



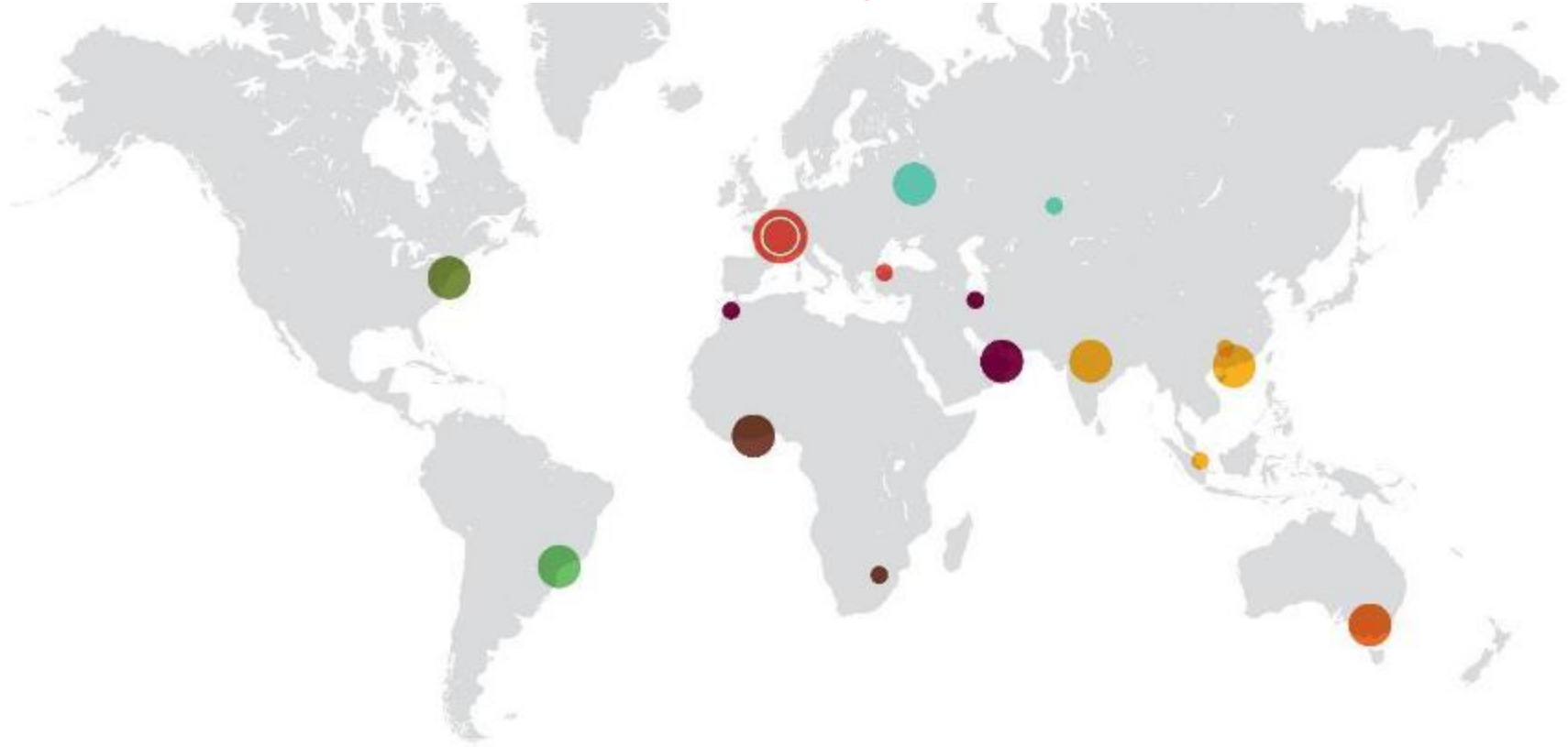
ADVANCING  
PUBLIC  
TRANSPORT

# **PUBLIC TRANSPORTATION AS THE BACKBONE OF MAAS**

**Caroline Cerfontaine,  
Combined Mobility Manager, UITP**

# A WORLDWIDE ASSOCIATION

16 offices + 2 centres for transport excellence



## EUROPE

- Main Office | Belgium (Brussels)
- Liaison Office | Turkey (Istanbul)

## EURASIA

- Regional Office | Russian Federation (Moscow)
- Liaison Office | Kazakhstan (Astana)

## ASIA-PACIFIC

- Regional Office | India (Bangalore/New Delhi)
- Regional Office | China (Hong Kong)
- Liaison Office | China (Shenzhen)
- Centre for Transport Excellence | Singapore

## AFRICA

- Regional Office | Ivory Coast (Abidjan)
- Liaison Office | South Africa (Johannesburg)

## AUSTRALIA & NEW ZEALAND

- Regional Office | Australia (Melbourne)

## LATIN AMERICA

- Regional Office | Brazil (São Paulo)

## NORTH AMERICA

- Regional Office | United States (New York)

## MIDDLE EAST & NORTH AFRICA

- Regional Office & Centre for Transport Excellence | United Arab Emirates (Dubai)
- Liaison Office | Morocco (Casablanca)
- Liaison Office | Iran (Tehran)

# UITP : A DIVERSE GLOBAL MEMBERSHIP

**1 500** member companies

- Operators (all modes, incl. shared mobility)
- Authorities
- Policy decision-makers
- Research institutes
- The sustainable mobility supply and service industry
- Associations

**18,000** contacts

**96** countries



**UITP unites the sustainable mobility community**

# UITP MISSIONS



We engage with decision-makers, international organisations and other key stakeholders to **promote** and **mainstream** public transport and sustainable mobility solutions.



**We inspire excellence** and **innovation** by generating and sharing cutting-edge knowledge and expertise.



We bring people together to **exchange** ideas, find solutions and forge mutual beneficial business **partnerships**.

# ONE OF THE GREATEST CHALLENGES FOR CITIES : MOBILITY

- Urbanisation, changes in society, digitalisation, growing mobility demand, air quality
- Green, smart and sustainable mobility is part of the **top priorities** for urban decision makers
- New innovative services** are on everyone's lips, but still at small scale, need to ensure alignment to match cities goals



# WHAT FUTURE DO WE WANT?

**Principles for a city :  
accessible, safe, green, affordable,  
equitable, inclusive mobility**

# PT IS THE BACKBONE OF INTEGRATED URBAN MOBILITY

- **High quality public transport** is the only alternative able to fulfil the lion's share of trips by using a minimum of space
- Without public transport, other sustainable & innovative mobility services cannot **offer an affordable alternative to car ownership**





# LET'S WORK TOGETHER...

- Better match of supply and demand with new mobility services
- Difficulty to efficiently serve less densely populated areas
- Need for extended operational times
- Traveller's perspective : ever more complex mobility needs

**Public Transport on its own is not able to compete with the private car in terms of flexibility and convenience**





# SOLUTION

**Combined Mobility is the answer!**

**Flexibility + convenience = Door-to-door solution**

**Public transport +**

Car-sharing

Bicycle and bike-sharing

Walking

Ride-sharing

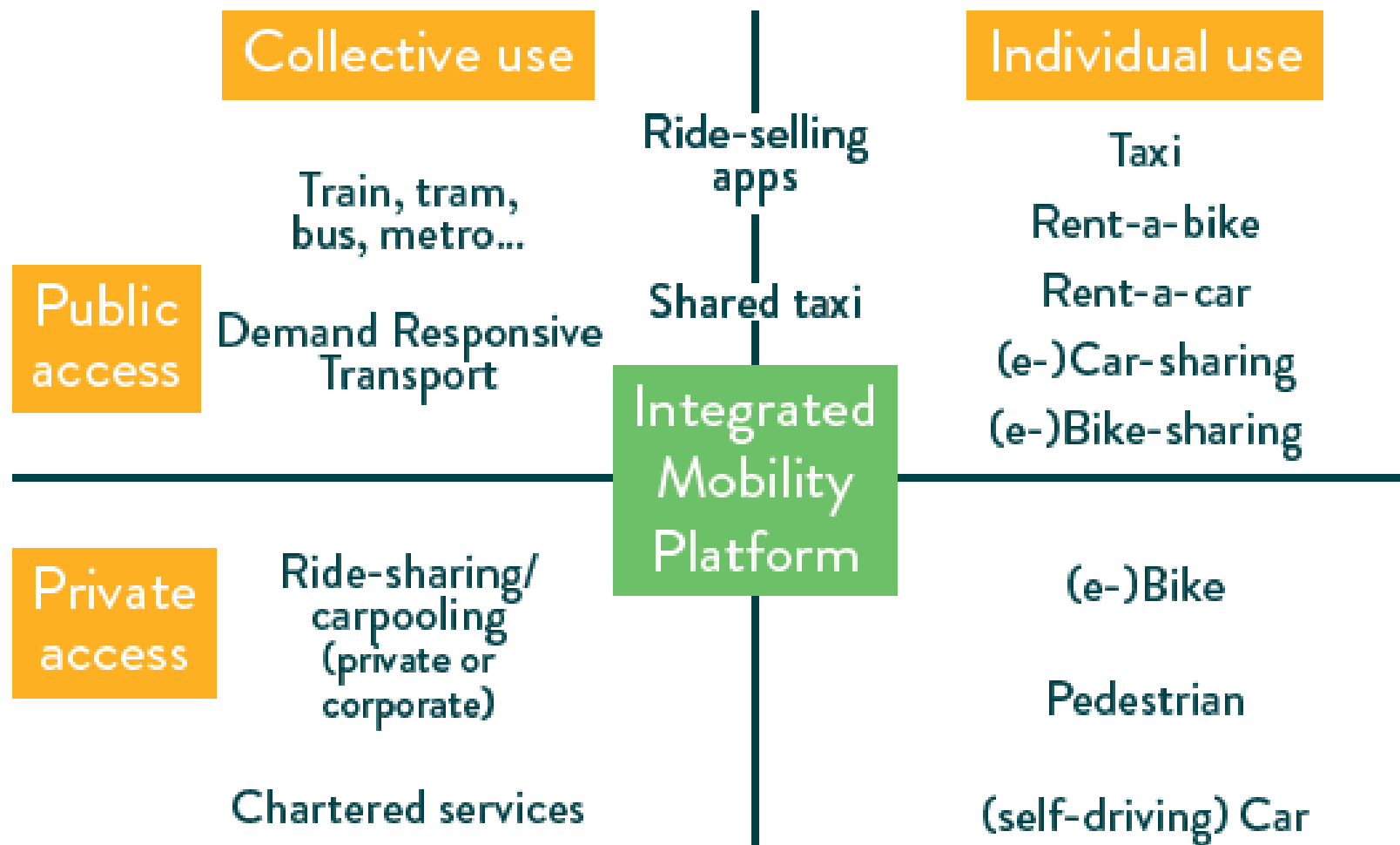
Taxis and shared taxis

On-demand transport

...

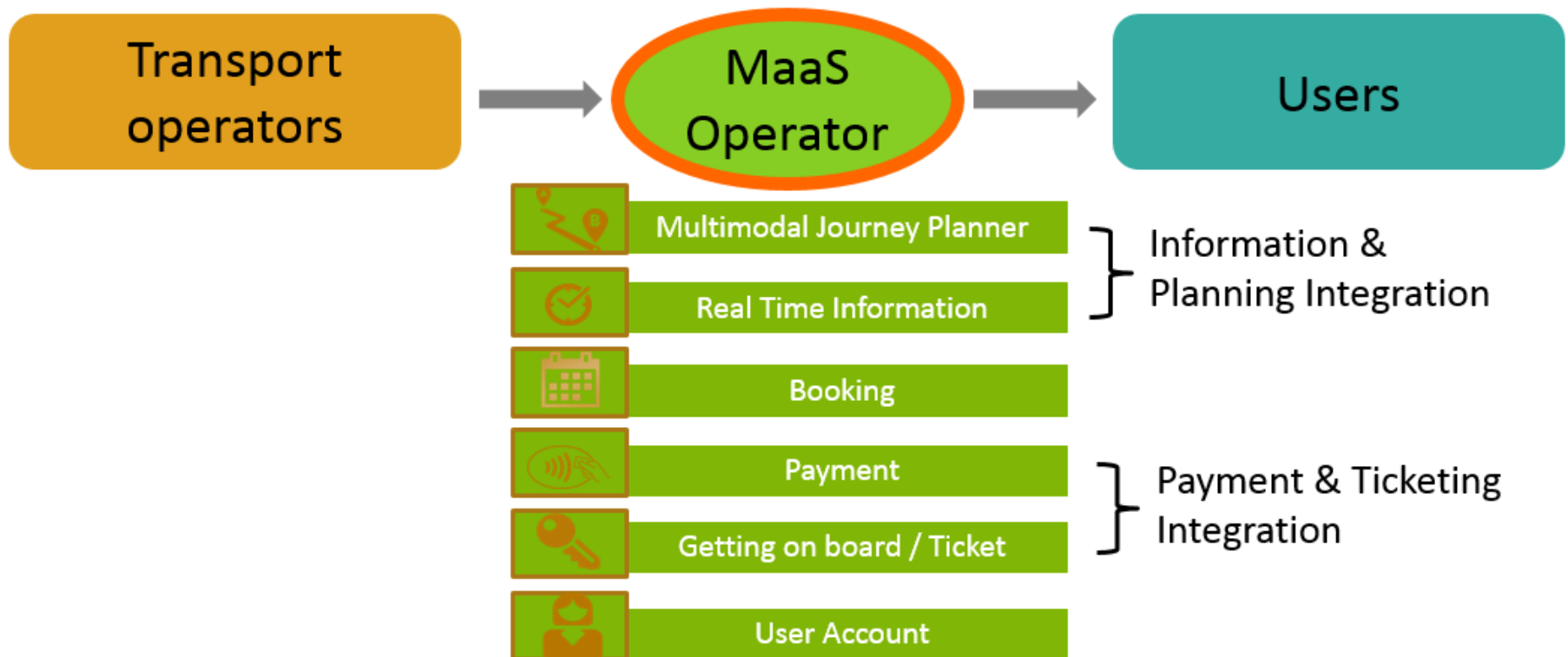


# WHAT IS MAAS ?

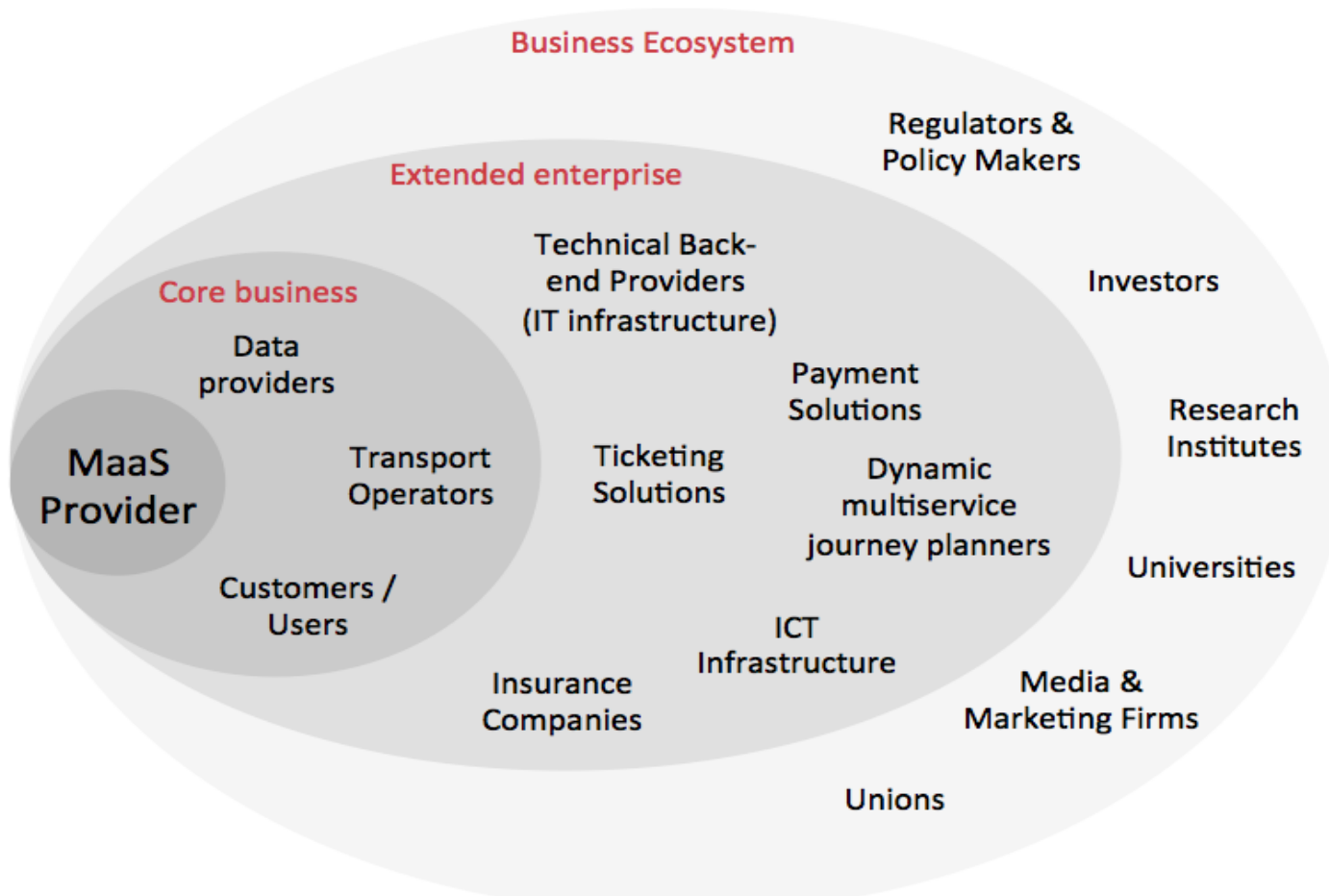


# WHAT IS MAAS?

Mobility as a Service, MaaS, is the **integration and access to different transport modes in one single digital mobility offer**. This offer should include tailor made travel suggestions based on user needs, available anytime and offering integrated **planning, booking, payment as well as en route information**.



# THE MAAS BUSINESS ECOSYSTEM



MaaS requires a business ecosystem where multiple organizations act in **collaboration**, mixing the traditional boundaries of business sectors and companies, and involving users in the co-creation.

# BUSINESS PARTNER EXPECTATIONS

**Trust** is the keyword

- neutrality,
- fairness,
- innovative strong brand with a positive image,
- stable enough to stay for a long time
- fit local or regional political objectives
- high-quality easy-to-use digital service
- **EXTRA VALUE**

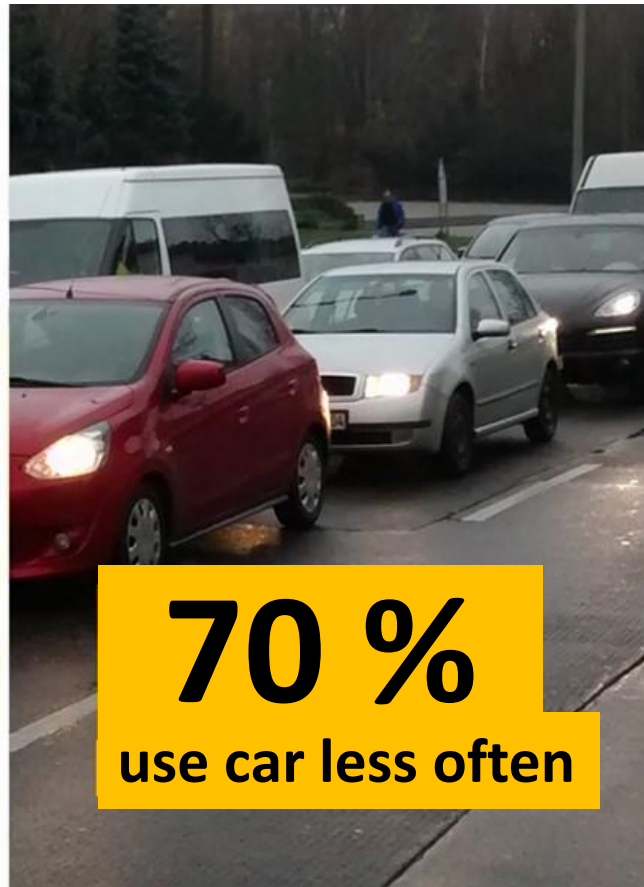
# CUSTOMER EXPECTATIONS

**Trust** is the keyword

- **High level of service quality** : correct information, reliability, strong reputation
- **Simplicity**: easy, user-friendly, convenient service
- **Neutrality**: present all available mobility options in a transparent way
- **Flexibility**: service must be able to adapt to changing customer needs
- **EXTRA VALUE**

# MAAS : CHANGING MOBILITY HABITS AWAY FROM CAR OWNERSHIP

Without a private car, households change their habits



Impact of carsharing on customers of stationbased services that got car-free and live in innercity areas, bcs 2016



# ROLE OF THE INTEGRATOR

Not who will be the integrator but **who can make it fly?**

**Who will be able to create the extra value for customers, business partners and the city/region?**

## Positive effects

- mode shift
- car ownership
- mobility options
- air quality
- transport equity
- energy use
- ...

**X**

## Utilization

number of users

# MAAS AND PUBLIC TRANSPORT

## WHAT ROLE FOR PUBLIC TRANSPORT ?

 WienMobil

Ein Service der

 WIENER LINIEN

Local integrator



**Mobility inside**  
alles einfach nutzen

National  
integrator

KVV.mobil  
powered by  
Moovel



Partner

Mobility  
provider

National  
technical  
integrator




 Samtrafiken

UITP

# CASE STUDIES: WIENMOBIL, VIENNA – PT AS INTEGRATOR



## MOBILITY SERVICE PLATFORM = PUBLIC DIGITAL INFRASTRUCTURE

- **Wiener Linien** set up a subsidiary: **Upstream** next level mobility GmbH
- Upstream runs a multimodal **mobility service platform**: 
  - it unites publicly available transport offers (and potentially corporate fleets) into tailor-made services
  - it offers a **central digital access** to the whole world of urban mobility



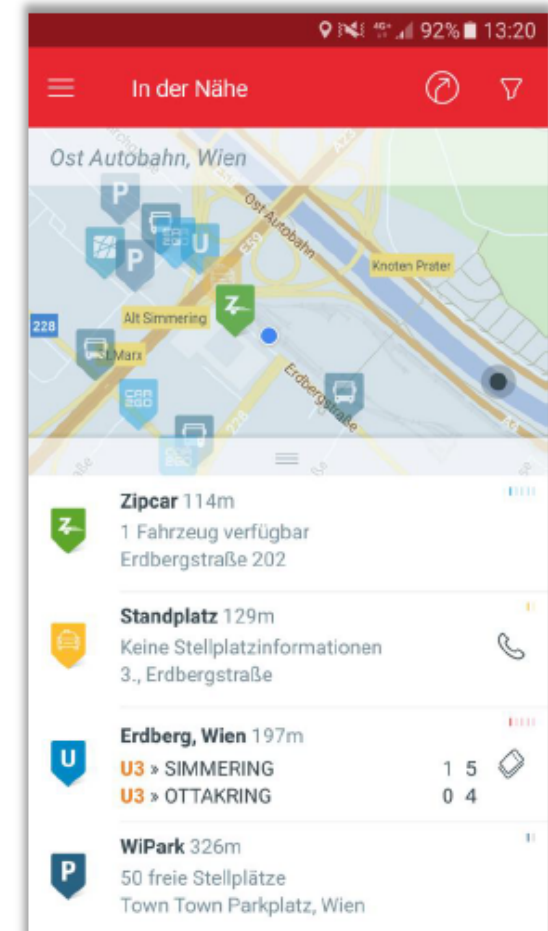
#UITP2017

# What is WienMobil ?

- **Digital Service for Wiener Linien Customers**
- **Combination of public transport and additional mobility service offers**
- **Unified Customer Service for:**
  - Registration & User Data Management
  - Management of Mobility Profile
  - Multimodal Information & Routing
  - Ticketing, Booking & Reservation
  - En Route Navigation

## Customer benefits:

- Additional options of mobility in Vienna apart from private cars are more transparent.
- Easier use of additional mobility forms.
  - simply being mobil



# CASE STUDIES: HANNOVER, GERMANY



15-17 MAY  
**MONTREAL 2017**  
GLOBAL PUBLIC  
TRANSPORT SUMMIT

## 2004: ÜSTRA - A MULTIMODAL PIONEER

### LAUNCHING OF GERMANY'S FIRST MULTIMODAL PACKAGE

Neu ab 01.11.2004



**Erweitern Sie Ihren Fuhrpark**  
**Die ganze Welt der Mobilität auf einer Karte**

Hannover Mobil bietet Ihnen für jeden Zweck das passende Angebot:

- ▶ Busse und Bahnen im GVH
- ▶ BahnCard
- ▶ teilAuto
- ▶ jede Menge Rabatte und Sonderkonditionen bei Taxi, Fahrrad und Lieferservice

Mehr Infos beim GVH im Üstra Service Center City oder unter [www.gvh.de](http://www.gvh.de)

**NUR 6,50 EUR**  
mehr als das reguläre  
GVH-ADO pro Monat

**HANNOVERmobil**  
Das kombinierte Mobilitätsvergnügen

GVH



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GVH

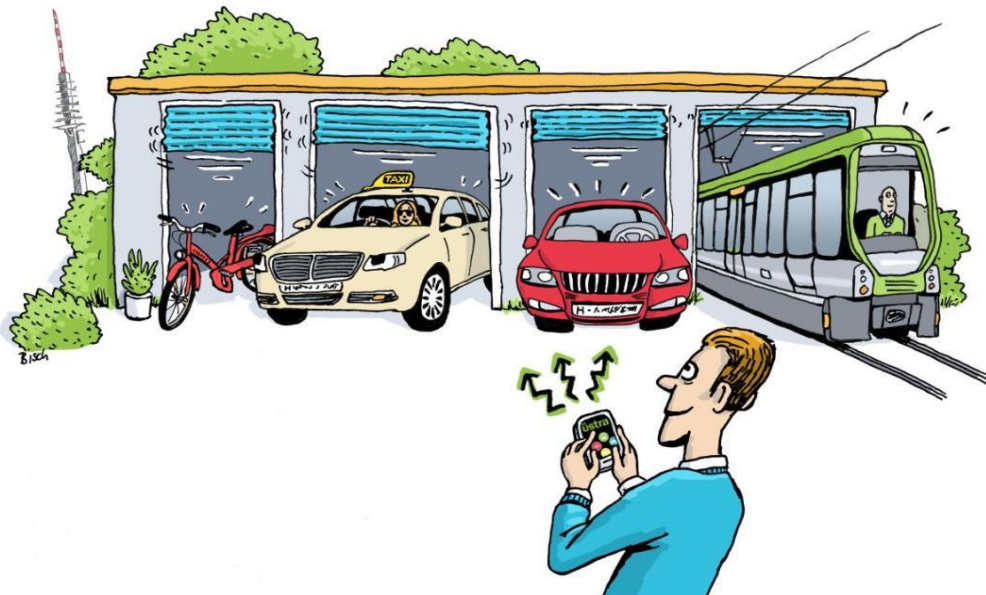
1234567  
Maximilian Mustermann

GVH-Hotline: 01803/19 449 | [hannovermobil@gvh.de](mailto:hannovermobil@gvh.de) | [www.gvh.de](http://www.gvh.de)  
CarSharing-Buchungszentrale: 0511/70 10 214

**HANNOVERmobil**  
Das kombinierte Mobilitätsvergnügen

# 2016: WEB BASED „MOBILITY SHOP“

## MUTIMODAL MOBILITY AT YOUR FINGERTIPS



- Public Transit
- CarSharing
- Taxi
- Bicycle
- ...

Registration

Routing

Booking

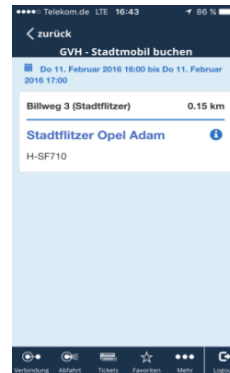
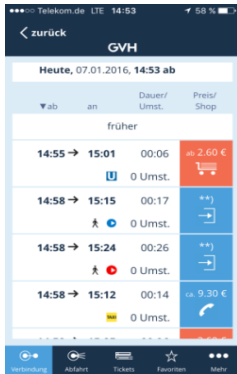
Billing



# COVERING THE WHOLE CUSTOMER JOURNEY



15-17 MAY  
**MONTRÉAL 2017**  
GLOBAL PUBLIC  
TRANSPORT SUMMIT



Multimodal Routing

Multimodal Booking

Multimodal Billing



# PUBLIC TRANSPORT IS THE BACKBONE FOR SUSTAINABLE, MULTIMODAL MOBILITY!



15-17 MAY  
**MONTREAL 2017**  
GLOBAL PUBLIC  
TRANSPORT SUMMIT

## Bus and Rail Services

= backbone for urban life  
and urban development



## Service Integrator

= backbone for multimodal mobility



# **CASE STUDIES : RUTER, OSLO**

## **ANALYSING DRIVERS FOR MAAS**

- **Stay relevant to customers** to maintain the possibility of **being a tool for achieving political and societal goals**
- Explore the possibilities for **establishing a real alternative to a privately owned car**
- **Preparations for** possible **future** roles with fleets of autonomous, shared vehicles

# OUTLOOK

- **Local context** matters
- **MaaS = cooperation**, build up the dialogue of the MaaS ecosystem
- The value lies in the data and the shift to sustainable modes, so any **regulatory framework should support MaaS and maximize its societal benefits**:
  - **Wrong incentives** that hinder MaaS to be really attractive to car drivers, such as free parking or subsidized company cars **need to be given up**.
  - **Shared mobility** needs to be **promoted**
  - **Data deals** : data of public interest generated by MaaS should be accessible to optimise and enhance public transport & urban mobility

# OUTLOOK

- **Get the marketing right** : Ensure you hit the right target : **car drivers & make yourself known**
- **Business model**
- **From Mobility as a Service to Mobility as a Network:**  
MaaS = **digital integration** but it will only work with a **physical integration of PT and other sustainable modes.**



# OUTLOOK

- In the coming months many pilots will be launched
- Keeping an open mind is crucial

Thank you



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# SHARED MOBILITY



urban design - smart cities - accessibility - impact -  
shortcut to the future - social inclusion - MaaS -  
rural areas - Green Deal - international experts ...

[WWW.SHARED-MOBILITY.ROCKS](http://WWW.SHARED-MOBILITY.ROCKS)

21/03/2018

KAATZ

AALST