

MaaS of the Month: Supporting MaaS with pilots

National MaaS programme
in the Netherlands



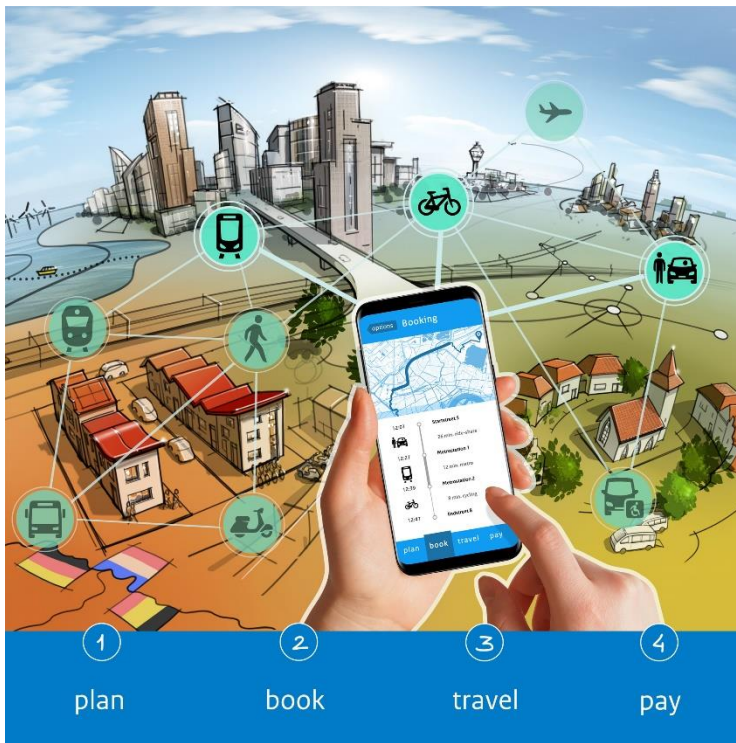
August 2019
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Programme summary

The Ministry of Infrastructure and Water Management in the Netherlands secured a framework agreement which launches seven regional MaaS-pilots that can be scaled to a national level. The framework agreement attracted 41 consortia, 24 of which were awarded a contract. In this framework, a standardised approach is developed, with the ambition to set up a (inter)national MaaS ecosystem that can be sustainable for all stakeholders. The goal of the MaaS project is that passengers can plan, book and pay digitally for their journey, for all means of transport, including shared car, bicycle, (water) taxi, bus, metro and train.



To gain insights into the functioning and the effects of MaaS, the following seven pilots will be tested nationally.

MaaS Pilots projects (see [brochure](#) for more information):

1) The Zuidas in Amsterdam

The goal is to structurally improve access to the Zuidas by creating a MaaS app for business users. This app must then be scaled up as quickly as possible to serve other target groups, as well as the Amsterdam Metropolitan Region, and ultimately reaching nationwide coverage.

2) Utrecht Leidsche Rijn, Vleuten and De Meern

The goal for the app is to encourage people to use alternative forms of transport to cars, thereby making travel in the region easier while also improving accessibility.

3) Twente

The goal is to provide affordable and accessible transport for **vulnerable users**.

4) Groningen-Drenthe

The goal is to create an affordable, future-proof, innovative and integrated mobility system that meets the needs of travellers in the provinces of Groningen and Drenthe.

5) Rotterdam-Den Haag (including Rotterdam The Hague Airport)

The goal is to relieve pressure on the mobility system in the region, to offer opportunities to people who at the moment have insufficient transport options, and to open up the **airport** in a better and multimodal way to arriving and departing passengers.

6) Eindhoven

The goal is to make mobility in the region **more efficient, more effective and more sustainable**, in a way that fits in better with travellers' wishes.

7) Limburg

The goal is to mainly to learn about and experiment with MaaS. In addition, Limburg wants to encourage **cross-border, sustainable mobility**.

Status to Date

The following consortia have been awarded a contract for the MaaS-pilots framework agreement. The incentive grant of a total of 20 million Euros is effective for two to three years. The co-financing of the central government and the region is intended to give the private companies a boost in the development of apps.

1	Go About B.V.		
2	Next Urban Mobility B.V.		Shuttel BV/ Collect Car, Deloitte BV, CGI, Innovactory, Fluidtime Data Services
3	IBM Nederland B.V.		
4	Mobility Concept B.V.		Arval (BNP Paribas), Munckhof Groep, Amber B.V.
5	BeSite BV	Rebelslab B.V.	
6	Transvision B.V.		
7	Thales Transportation Systems B.V.		
8	ARS Traffic & Transport Technology B.V.	Mobility Mixx	
9	Over Morgen B.V.	Amber B.V., Radiuz	Yor24, Taxi Electric
10	KPN B.V.		Amber B.V., Connected, Vialis-Infoplaza, Transdev
11	Arriva Personenvervoer Nederland B.V.		
12	Innovactory International B.V.		Monotch, Rabobank, Syndesmo, MAPtm
13	Tranzer B.V.		Over Morgen, Siemens
14	Mobiliteitsfabriek B.V.		
15	ING Bank N.V. (Ridecloud)		
16	Trevel B.V.	Korton Software B.V., Zorgcentrale Nederland B.V.	
17	Connexion Nederland N.V.		
18	GetYouThere B.V. (Beamrz)		
19	Keolis Mobilities B.V.		
20	DAT.Mobility B.V.	GoOV, Kyyti Group	
21	ICT Automatisering Nederland b.v.		ICT Nederland, InTraffic, NedMobiel
22	moovel Group GmbH (Daimler)		
23	BNV Mobility		
24	West Tech Solutions B.V.		

The regional tenders for the seven nationally scalable MaaS pilots are currently in full swing¹. Regions select a MaaS service provider from among the 24 companies in the Framework Agreement, which includes a banks, insurance companies, IT companies, automotive and public transport parties. The first pilots will go live at the beginning of 2020.

¹ In July 2019.

The role of pilots in establishing MaaS ecosystem

“As a government, we have increasingly fulfilled our role as orchestrator, for example because it turned out that cooperation between transport operators and MaaS service providers would otherwise be difficult to get off the ground. We note that this role is in line with the needs of the parties.”

Letter to Dutch parliament on awarding of the framework agreements

The Ministry of Infrastructure and Water Management was pleased with the great level of interest shown by the pilots in the Framework Agreement, giving the Ministry a lot of confidence that they are on the right track. It will be interesting to see to what extent companies that do not win pilots can also quickly get started with MaaS on their own. The successful introduction of MaaS also requires corresponding policy that could relate, for example, to unexpected external effects of internet platforms, vertically-integrated transport providers (including platforms), data sharing, a level-playing field and policy measures regarding parking and sharing concepts. The Ministry will be working with the regions on this in the coming months.

The Ministry of Infrastructure and Water Management is receiving more and more signs that their approach to MaaS, is seen as a

promising one, also internationally. In the Netherlands, the government has increasingly fulfilled its role as an initiator, for example because it turned out that cooperation between transport operators and MaaS service providers (cf. MaaS-API, data sharing) would otherwise be difficult to get off the ground. This role is in line with the needs of the parties involved.



The Blueprint for a MaaS-API, developed by the Ministry and several companies, is presented at the ITS European Congress by Cora van Nieuwenhuizen, Minister of Infrastructure and Water Management. She handed it out to Eric ter Hark (Benelux Business Roundtable), Jacob Bangsgaard (ERTICO / MaaS Alliance), and Luuk Blom (Benelux Unie).

The main purpose of the pilots is to learn. It is expected that during the running of the pilots more information will be gained to create a more suitable form of governance for the MaaS ecosystem. If the conceptual promises of MaaS are fulfilled in practice, there will be many opportunities for more data-driven mobility policy, more efficient use and the achievement of other policy goals, such as those concerning target group-oriented transport. At this stage, however, the Ministry fully acknowledges that these are pilots and, in pilots, things must also be able to go wrong in order to learn from them. This

concerns the emergence of a new platform economy, as platforms can lead to (positive and negative) effects. The situation and impacts will be monitored closely.

From the moment the first MaaS app goes live, the data from services can be used for a smarter and more sustainable mobility policy. It is expected that MaaS could become a means of optimising the mobility system and, above all, that MaaS is used to ensure that the traveller becomes even more central to our mobility policy.

References

www.dutchmobilityinnovations.com

Brochure with descriptions of the pilots:
<https://dutchmobilityinnovations.com/attachment?file=7qczeMbWTcRrUzL2ExA8ug%3D%3D>

"MaaS of the Month" is an initiative of the MaaS Alliance; it is a collaborative effort of the members of the Alliance's Working Group on Users & Rules and Working Group on Governance & Business Models.

