
Research agenda for MaaS

4 December 2018

Chris Tampère – L-Mob KU Leuven

Frank Witlox – IDM UGent

Sven Maerivoet – T&M Leuven

Sven Vlassenroot – Tractebel Engie



PUBLIC

INTERNAL

RESTRICTED

CONFIDENTIAL

Towards a MaaS research agenda for MaaS Alliance Belgium

- **Open consortium**
 - Initiative: 4 authors
 - Support offered by Tias Guns (VUB), Koenraad Verduyn (PTV)
 - Open to anyone who wishes to contribute actively
- **Aim:**
 - Awareness MaaS Alliance members of need & potential for MaaS research
 - Align scientific research with needs in practice
 - Scientific advisory board? MaaS research committee?

Method: plenary discussion during ITSBC18 (11/10/2018)

Elicit reactions from the audience on statements:

- Which knowledge is missing to prove or make statement false?
- Which type of research could close these knowledge gaps?
- Who wants to be / should be involved in this research?
- Who is willing to take initiative?

The audience: about 20 people, mainly from Stad Antwerpen, Stad Gent, MORA, STIB, GIM, Sweco, B2B, HOGent/UGent, KBC Autolease, Vlaams Verkeerscentrum, MOW Duurzaam Personenvervoer, Vlaamse Stichting Verkeerskunde, BDO, public and private consultancy

Method: plenary discussion

4 provocative statements

1. MaaS providers do not know their customers
2. MaaS is still too much an IT solution rather than a service solution
3. Public transport operators will just be one of many actors in the MaaS network
4. Authorities do not give guidance, but rather hope that MaaS will solve their problems

Main highlights from the discussions (1/4)

- **Who are the customers?**
 - Mobility tracking apps, habits, ...
 - Addressing a target group with extra offers (e.g., KBC offering De Lijn tickets)
 - But: what motivates people to choose a certain travel mode?
 - Understand people's behaviour! What works? What doesn't? Willingness to pay (more)? → Market research, business case, ...
 - Who do we want as our customers? And what with social inclusion, less mobile people, ...?

Main highlights from the discussions (2/4)

- **MaaS as a IT solution versus a service solution**
 - It is possibly more efficient to reach people via smaller steps
 - Fragmented offer (from the point of view of a customer)?
 - Identify what people are looking for
 - Cf. Google Maps to decide on car travel
 - Research users' search patterns (cf. Google timeline data)
 - Perform analytics on what people search ↔ choose ↔ do

Main highlights from the discussions (3/4)

- **PT operators are just an actor in the MaaS network**
 - Replacing cars by OV → first things first: put the focus of the user experience on PT and then integrate it into the MaaS offer
 - Monopolies hindre alternatives
 - (Public-private) cooperation to bring new/better products to the market
 - Pay attention to service levels and quality of service

Main highlights from the discussions (4/4)

- **MaaS will solve authorities' problems**
 - Minimum minimumorum we need a planned approach → translates into recommendations/restrictions with which a MaaS service will have to comply
 - The 'Mobiliteitscentrale' and the possibility to join as a transportation provider
 - How to develop a vision when there are so many authorities? How to align it all?
 - Are there ways to measure it? Accessibility scores? Sustainability indicators? Benefits? ...