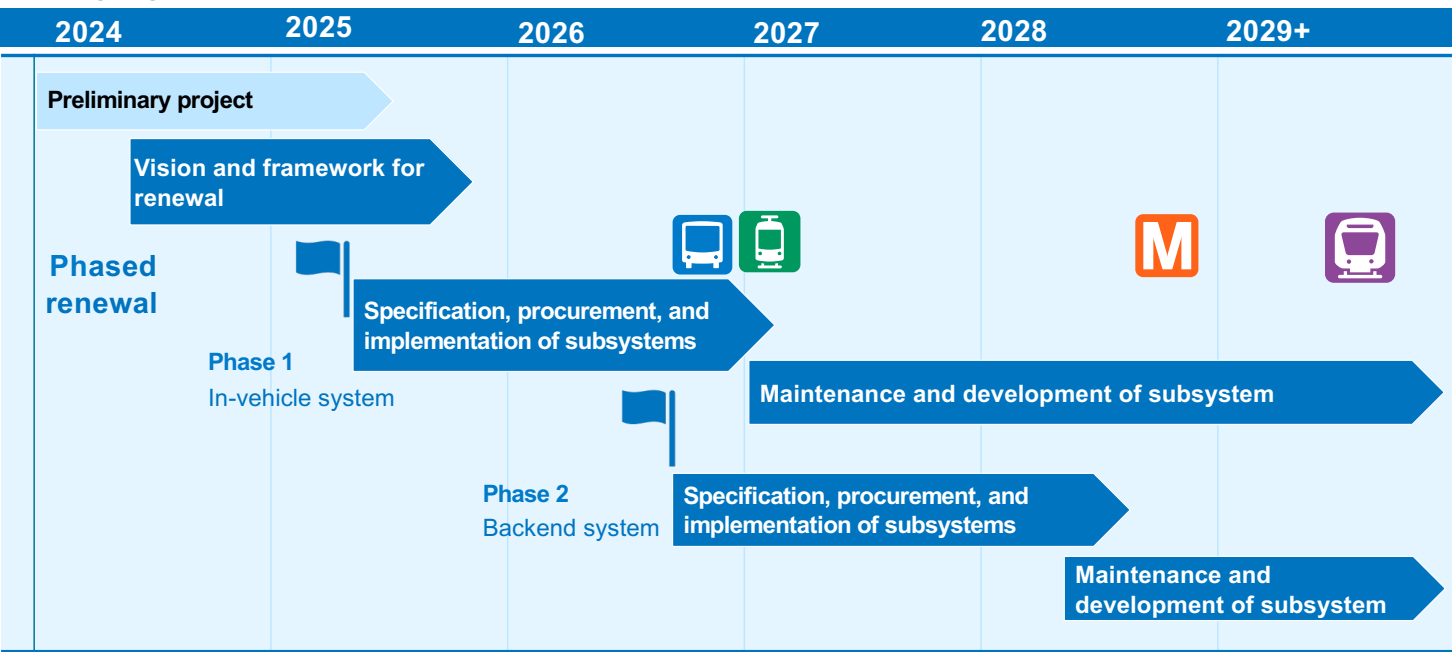
HSL information renewal project 2024

- Hardware, software, and ITxPT-based systems are being aligned to create a unified framework across all transport modes.
 - This enables seamless transit that supports multimodal trips.
 - The mission is to create true interoperability, ultimately benefiting customers by providing reliable, travel information throughout their entire journey.
- Additionally the solution simplifies lifecycle management, and enables shorter time to market



Preliminary schedule of the project

Timeline



Benefits to HSL business and partners

HSL perspective:

- Bus and Tram: Systems renewed towards 2030 – unified and modernized.
- Metro and Train: Integrated into the same overall system.
- **Final step: A shared, seamless transport ecosystem.**

Partners perspective:

- Fewer overlapping systems and contracts
- Faster deployment of new features
- Cost efficiency and lifecycle management
- Openness and scalability – no dependency on a single supplier





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Sörnäinen
Sörnäs

17:53

7B Pasila 1

8 Arabia 5

6T Arabia 7

7B Pasila 9

User perspective

- All information available is the same across stop, mobile, vehicle, and web.
- Real-time disruption alerts and forecasts are available online and on vehicles, regardless of the mode of transport.
- Journey transparency: door-to-door visibility without “information gaps” during transfers.

2030 vision:

By 2030, all modes of transport will be seamlessly integrated into a single, unified experience — with deep integration of data flows across every mode between 2025 and 2030.

Functional architecture

Traffic management
solution



Vehicle computer
Driver terminal and
communication
Displays and
announcements



Timetable forecast
generation (forecast
engine)

Main system

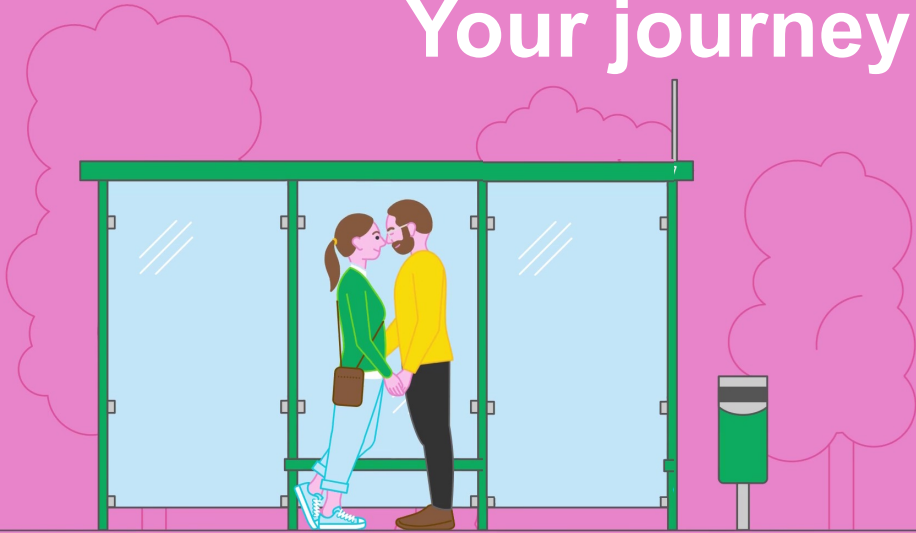


Management and
planning of traffic signal
priorities

Customers' personal
devices and services



**When information flows
seamlessly
Your journey does too**





Mr. Joona Packalén
Head of Information
Helsinki Region Transport
Authority, HSL

Thank You

HSL team is happy to share more about how we are creating platform for all transit services.