

MaaS & Public Transport

MaaS Alliance

February 4, 2021. Carme Fabregas

2020 the year of the great pivot

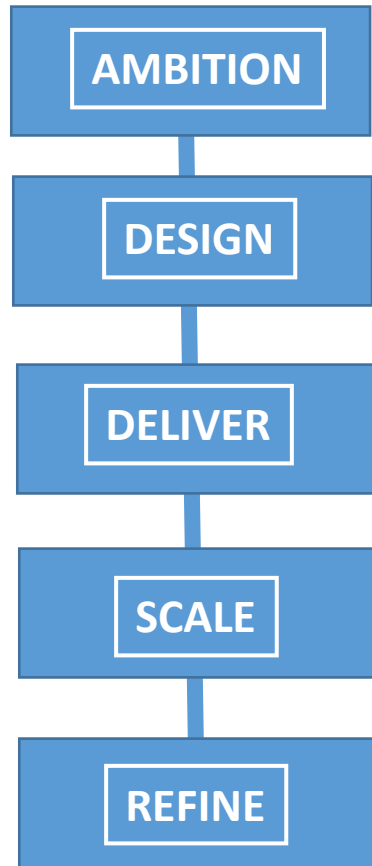
- The COVID-19 pandemic has forced **Public Transport Authorities** and **Public Transport Operators** to reassess their digital strategies because priorities have shifted and resources are scarce.
- Agencies are to transform how they deliver and integrate services as they are forced to improve collaboration and seamless coordination of talent, data and technology.
- Need for accelerating the implementation of digital services, yet much of the increased volume lacks digital maturity



... The Long Path to Preserve ... but to Enhance

- EU 40/2010 Directive and Delegated Acts: **Public Transport reaping tangible benefits**
- Integrated Ticketing has proven facilitating the access to a compelling Public Transport (increase)... though still remaining challenges in place.
 - Siloed working, coupled with traditional business models
 - Lack of digital culture that inhibits evolution and scalability
 - Status quo retaining control. It is unusual for Public Transport to welcome other actors within the mobility chain.
 - Numerous individual pilot projects that neither integrate nor cope with **a spanning ticketing domain: book, pre-trip, in-trip, post-trip**
- **New environmental and business frame to tackle.**

Is Public Transport Ambition to Optimize or Transform?



- Define Strategy. Articulate Digital Business. Articulate Partnerships. Multiplicity of Actors.
- Options and Assessment for Plan Development
- Simplification of Tariffs. Identify New Products to fulfill New Needs. Impact of New Digital Culture
- From the Current Market to a Multiparticipated Market
- Optimization. Reevaluation while Lack of Market Stability

Motivational Spearhead / Preconditions

Public Transport Authority

- From Infrastructure to Services.
- Affordability: Investment/Cost optimization
- Inclusiveness and responsibility of delivery of services to all
- Lessen private car while enhancing customer fidelity
- Environmental footprint

Public Transport Operator

- Accelerated user's digital services based demands
- Increased aim for customer relationship
- Next generation of everyday services includes digital capability.
- Legacy Applications and Monolithic Architectures inhibit Digital Business Transformation



Expected Opportunities in the MaaS Value Proposition

Public Transport Authority

- Delivery of key policy objectives
- Enhance collaboration of public and private
- Provide integrated multimodal mobility services
- Steer development and uptake of MaaS services
- Foster the ecosystem interoperability by setting requirements for data sharing and formats and use of open APIs in public tendering
- Foster the simplification of Public Fares
- **Play TRUST Role for all participants**

Public Transport Operator

- Enhance customer relationship
- Extend the own offer to consist of multiple mobility services
- Offer multimodal and more flexible offerings to users
- **Increased ridership Public Transport being the backbone of MaaS**

Roadmap for a New Mobility Model



Disruptor

Market and technology disruptions and innovations in own industry and in regard of new entrants

Environmental and Sustainability factors as added value changers



Digital Asset Market

New regulatory and organizational frameworks based on multimodal mobility value chain

Customer convenience

Agility



Efficiency Play

Efficiency-Flexibility

Frictionless in modal change

Multimodal e-Ticketing

Fight fragmentation



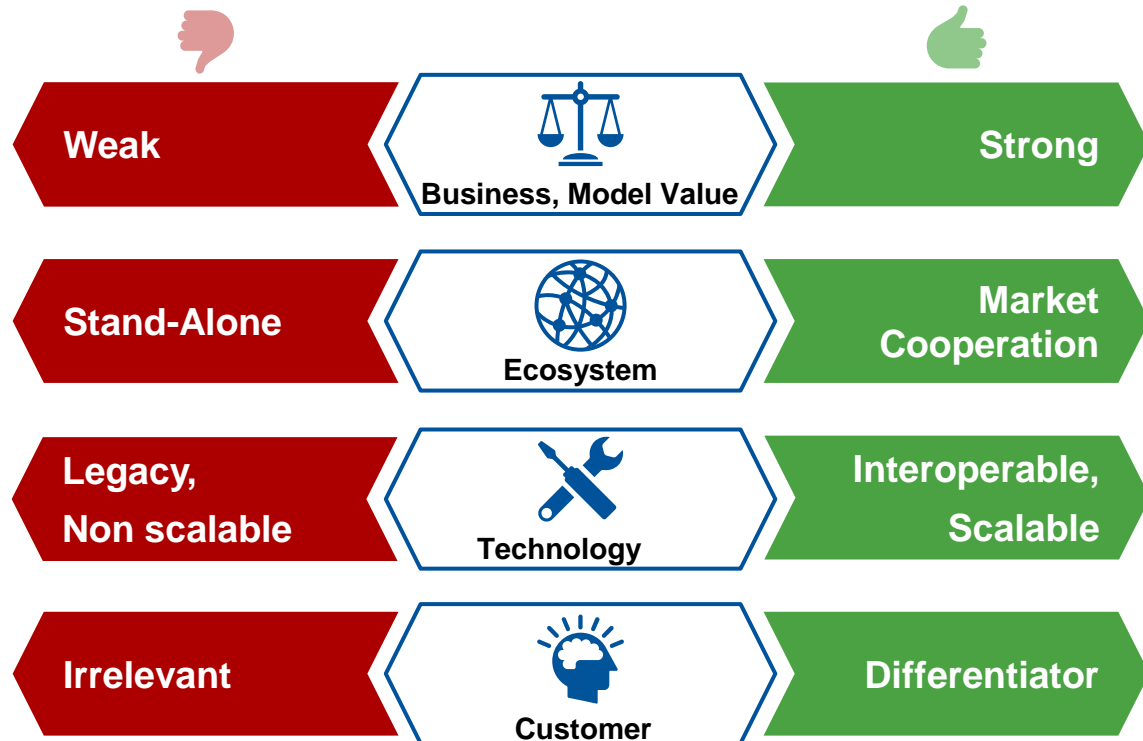
Goal

MaaS for the Common Good

MaaS gets where Public Transport not reaches

Less congestion
Less pollution
Less private car

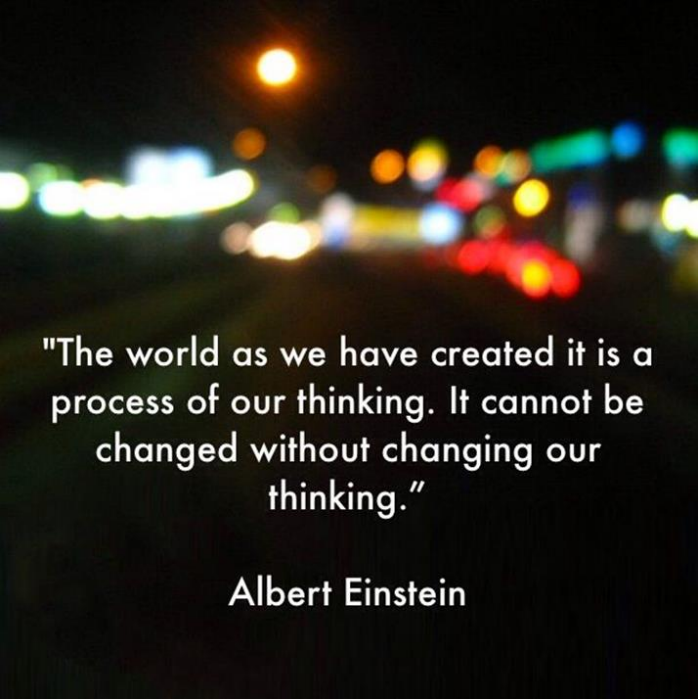
EU Commission framework: Sustainable & Smart Mobility Strategy ITS Directive and Delegated Acts



- Development/Enrichment of legally binding specifications for interoperability and continuity
- Provides for adoption of guidelines
- Contributes to the faster and more coordinated deployment
- Delivery out of joint collaboration and understanding with sister incumbent stakeholders (long proven of compelling-relevant skills)

Sum up

- The 2020 pandemic and its aftermath will reach far into the coming years.
- It's time to prioritize between political agendas, budgets, engagement and operational maturity with digital citizen equity and new cross-industry development ... for the Common Good.
- The EU Commission providing the framework and tools that can link isolated events in our current disconnected environment into a story for citizens, using disruptive enablers to gently nudge Public Transport to thrive in the digital era.



"The world as we have created it is a process of our thinking. It cannot be changed without changing our thinking."

Albert Einstein

We all are collectively the narrators for our future



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