

Project name:	MaaS Alliance
Date:	07/12/2017, 10.30-12.30
Notes:	Kurt Marquet & Peter Van der Perre
Location:	Bluepoint building Brussels

Name	Organisation	Present
Stéphane Jacobs	Be-Mobile	√
Frank Witlox	Ugent	√
Sven Vlassenroot	Tractebel	√
Philippe Decrock	Traxio	√
Carl Veys	Traxio	√
Bert Vanbrabant	Worldline	√
Hervé Kerouédan	Worldline	√
Guillaume Servonnat	Espaces-mobilité	√
Eric Ibens	Proximus	√
Sandra Vancolen	Bosch	√
Philippe Leeman	Touring	√
Luc Craps	NMBS	√
Luc Blockx	Athlon	√
Gregor Petri	Fluidtime	√
Marijke De Roeck	City of Antwerp	√
Matthias Buelens	Departement MOW	√
Luc De Ryck	Departement MOW	√
Emily Muhr	Taxistop/Cambio	√
Sven Maerivoet	TML	√
Chris Tampère	KUL	√
Wim Nicque	De Lijn	√
Wim Michiels	Anyways	√
Tom Geerts	De Lijn	√
Tim Hemeleers	City of Hasselt	√
Pierre-Paul Bertiaux	BMC	√
Filip Francois	BMC	√
Nils Wuytens	Antwerp Management School	√
Diégo Eggermont	STIB	√
Allain Allyn	Modalizy	√

Iris Rassios	Modalizy	√
Koenraad Verduyn	PTV Group	√
Marian Lauwers	Arcadis Belgium	√
Wim Iliano	Optimile	√
Tias Guns	VUB	√
Koen Van de Putte	Olympus Mobility	√
Peter Van der Perre	ITS.be	√
Kurt Marquet	ITS.be	√

### Agenda

0. Who is who
1. MaaS and need for a MaaS cluster
2. Example of MaaS Experiences
3. Examples of expectations
  - City perspective
  - MaaS-provider perspective
4. Open discussion and next steps

### Notes & decisions

0.

MaaS is one of the strategic priorities for ITS.be in the coming years. To get MaaS up-and-running in Belgium, ITS.be is working towards a Belgian MaaS cluster (name to be decided, eg MaaS Alliance or as at the European level, or MaaS Coalition) where specific targets will be set focusing on enablers such as the legal framework for MaaS (eg approval of a ‘real’ mobility budget), market development, user awareness and technical enablers. The goal of this meeting is to get a first view on expectations of the most important stakeholders.

1.

As mentioned in the attached presentation, a first MaaS definition is suggested by ITS.be. The following additions were suggested by the group:

- MaaS = customer-centered, take into account specific personal preferences, focus on customer experience & guidance
- Make a link to the political agenda(s)
- Emphasise sustainability.

ITS.be also proposed a first definition of roles: *MaaS providers, Mobility providers, Authorities, Technology providers, Knowledge centres, End users*. Suggestions from the audience:

- MaaS starts with the role of public transport operators (PTO), they are absolutely essential and need to be involved ‘at the heart’
- Focus should be on end-user, so put them on top (mobility=basic requirement), so end-user organisations should indeed also be involved.
- On the issue “who is the end-user? Employer? Employee?” it was made clear that both B2B & B2C angles are needed.

ITS.be finally indicated some first possible focal points for this Maas group such as *end-user awareness* (eg

via position papers and communication, via the organisation of MaaS experiences ...), *market development* (eg via recognition of the added-value of private MaaS providers, via the exchange of best practice on how cities can help develop the market, of on how consistent commissions of mobility providers for ticket sales could help, ...), *legal and fiscal enablers* (eg on the mobility budget, but also on access to data, or legislation re-regulating organised transport ...), *technical enablers* (eg best practice on APIS providing access to data, ticketing and payment) that could be focal points for this MaaS forum.

First feedback:

- The EU MaaS Alliance also has a specific roadmap on legislation, technical standards, contracts between partners, liability... Make sure the BE Alliance or cluster is in line with this roadmap.

2.

Last week Espaces-Mobilités/MaestroMobile organised a first MaaS-experience in Brussels. Guillaume Servonnat highlights the concept and impressive results (see attached presentation). Nils Wuytens (Antwerp Management School) explains in his presentation that Flemish cities almost all put challenges and problems forward that can be addressed by MaaS. As a result several cities, have already expressed their interest in a MaaS cluster (as well as use cases for which MaaS can help).

Questions/remarks:

- The MaaS-experience in Brussels is not really/only a MaaS-experience, but mainly a mobility providers-experience. MaaS itself is ultimately much more complicated. But it is considered as an excellent and pragmatic starting point.
- MaaS is not a neutral solution. It has to be part of policy goals.
- It is indeed very important for end-users to experience new mobility solutions to start making the transition. Testing these “new” solutions is also very important.

3.

Marijke De Roeck (city of Antwerp) presents the roadmap for MaaS in the city of Antwerp and expresses her expectations for a MaaS cluster/alliance (attached presentation). Whereas SNA - Slim Naar Antwerpen - started with an informative website and unimodal route planner (meaning that advice was given for modes *separately*), SNA is now a true multimodal route planner (with travel advice *combining* different modes) with algorithms based on the policy goals of the local mobility plan. When confronted with such advice end-users are sometimes ‘shocked’ to find that they have more alternatives than they thought. Antwerpen is already working together with MaaS providers and about 40 mobility providers, and this numbers will increase in the near future. A MaaS cluster could help on:

- Open data protocols & standards - as what ITS.be has done for parking data (API) - compliant with European standards such as Datex II, quality control, common and industry-friendly license models
- Align legislation - as in Finland where access to data is foreseen in every license of mobility providers
- Share insights on impact of MaaS on mobility.

Koen Van de Putte (Olympus Mobility) comments on what a MaaS Alliance could do for his business:

- Create awareness about the possibilities of MaaS for society
- Support PTOs in their transition to (working with) MaaS-providers
- Create legal and fiscal fertile ground.

4.

The following suggestions were made during the open discussion:

- KUL: research is needed, not only for the short term (operational tests) but also covering the long

- term impact and scenarios. There is a need for a common research agenda supported by this group (proposals will be made towards one of the next meetings).
- De Lijn: It is a challenge to provide business models that work and keep end-users interested. Need for a (pro)active attitude. Not increasing costs but increasing value. This alliance could help to 'step up' on the ladder of MaaS-levels. We need to look at least at a regional scale. Two Flemish cities are already active, 306 still need to get going.
  - NMBS: we are fully supportive. We once had the ambition to do it ourselves. Now we are open for partnerships and ways to add value to the journey for end-users. However we have strict rules and legislation. We have open APIs for partners but we are not able to address all markets. 60% of tickets are currently e-tickets. The major partners are around this table. As expressed by de Lijn, the challenge will be to create value for customers. Discounts on tickets may be a bad example because then authorities end up paying/losing (second class is already subsidised), we have to focus on added value. Note that more flexibility probably also means higher pricing.
  - STIB: All of us of course work in a very political environment, and many decisions are made at a political level. Also, it should be considered if MaaS needs to be addressed at the regional or at the national level. In Vienna MaaS was started in the city and then expanded. Antwerp started because there was a clear need. The potential for upscaling is very necessary for business models.
  - BMC: Belgium is like a big city. It is not like France where you have big regions with nothing in between. You can't split mobility in Belgium. It is necessary to have a neutral platform to discuss. Without this it is impossible to start something new like MaaS.
  - Arcadis is supporting the planning of roadworks on the R0 and is looking for a solution on how to reduce traffic with 40 000 passenger cars. A very short-term solution is needed. Maybe quick-wins can already be found.
  - Optimile: Think global - act local. MaaS starts in a city and then creates a link to other cities/regions/countries. We need to help local mobility providers to connect with MaaS providers. A MaaS Alliance is a contact entity for other players to help them to all the hubs (central places) where you can integrate all the players. Involving international players can also be very interesting.
  - Fluidtime: A certain speed is needed and possible. We already work with existing standards.
  - Department MOW: A data driven environment is needed. Sharing data should become normal.
  - KUL: Also keep in mind the cars that are already on the road. Think of ride- and carsharing.
  - Traxio: Not only transport of people need to be considered, but also of smaller goods (e-commerce boom).
  - City of Hasselt: How can we be certain of the impact (e.g reduced car-use)? Answer of the city of Antwerp: In city of Antwerp only pays providers that can demonstrate an actual reduction in the number of vehicles during rush hour (no cure-no pay).

#### Conclusions and next steps:

During a next meeting (end of January - beginning of February) PTOs are invited to highlight what they do or intend to do themselves on putting a MaaS offer together, and on how they co-operate and support market initiatives (based on the slide in the attached presentation showing the 'ladder' of MaaS integration). Knowledge centers are welcome to present a MaaS research agenda. ITS.be will prepare a first version of a position paper (impact) and will start thinking of how to arrive at a representative steering group and working groups for the group. ITS.be will also examine how the MaaS cluster can be supported via innovation means (eg Vlaio).