



HSL moves us all

Helsinki Regional Transport Authority

HSL's target state 2025

HSL – Strategy into action

GOALS



Smooth journeys

Customers' travel chain is based on the public transport trunk network and efficient feeder services.



Clear services

We provide our customers with up-to-date information before and during their journeys as well as clear, easy-to-use and reasonably priced tickets.



Increasing public transport use

We direct the increase in traffic to public transport, walking and cycling.



Compact and attractive region

A transport system based on rail services creates a more compact urban structure and makes the region more attractive.



Fewer emissions

We increase the share of low-emission public transport.



Effective finances

We make public transport more cost-effective and strengthen the funding base of the entire transport system.



VALUES



Cooperation



Environmental responsibility



Customer focus



Continuous development

VISION 2025

Public transport is the number one choice for travel.
Helsinki region is a bellwether for intelligent, sustainable and safe mobility.

MISSION

Helsinki Region Transport develops and provides smooth, reliable transport solutions to customers' needs.

An increasing number of people use public transport for their work and leisure journeys.

1

Number one choice



Intelligent

We provide our customers with services that enhance the travel experience and are based on intelligent technology.

VISION 2025

Public transport is number one choice for travel.
Helsinki region is a bellwether for intelligent, sustainable and safe mobility.

420
MILLION
PASSENGERS

42%
OF JOURNEYS



Bellwether

Helsinki region's urban structure and transport system are top in Europe.



Safe and sustainable

The transport system is based on sustainable sources of energy and low-emission vehicles. Passengers consider public transport safe.

HSL – HR personnel strategy into action



Our mission and values

Mission



Helsinki Region Transport
develops and provides smooth,
reliable transport solutions to
customers' needs.

Values



Cooperation

We trust other people and we ourselves are worthy of trust. We are in an open and continuous dialogue with each other and our various stakeholders.



Environmental responsibility

We take the environment into account in all our activities and openly share information about the impacts of our activities.



Customer focus

We listen to our customers and respond to their needs with high-quality, cost-effective and reliable service.

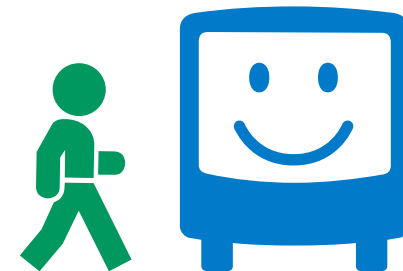


Continuous development

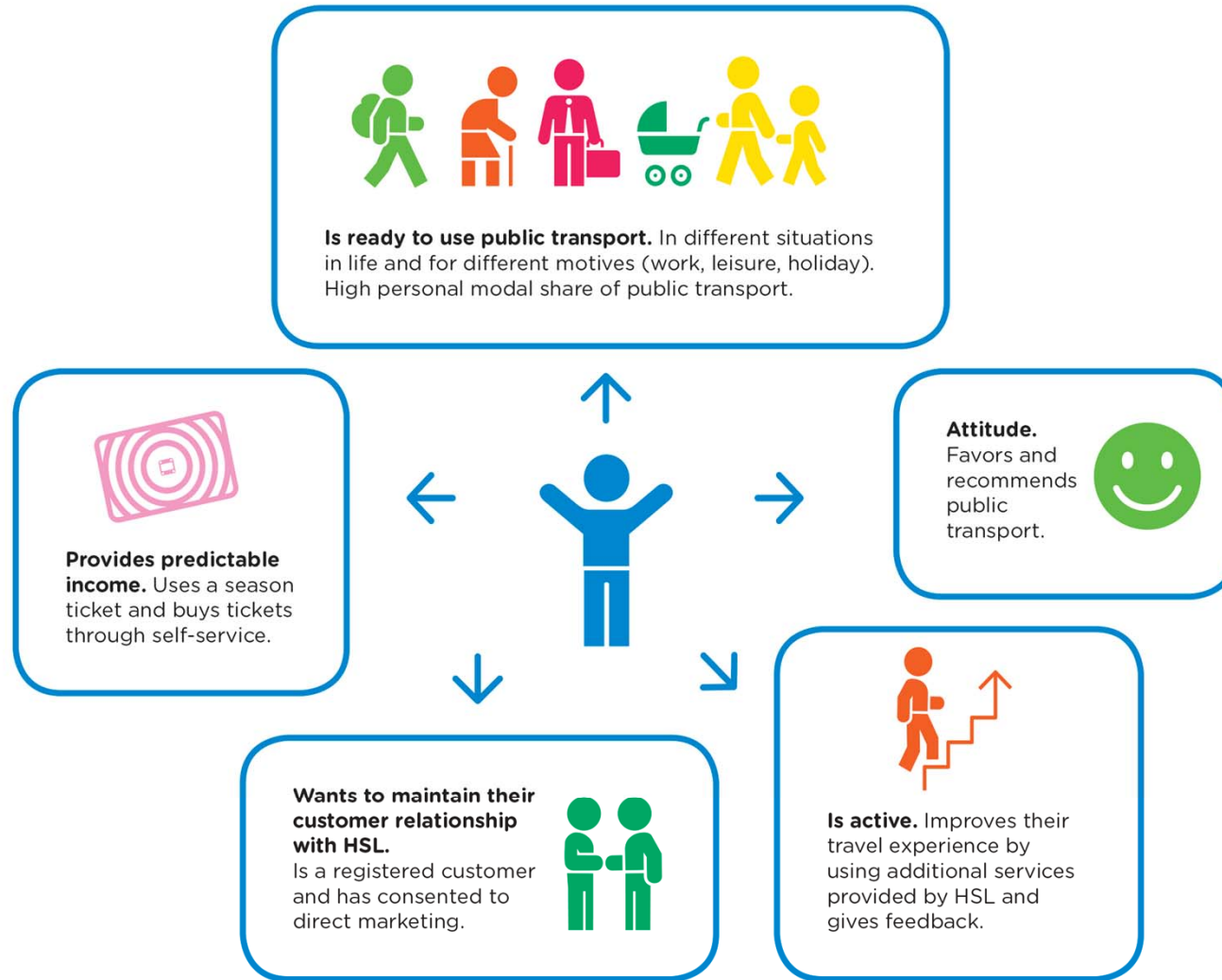
We look to the future and continuously develop our professional skills to ensure the best service and expertise.

Better customer understanding - better service

- Customers' needs and expectations change and continue to diversify.
- Better awareness and understanding of the situations and expectations of public transport users enable us to develop and provide more customer-oriented services than at present.
- Services are developed together with customers optimizing their service experience.
- Customer focus runs through the whole organization.



Characteristics of a good HSL customer



Organization

What does HSL do?

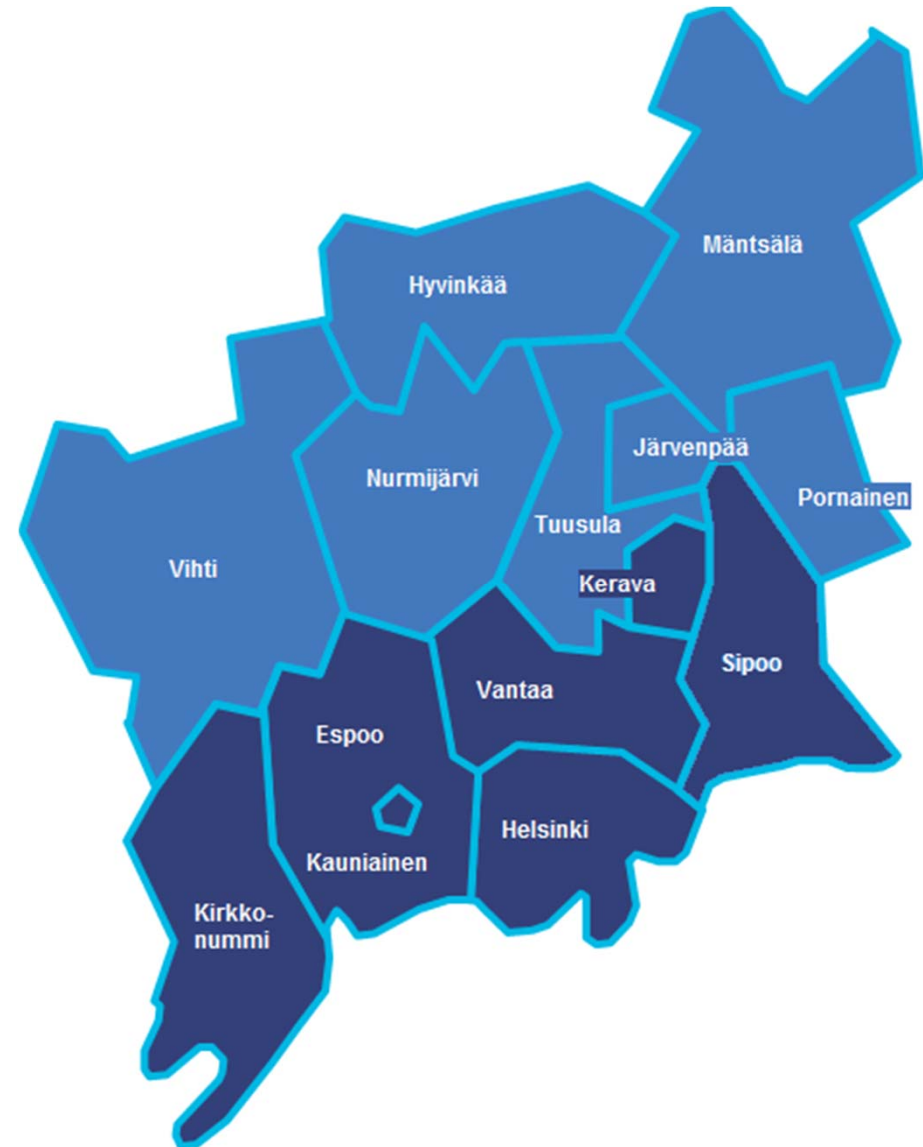
- Is responsible for the preparation of the Helsinki Region Transport System Plan(HLJ).
- Plans and organizes public transport in the region and workd to improve its operating conditions.
- Procures bus, tram, Metro, ferry and commuter train services.
- Approves the public transport fare and ticketing system as well as public transport fares.
- Is responsible for public transport marketing and passenger information.
- Organizes ticket sales and is responsible for ticket inspections.

Cooperation area and expansion of HSL

6 founding municipalities:
Helsinki, Espoo,
Kauniainen, Vantaa,
Kerava, Kirkkonummi.

Sipoo joined in 2012.

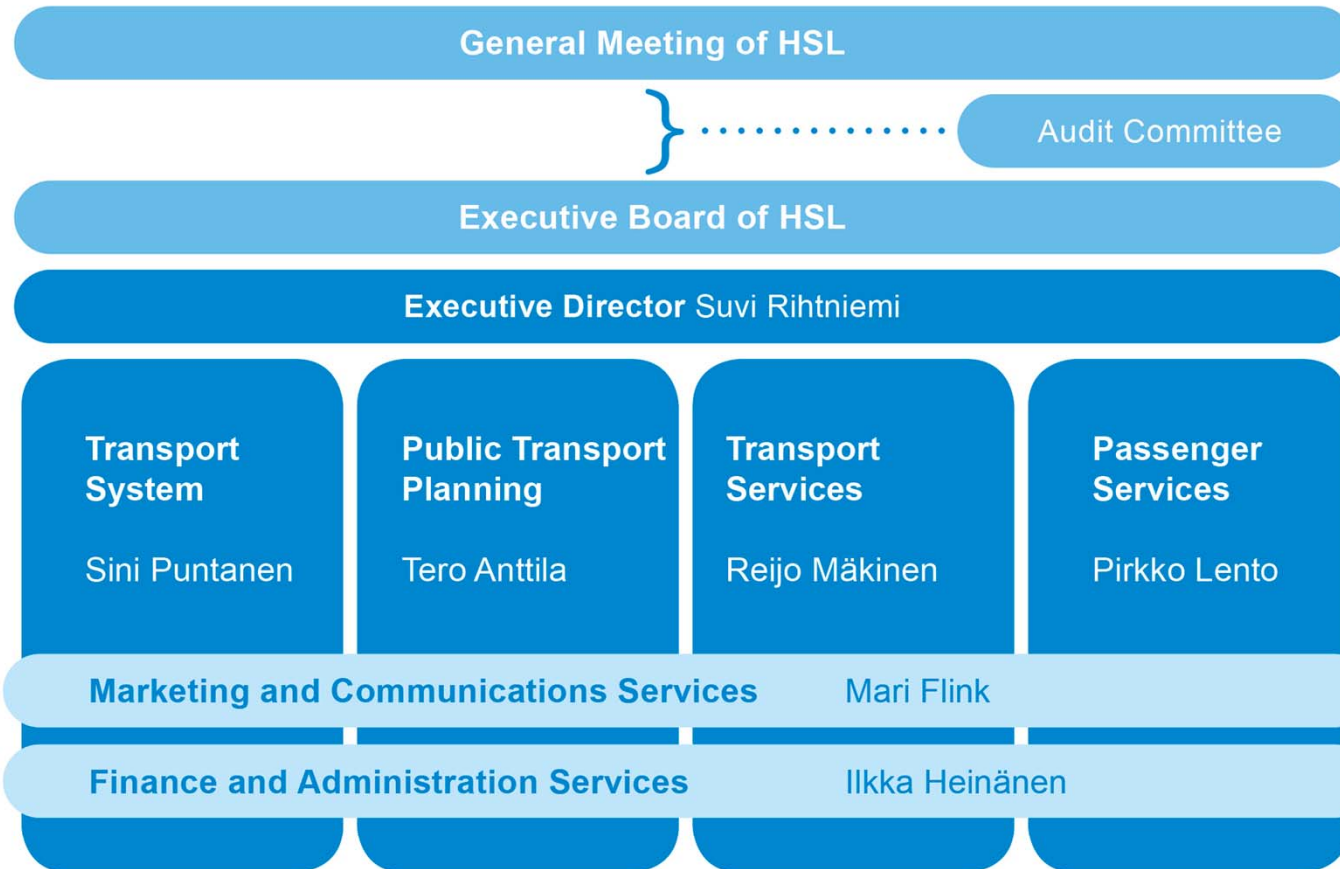
According to its charter,
HSL may expand to cover
all 14 municipalities in
the region.



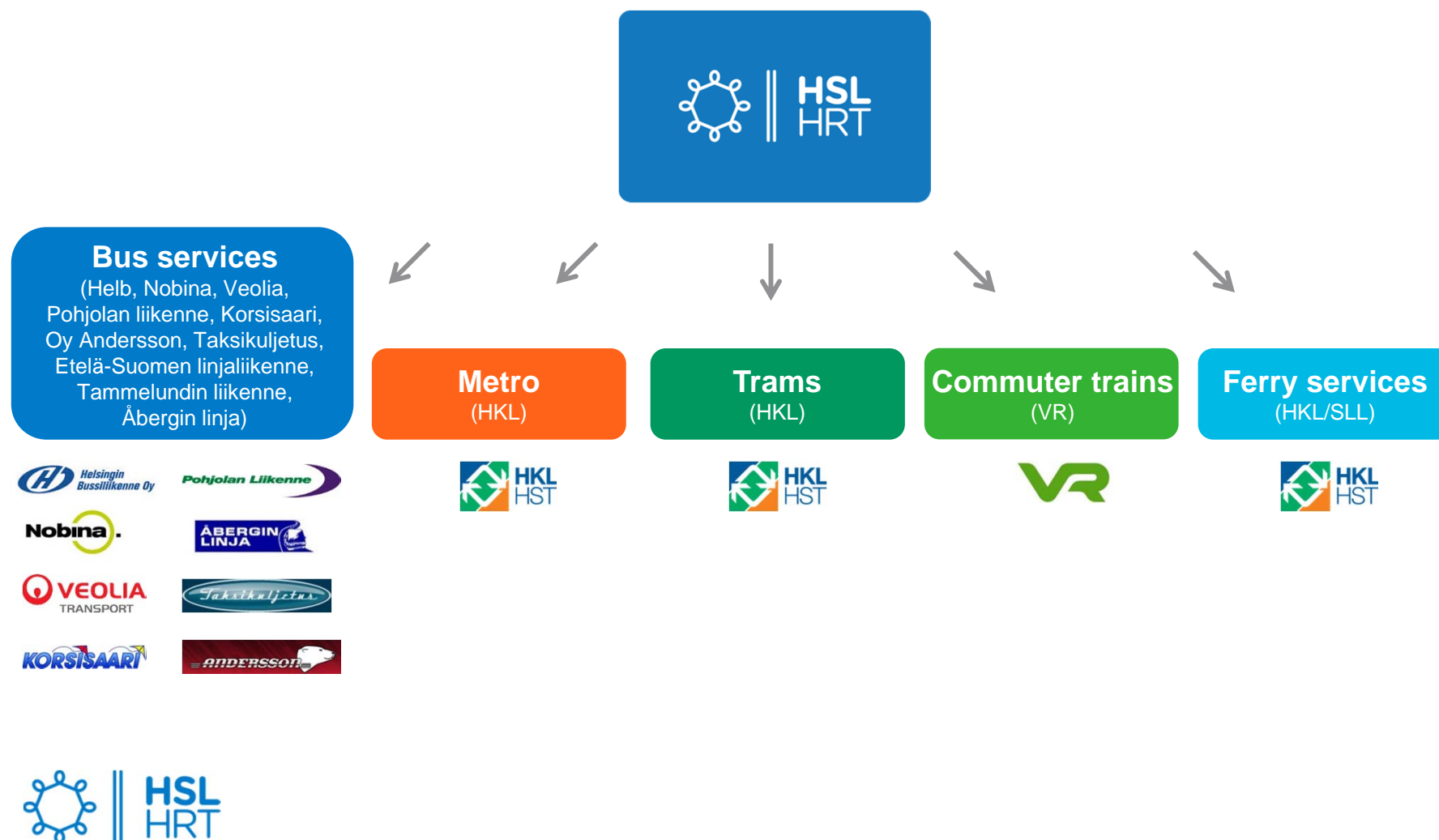
Helsingin Seudun Liikenne (HSL)

Executive Board		
Helsinki	7 members (Chair)	7 deputy members
Espoo	3 member (Vice chair)	3 deputy members
Vantaa	3 members	2 deputy members
Kirkkonummi	1 member	
Kerava		1 deputy member
Sipoo		1 deputy member

HSL Helsinki Region Transport



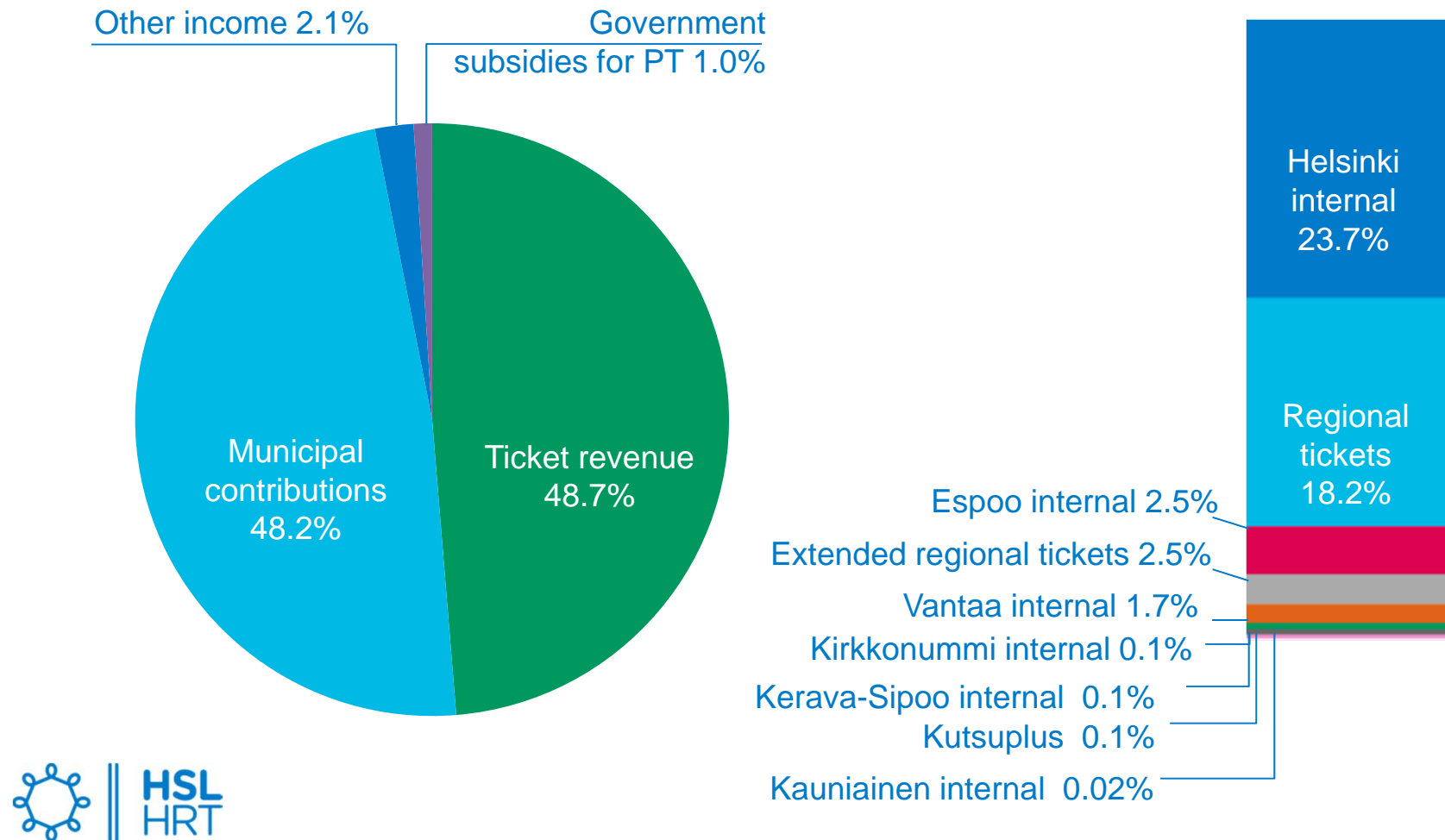
Public transport purchaser-provider model



Economic outlook

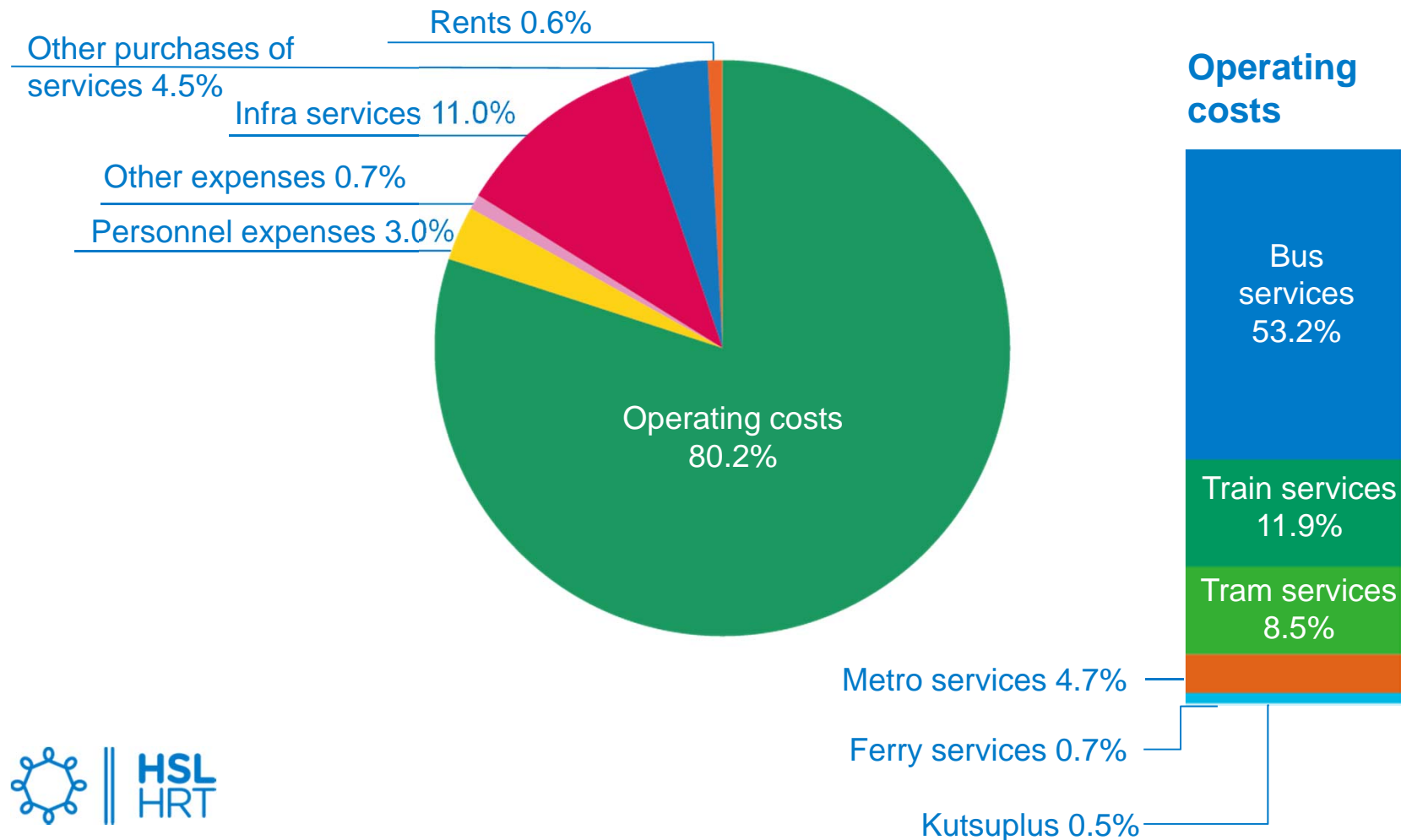
HSL's operating income 2014

Total EUR 601.6 million



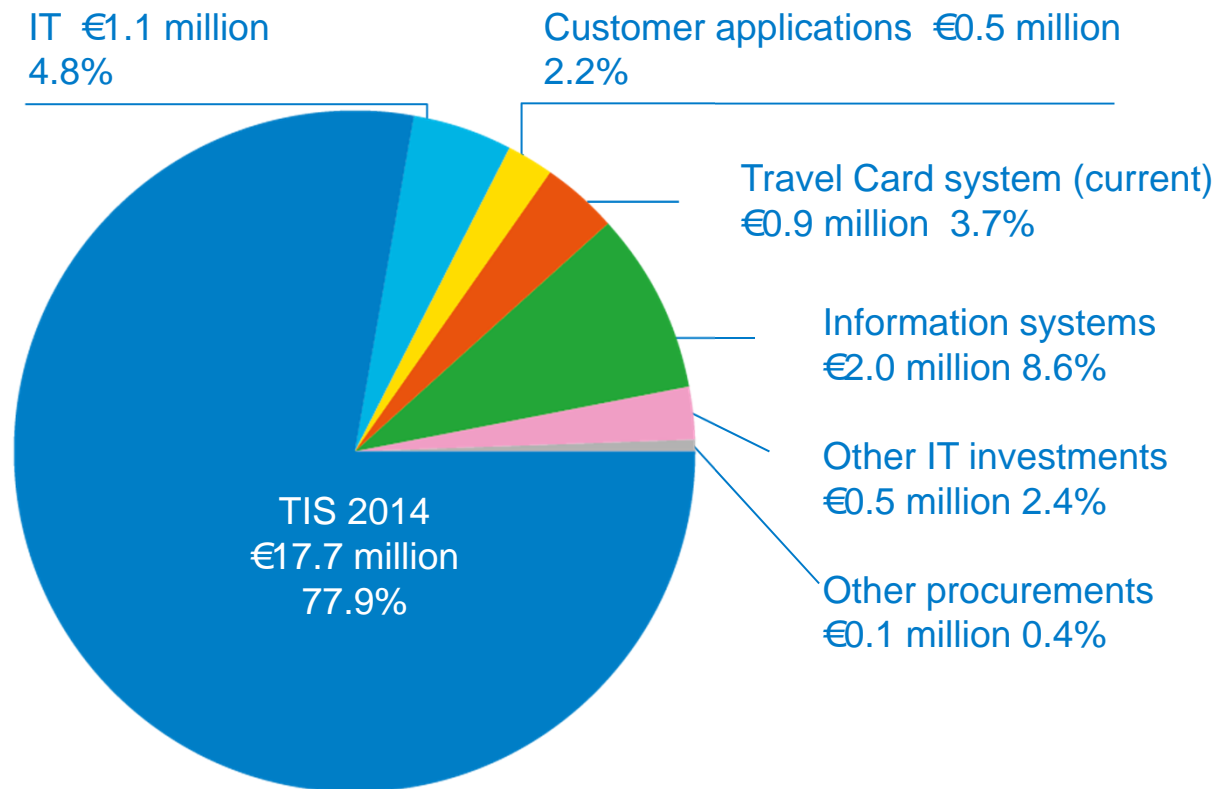
HSL's operating expenses 2014

Total EUR 601.7 million



HSL's investments 2014

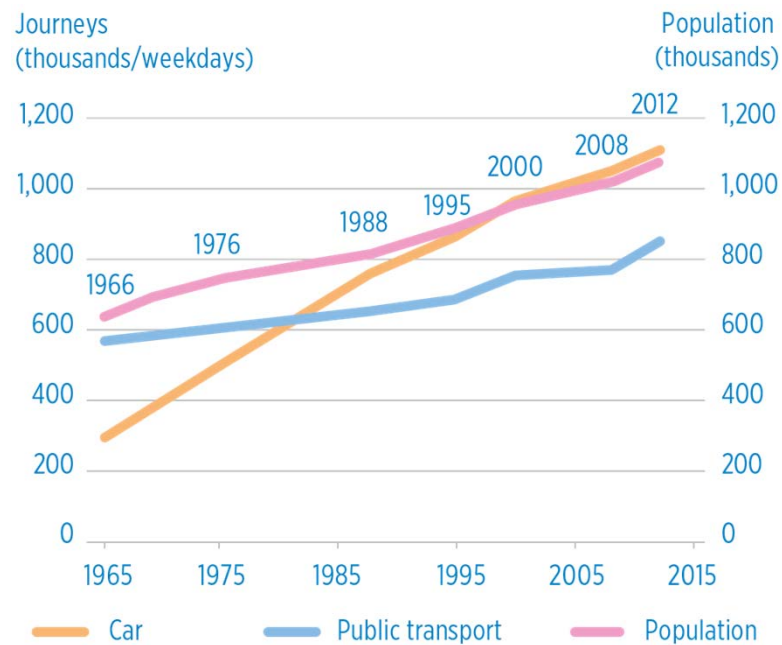
Total EUR 22.7 million



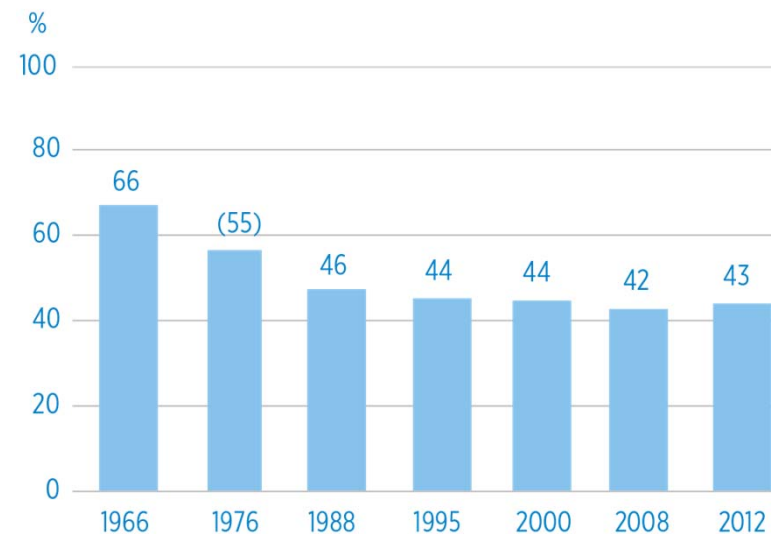
Public transport figures

Development of public transport

Helsinki metropolitan area residents' travel habits: number of journeys made and the share of public transport within the metropolitan area

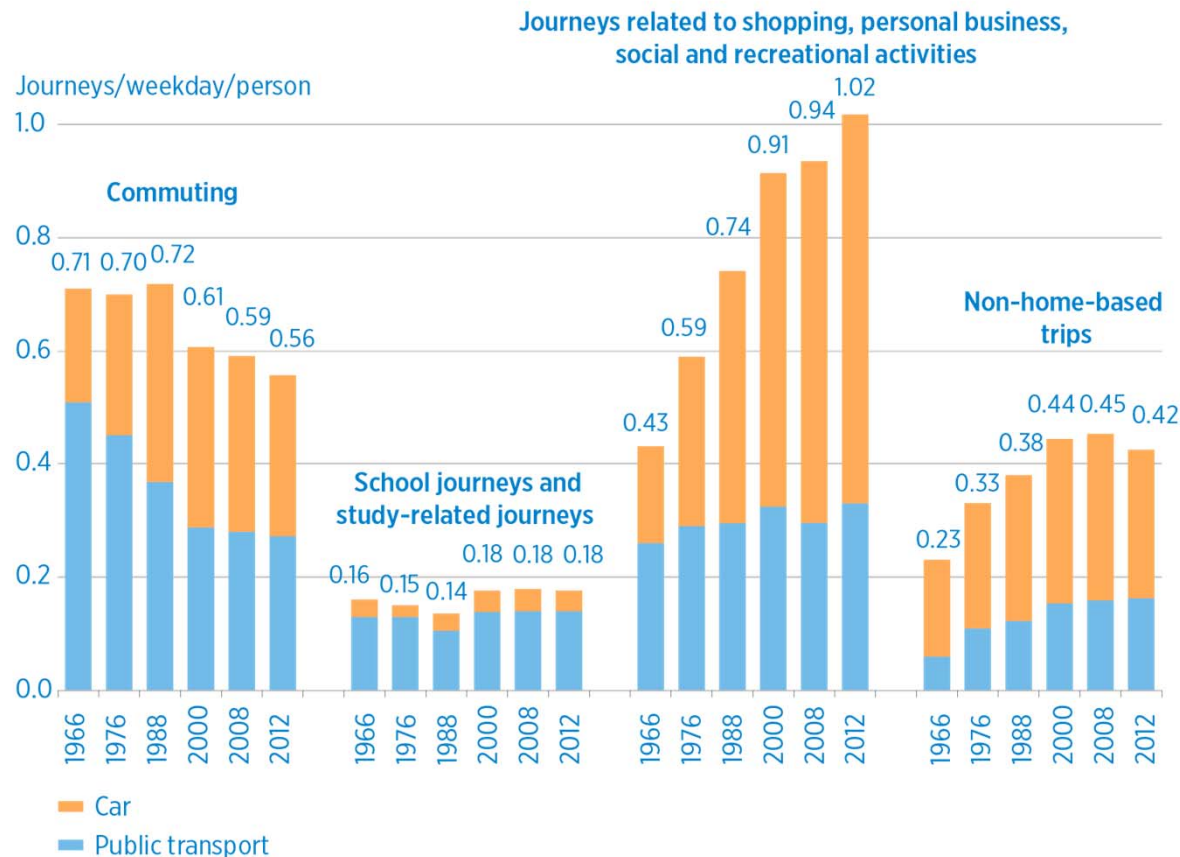


Share of public transport



Development of public transport

Number of journeys by public transport and car by the purpose of journey



Passenger numbers 2012–2013

Millions of boardings on public transport

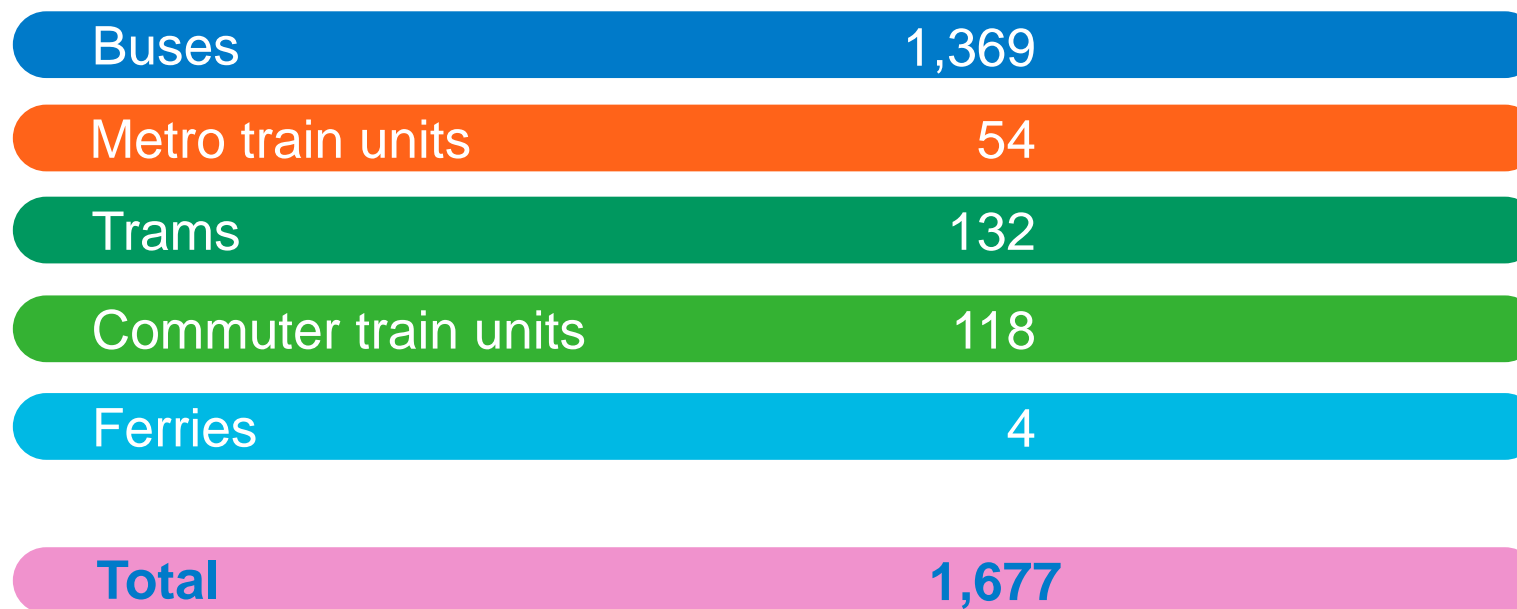
	HSL 2013	HSL 2012	Whole Finland 2011	HSL market share 2011
Bus	179.8	176.7	346.8	50 %
Metro	63.5	62.2	61.5	100 %
Tram	56.7	57.2	53.7	100 %
Commuter train	53.7	47.2	68.4	68 %
Ferry	1.8	1.6	1.7	100 %
Total	355.8	344.9	532.1	63 %

Change in the number of boardings 2012–2013

Million boardings

	FS2013	2012	Change	Change%
Buses	179.8	176.7	3.1	1.8 %
Metro	63.5	62.2	1.3	2.0 %
Trams	56.7	57.2	- 0.5	- 0.9 %
Commuter trains	53.7	47.2	6.5	13.8 %
Ferry	1.8	1.6	0.2	12.5 %
Total	355.8	344.9	10.9	3.2 %

Number of vehicles 2013

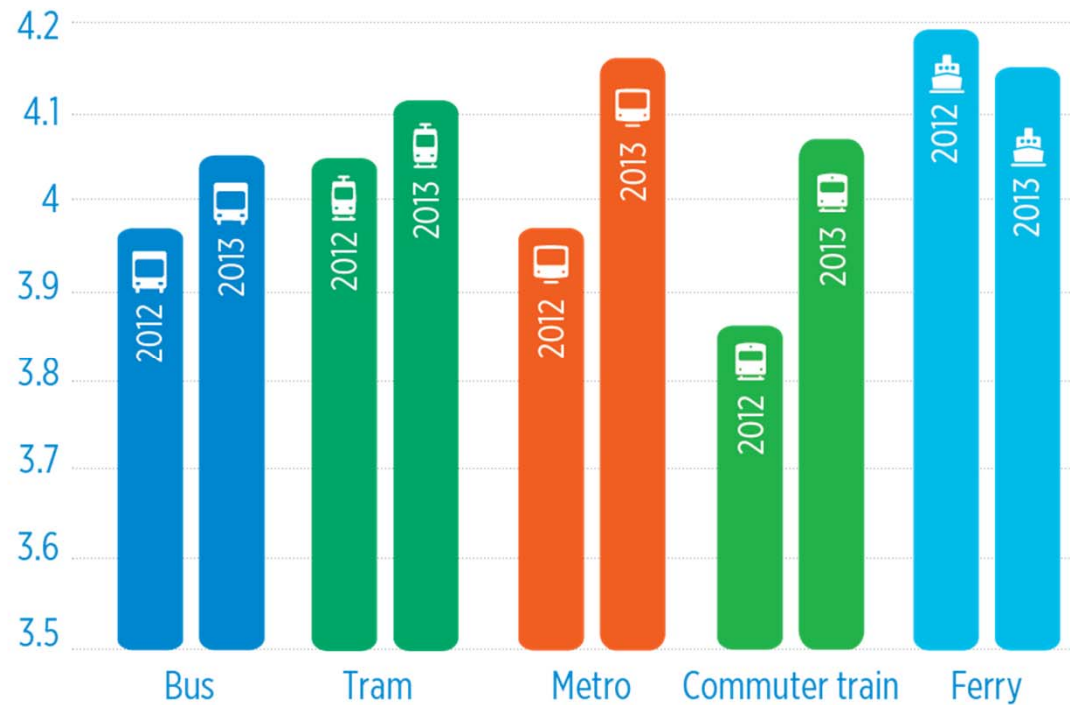


Routes and number of services 2013

Weekdays

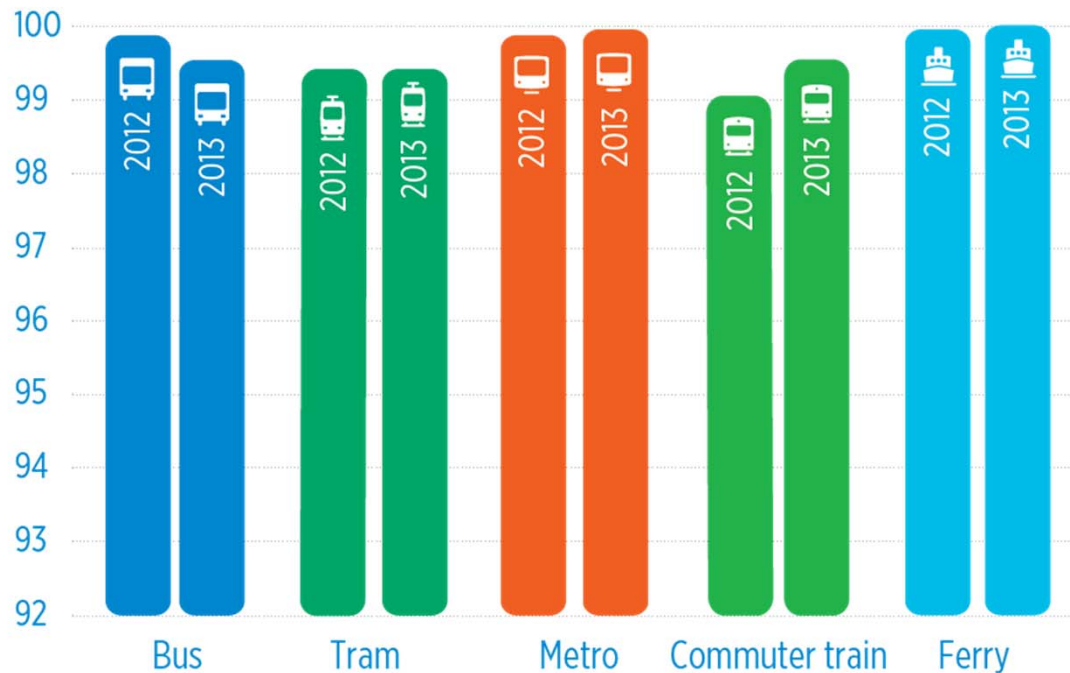
	Routes	Services
Bus	314	20,946
Metro	2	502
Trams	12	2,457
Trains	14	872
Ferry	2	72
Total	344	24,849

Overall grade 2013



In 2013, passengers gave HSL the best overall grade ever, 4.07. In total 87.5 per cent of the 70,000 respondents were satisfied.

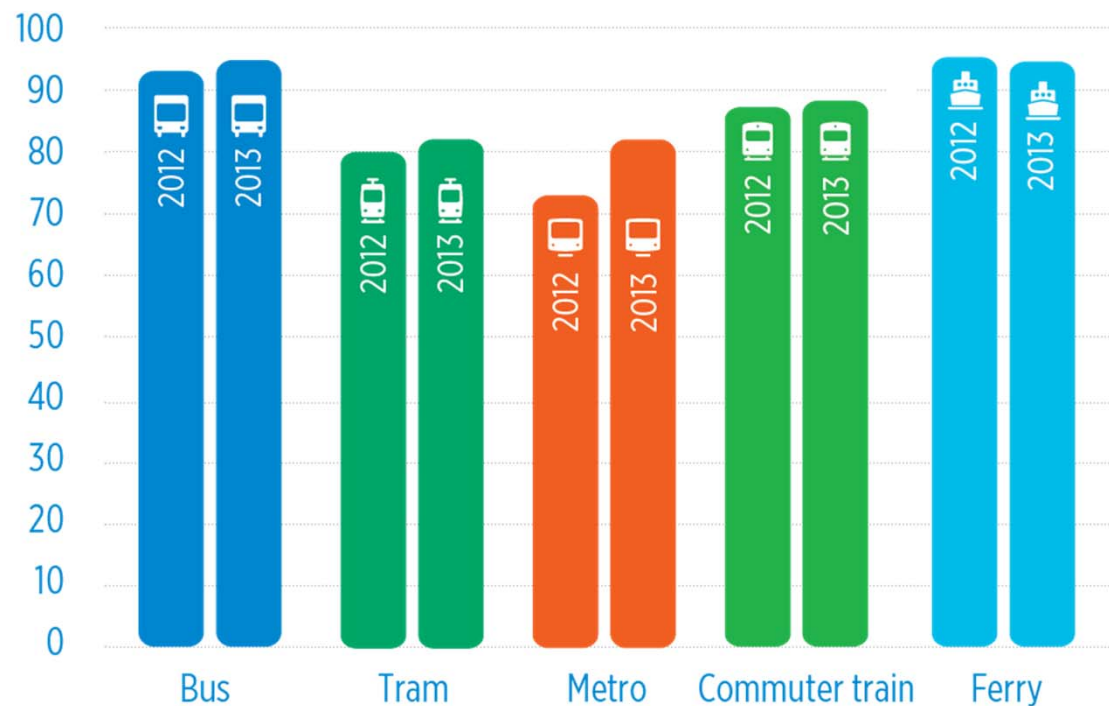
Reliability of operation 2013



The percentage share indicates the share of services operated out of planned services.

The reliability of commuter train services improved significantly from the previous winter.

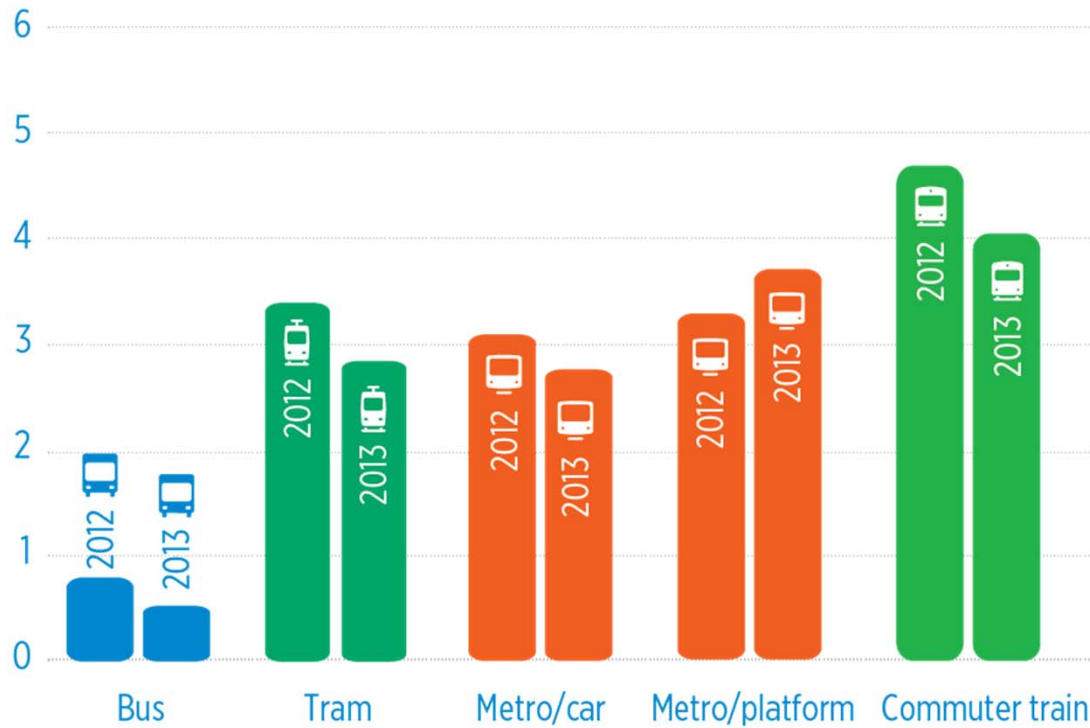
Safety 2013



In its customer satisfaction survey, HSL seeks passengers' opinions also on the level of order and safety on public transport.

Ferry and bus services are considered the safest modes of transport.

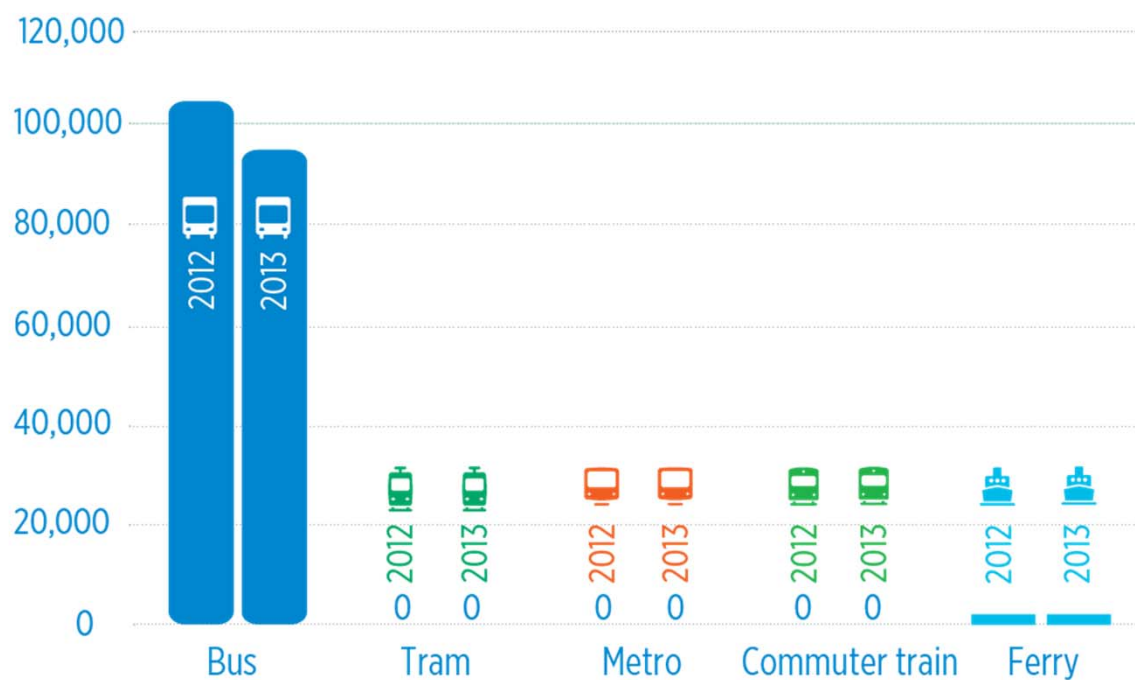
Fare dodging 2013



Ticket inspections were clearly more effective. On average, 2.7 per cent of the passengers whose tickets were inspected were traveling without a valid ticket.

This is down 0.5 percentage points from the previous year.

Carbon dioxide emissions 2013



Emissions from bus services have decreased on target thanks to new vehicles and the use of biofuels.

The Metro and trams started to run on electricity produced by hydropower.