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MOBILITEIT &
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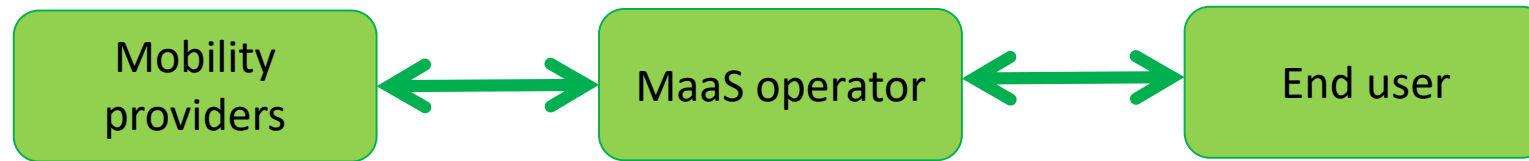
**MaaS in Flanders
(conceptnota
Mobiliteitscentrale)**

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Knowledge sheet on MaaS (MoW)

What - MaaS functionality



functionality	
Multimodal journey planner	Information, planning & integration
Real-time information	
Booking	Payment & ticketing integration
Payment	
Getting on-board, ticketing	
User account	

Source:
- UITP
- Kennisfiche MaaS, MOW

Levels of integration



Level	Integration
0	No integration Unimodal services
1	Integration of information Multimodal routeplanner, price-info
2	Integration of booking and payment Single trip – plan, book and pay
3	Integration of service offer Subscriptions, contracts...
4	Integration of policies Local, regional, federal



Source:

- Sochor et al., 2017

- Kennisfiche MaaS, MOW

MaaS market models



1. Commercial operators
 2. Public transport operator
 3. Public-private cooperation
 4. Publicly-financed integrator (mobility central)
- ...



Flanders will have a mixed model

Business models challenge



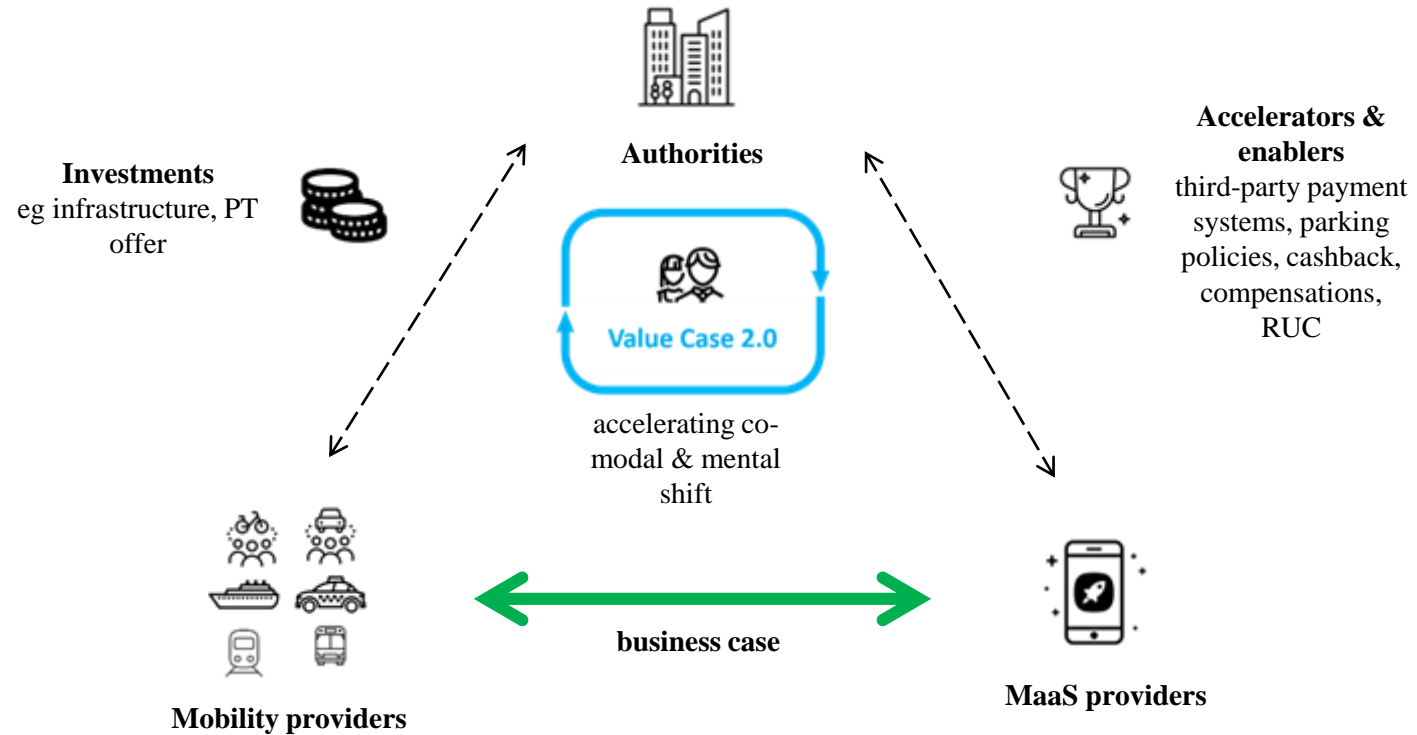
- Agency model (discounts buying in bulk)
- Merchant model (commissions for selling mobility services)
- Transaction model (fee per click by mobility providers)
- Service fee to end-user or company
- Selling of data
- ...



- Subscription fee for mobility

Policy support actions
needed

Value case vs business case



Source:

- Tom Geerts, De Lijn
- Kennisfiche MaaS, MOW

MaaS recommendations MOW



- Create fair and level-playing field via “quality framework” (soft regulation), key elements are:
 - » **data**
 - › **sharing of data** (access to own APIs -> standardisation - > (complete) National/Regional Access Point NAP/RAP)
 - › + bringing together **usage data** for mobility system optimisation
 - » interoperability of **ticketing- and payment systems**
 - » **access** for MaaS providers to (all) **mobility services**
 - » **avoiding unwanted side effects** (eg bias in promotion of modes)
- Policy actions needed at local - regional - federal -European level

Conceptnote 10.05.2019



- Launch tender for Mobility Central
- Develop quality framework for data & integrated ticketing for flourishing MaaS market