

Project name:	Third-party payment within MaaS
Date:	01 April 2020
Notes:	Kurt Marquet & Peter Van der Perre
Location:	Skype webinar

Name	Organisation	Present
<i>Participants list attached</i>		
<b>Agenda</b>		
<ol style="list-style-type: none"> <li>1. Intro - <i>Peter Van der Perre (ITS.be)</i></li> <li>2. Third-party payment within Blue-bike - <i>Anne Coppens (Blue Mobility)</i></li> <li>3. Third-party payment within MaaS - MoDi-project Leuven - <i>Maarten Venselaar (The New Drive) &amp; Brecht Van de Vyvere (Ugent-IMEC)</i></li> <li>4. Discussion</li> </ol>		
<b>Notes &amp; decisions</b>		
<p>1. Peter Van der Perre (ITS.be) welcomes all participants in this webinar and introduces the topic for today (<a href="#">see presentation</a>). Third-party payment can be an important element to make MaaS-solutions more affordable for end-users. Third-party payment systems that exist today focus on employers who pay for instance the public transport subscription for their employees or authorities who pay a certain amount to make use of PT or Blue-bikes in their cities.</p> <p>2. Anne Coppens (Blue Mobility) gives an overview on the activities of their blue-bikes and how third-party payment is handled within Blue Mobility (<a href="#">see presentation</a>).</p> <p>Q&amp;A:</p> <ul style="list-style-type: none"> <li>• Which part of the 20K user cards are coming from MaaS platforms (=combining more than train+bike only)? I can't give you exact figures at this moment, but I think it is less than 10%.</li> <li>• Do you offer tickets combining bikes with train and/or bus? No not yet. Is the price different for e-bikes? We don't have e-bikes yet. Normally foreseen for the end of this year.</li> <li>• Is blue-bike integrated in MaaS applications? How is pricing done for them? Yes, integrated with Olympus Mobility. They buy vouchers and resell them. We are of course also open to other partners.</li> <li>• How long does it take to set-up a third-party agreement with a city? This agreement has to be approved by the city council, so normally this takes 2 à 3 months.</li> <li>• Do you see a big difference in usage of the blue-bikes in cities where a third-party payment system exists? Yes in some cities the blue bike is much cheaper since they have a third-party agreement. The usage is indeed lower in cities where no third-party system exists.</li> </ul>		

3.

Maarten Venselaar (The New Drive) & Brecht Van de Vyvere (UGent-IMEC) present [the MODi project](#) which is coordinated by the city of Leuven (Tim Asperges). Within this project, the cities and municipalities involved wish to explore (harmonised) third party payment systems and develop the instruments to be used (uniform licensing model, technical specifications, etc.) The MoDi project is funded within the City of Things call of Vlaio and ends in June 2020.

Q&A:

- Q8: Third-party payment are managed by cities today, but can we consider a private third party to subsidise a part of the usage cost (e.g for specific users - like its customers)? This is currently not in the scope of the project but can be supported. Q8 is willing to further elaborate this use case.
- Also the city of Antwerp is willing to check whether its various use cases are covered
- Where can we find the license model? It is still under development. Everything will be [online](#) by mid-April and the feedback period is 15-30 April. ITS.be will help to stimulate feedback. Feedback is welcome @ [Brecht.VandeVyvere@ugent.be](mailto:Brecht.VandeVyvere@ugent.be)
- About step 5: would a clearing house not be a good solution for the management of payment by multiple players? Yes, indeed a good suggestion. Within this project we had to choose for a quick basic solution but a clearing house would be a good follow-on.
- Note on OSLO-mobility by the City of Antwerp: the mapping between MDS and OSLO-mobility is in progress, so this should make it easier. The public review period for the OSLO candidate standard Mobility ended in March. The final version will be [published](#) soon. This version will be submitted on 23 April to the Working Group on Data Standardisation for approval as a recognised data standard. The final version will be presented during a webinar on **April 9th (10-12h)**. You can participate [via this link](#).
- Is there already an idea of the expected usage? For example, have authorities already committed budgets? As the city of Leuven, we want to continue to build on third-payer systems. Besides Bluebike, we want to extend this to other mobility providers (e.g. Cargoroo & Urbee). The challenge, however, is to automate this and integrate it into the city processes.
- Will this platform be available also for mobility providers? The presentation shows a focus on MaaS providers. But yes, the system can also be used to link to mobility providers.
- The city of Antwerp is investigating how incentives can help and how it can be made easier to implement third-party payments. Via their own channels and ITS.be they will keep the participants up-to-date on this.
- The city of Antwerp will start with machine-readable license models and it is also exploring how to include access to data. The models make it clear to MaaS & mobility providers what they will do with their data.
- Suggestion: smart contracting using blockchain technology (cf. Ethereum)
- From a private view still a few crucial questions need to be answered.
  - E.g is the tool-chain user-friendly (=maturity of proposed instruments)
  - E.g who will keep the github alive after the project ends (=maintenance)
  - E.g which cities/regions would use this framework (=critical mass)
  - E.g what is the investment needed within companies (=ROI)
- Does the Flemish authority think about subsidising other bikesharing services (or other providers) like it does for Blue Bike? We are benchmarking and having a lot of individual meetings with partners to develop the quality framework for MaaS in Flanders. We want to make it collective and create an uniform approach for license models & third-party ('scale-up' and avoid 300 or 15 different approaches). So indeed taking the step towards standards and automatisisation. At all-time aligned with

private stakeholders. I think it's never been done before in Europe. I cannot expand on subsidies since this is not my jurisdiction, but we will make it for traffic regions how they can start with that.

- Suggestion: The know-how of a partner like SMALS (federal level) could help on the social security level. They might help for mobility on a country level.
- At MOW we will also benchmark with our Dutch and Finnish colleagues (a.o). We foresee a tender for a consultant who can support us to get scalable agreements, use of standards, license models ...

→ On 28/4 ITS.be is organising a webinar on the Finnish Transport Act. Inscribing is possible [via this link](#). Already +50 participants.

#### AGENDA 28/4:

- Introduction - (re)-Regulating Mobility & MaaS
  - *Intro - Stijn Vandeweyer, director Deloitte*
  - *Re-regulating Mobility & MaaS - Peter Van der Perre, director ITS.be*
- The Finnish Transport Act today - public perspective
  - *Altti Iiskola (Ministerial adviser Finnish Ministry of Transport and Communications) & Sami Sahala (ITS Chief Advisor City of Helsinki)*
- Point of view private sector on MaaS Regulation in Finland and abroad
  - *Sampo Hietanen (CEO MaaS Global) & Laura Eiro (Program Director ITS Finland)*
- Discussion & conclusions

4.

Discussion, conclusions & next steps:

We should embrace the possibility to [give feedback](#) on the MoDi project (**15-30 April**). ITS.be will send a reminder on 14 April. Contact points:

- Technical: [brecht.vandevyvere@ugent.be](mailto:brecht.vandevyvere@ugent.be)
- Process: [maarten.venselaar@thenewdrive.be](mailto:maarten.venselaar@thenewdrive.be)

A follow-up concall will be organised on **17 June (10-12h)** to take stock of all input received today. First suggested agenda:

- feedback received by *Brecht/Maarten*
- feedback use cases Blue Bike, Antwerp, Q8 covered?
- feedback MOW potential for scaling-up & maintenance (*Tom/Paul*)
- feedback BCR (*Martin Lefranq*)
- next steps Leuven and partner cities (*Tim Asperges*)

→ an invitation with skype-link will be send (beginning of June at the latest)

AOB:

Other ITS.be events in 2020 – detailed information & Google calendar/Outlook links in [this brochure](#).

- 28/4 10-12h: Lessons learnt from the Finnish Transport Act -- *concall*
- 7/5 10-12h Luxembourg transferring machines/mobility hubs -- *concall*

- 13/5 10-12h: ITS for pedestrians and cyclists -- *concall*
- 18-20/5 all day: ITS Europe congress Lisbon (*probably cancelled?*)
- **28/5 14-16h: MaaS all hands meeting -- *concall***
- 10/6 10-12h: Interoperable ticketing & payment for public transport
- 17/6 10-12h: Follow-up webinar MoDi-project
- 24/6 10-12h: Supporting end-users via (a market for personalised) mobility advisors and by sharing end-user experiences
- **24/9 all day: Belgian ITS.be congress Bluepoint Brussels**
- 4-8/10 all day: World ITS congress Los Angeles
- 21/10 10-12h: Towards a common C-ITS profile
- 18/11 10-12h: Harmonisation of electromobility information & payment
- **3/12 14-16h: MaaS all hands meeting @Dep MOW Flanders**
- 16/12 10-12h: Towards common MaaS APIs - Need for a competence center

## Participants list:

Amélie	Cardyn	Business group leader	Agoria
Jan	Deman	Directeur	BAAV
Hans	Van Winckel	director strategy	Be-Mobile
Haya	Doudri	Head of public policy	Bird
Anne	Coppens	Innovation manager	Blue Mobility
Nikki	Elewaut	Deskundige duurzaamheid	Brasschaat
Martin	Lefrancq	Smart mobility coordinator	Brussels Mobility
Griet	Similon	Projectmanager	De Lijn
Ann	Verhecken	Deskundige Startegische Planning	De Lijn
Odette	Buntinx	Project manager	Departement MOW
Stijn	Vandeweyer	Director	Deloitte
Tom	Geerts	Project manager	Departement MOW
Julie	Mariën	Beleidsmedewerker ITS	Departement MOW
Paul	Theyskens	Digital ecosystem development	Departement MOW
Alexander	Frederiksen	CSO	Donkey Republic
Jens	Frandsen	CTO	Donkey Republic
Ludovic	Bytebier	Network officer	Europ Assistance
Johan	Vandenbroucke	Network manager	Europ Assistance
David	Schoenmaekers	ITS-responsible	FOD Mobiliteit & Vervoer
Lucas	Vanneste	Diensthofd infra & mobiliteit	Gemeente Wevelgem
Xavier	Girard	Smart cities expert	Ingestic
Monique	Martins Gomez	Adviseur mobiliteit	Interleuven
Peter	Van der Perre	Director	ITS.be
Kurt	Marquet	Business development manager	ITS.be
Manuel	Noirfalise	Head of customer experience	Jeasy

Bart	Browaeyns	Digital project manager	Leiedal
Jan	Vanderhoeven	Senior government relations	Lime
Ralph	de Jong	Business product manager	MaaS Global
Diego	Eggermont	Collaborateur indépendant	Maestro Mobile
Amaury	Gerard	CEO	Mbrella
Marc	Breugem	Director Sales Smart Mobility	Monotch
Floris	Ampe	Partner	PwC
Michel	Everard de Harzir	Mobility specialist	Q8
Frank	Van Gool	Algemeen directeur	Renta
Christophe	April	Key accountmanager	Securitas
Robert	Bichsel	Product owner	Siemens Mobility
Geert	Vanbeveren	Head of sales & busdev	Siemens Mobility
Jens	Verhiest	Head of busdev	Skipr
Stijn	Vernailen	Consulent mobiliteitsdata	Stad Antwerpen
Marjolein	Salens	Site coordinator Civitas-Portis	Stad Antwerpen
Kris	Lemkens	Technology manager	Stad Genk
Tim	Asperges	Expert/adviseur	Stad Leuven
Robert	Fontaine	Corporate Planning, Reporting & CSR	STIB/MIVB
Joke	Beel	Program manager MaaS	STIB/MIVB
Bernard	Petit	B2B sales manager	STIB/MIVB
Sven	Huysmans	Senior expert	The New Drive
Maarten	Venselaar	Projectmanager	The New Drive
Sven	Maerivoet	Senior researcher	TML
Katie	Monroe	Partnership manager	Transit
Brecht	Van de Vyvere	Researcher	Ugent - IMEC
Bernard	van der Lande	Head of new busdev	Worldline