MaaS Alliance Position Paper:
Multimodal Digital Mobility Services

The MaaS Alliance is very interested and keen on the next steps of the **Multimodal Digital Mobility Services** (MDMS). We believe and trust that the MDMS initiative represents an opportunity to align and collaborate on the Digital Mobility Environment in Europe. With this positioning paper, we want to inform the European Commission about the importance of creating the appropriate "**digital**" as well as the suitable "**governance**" frameworks to become the backbone of the future Mobility. The imbalance between the reality of the digital economy and the inertia due to the lack of clear frameworks across mobility services needs to be addressed thoroughly.
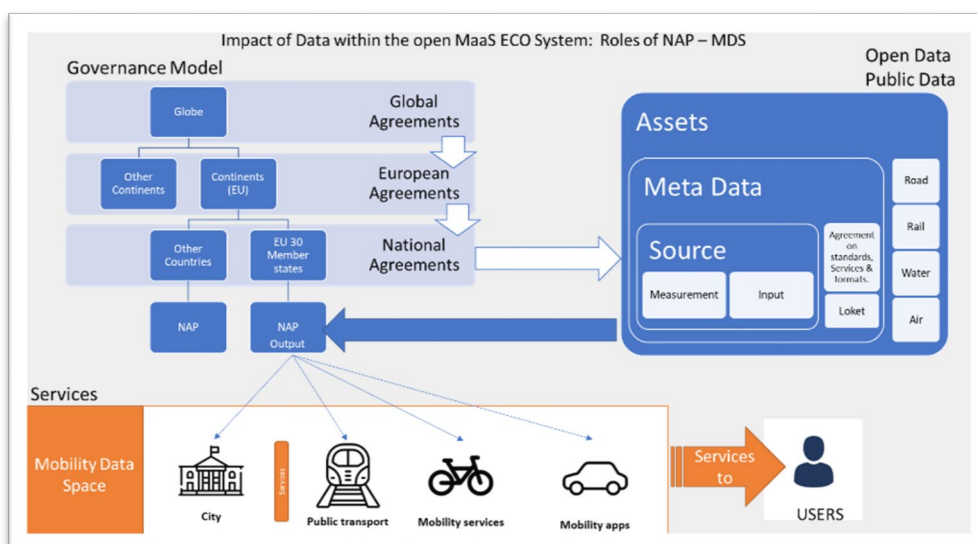
Roles and Governance

Connecting & Sharing

We deem necessary to ensure that roles within the Mobility Market are clearly set in regulations. Public Authorities are playing a key role in aligning with different stakeholders. **Public Authorities should take the lead in working on the deployment of MaaS** to facilitate the required outputs in such a way that they can fulfil the Public Responsibilities. Setting the correct regulation is required so that all Mobility Service Providers – public and private – are connecting and operating with the same rules. The European Commission will set up the guidelines of the **EU- digital Interoperability** that will be deployed by the National Authorities and local Public Authorities.

To make sure we align on Interoperability, the **governance** between EU-National-Local frameworks should be clear and facilitated.

Figure 1: Open MaaS ECO System: Data

MaaS Alliance AISBL
Secretariat
Avenue Louise 523
B-1050 Brussels
info@maas-alliance.eu
www.maas-alliance.eu

USERS-orientated

We want to highlight that the MDMS should focus on creating and enabling the right balance between regulatory/authority-led digital capabilities and market-led capabilities, for the sector to serve all USERS. Everyone has the right to travel and use mobility freely according to their needs, and every qualified entrepreneur should have the opportunity to provide mobility services and use public digital capabilities.

We want to guarantee that within the regulation of the MDMS, there should be room to optimise Mobility by providing the right individual proposition to every single user. To make sure Mobility is available for all users, we need to facilitate the creation of digital capabilities, be they public or private, for public authorities to influence users and to optimise the demand and supply balance of Mobility.

Governance for Mobility Management

Another important output of the MDMS regulation that should be addressed is the way Public Authorities can influence Users in order to facilitate their trips by enhancing Mobility's demand/supply mechanisms.

Within the MDMS framework, we ask for setting up the regulation in such a way that Mobility Service Providers are required to collaborate with Public Authorities in setting the best Mobility Mix to serve mobility services' users. We want to guarantee that the Public Authorities are able to directly apply their responsibilities to facilitate accessibility and liveability of cities and cross-regional areas.

Digital Mobility Ecosystem

To align and collaborate in the Digital Mobility Ecosystem in Europe, we also need to focus on the Operating System of the Digital Mobility Environment as well as the related procedures to regulate the Digital Mobility Ecosystem, especially within the context of digital economy.

B-B Account-to-account interoperability

We see a strong positioning within the MDMS to enable B-B account-to-account interoperability. Based on this, we foresee improvement in the interaction between Mobility Service Providers and Public Authorities in creating and facilitating the Digital Mobility Eco System. In this concept the 'API' will become the standard identifier to facilitate general processes like, for example, Booking, Payments & Settlements and Operations.

MaaS Alliance AISBL
Secretariat
Avenue Louise 523
B-1050 Brussels
info@maas-alliance.eu
www.maas-alliance.eu

You can compare the account-to-account interoperability within Mobility with the evolution of some other industries like the Payment Services Industry (PSD2). The data payment addresses the different account-to-account exchange protocols that forge the platform economy.

To achieve Global-, National-, Regional- and Urban- interoperability at platform level, we, public and private players, need to align and setup three general API`s that should be covered within the MDMS:

1. Roaming between platforms
2. Portability of the mobility account
3. MISP: real-time delegation of mobility services provisioning (Mobility Initiation Services Provider role)

The need for a central EU-regulation for Mobility

The need for a transversal, yet more central Regulation of Mobility is also growing. If we want to react to the global climate crises while facilitating local platform economy, more centralised regulation is required. This can be achieved either through EU regulations or by setting up a European Mobility Council.

To reach the necessary stepping-stones of the desired interoperability, collaboration with all European stakeholders is required. By doing so, we can connect:

1. All Mobility Service Providers (e.g. Aviation and Rail, …)
2. With all services (e.g. Ticketing, Payment, Settlement, …)
3. Covering all geographical areas: cities (big or small), Rural, regions, nations, and the world.

With the realization of the Digital Mobility Ecosystem, the base to align on the European Mobility is created. Within this base, we can further align on the output of mobility.

These are examples of topics that need to be aligned on a Global – European – National level.

MaaS Alliance AISBL
Secretariat
Avenue Louise 523
B-1050 Brussels
info@maas-alliance.eu
www.maas-alliance.eu

European Mobility Knowledge Loop

Regulation by default also constrains the development of innovation. To make sure that the best sustainable solutions are created and provided towards users, we should create a trusted environment in which Public and Private companies discuss the required directions and solutions in order to make mobility services evolve.

Working together on influencing accessibility and liveability is key to serving a city and its users.
- It is a political responsibility to maintain the Public Assets: Urban planning and Urban Mobility.
- It is a joined responsibility to provide the right mobility propositions and services towards USERS: Impact on Modal Split and Mobility shift from owning to usage.

This also entails a discussion about the need and requirement of sharing data, making the correct call on Mobility & Traffic Management, aligning on the Propositions: incentives, revenue, accessibility of target groups to facilitate the best mobility options for any stakeholder at the right time, at the right location for all services.

To make the MDMS successful, we need to facilitate this alignment. The digital framework will be the backbone of the future Mobility.

Figure 2: Open MaaS ECO System –backbone MDMS