

ITS CONGRESS 2019:
**INNOVATION
FOR SUSTAINABLE
MOBILITY**



PUBLIC TRANSPORT AT THE HEART OF MAAS

PARTICIPANTS



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- Michaël Grandfils - Managing director Lab Box
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- Guy Weyns - Director Marketing & Mobility - De Lijn

THEMES



1. What is the **role** and what are the **own ambitions** of the PT operators?
2. What will be the **relation between PT operators and MaaS providers**?
3. What **flanking policies** are needed to make MaaS a success?



ROLE AND OWN AMBITIONS OF THE PT OPERATORS?

INTRO



ROLES



1. Commercial MaaS operators
2. Public transport operator acting as MaaS operator
3. Publicly-financed integrator
4. Public back-end with public & private MaaS providers (public-private cooperation)

...

Also possible: mixed model

CONCEPTNOTE FLANDERS 10.05.2019








(Decisions by Flemish government)

- Launch tender for a Mobility Central
 - » Working across mobility regions
 - › train net ("treinnet") - backbone
 - › core net ("kernet") - axes (buses & trams)
 - › complementing net ("aanvullend net") - buses between smaller cities & communes (+ home-work & home-school during peak)
 - › mobility-on-demand ("vervoer op maat") - persons/target group without access to other layers
- 'Develop quality framework for shared mobility and MaaS'

FLANDERS



policy

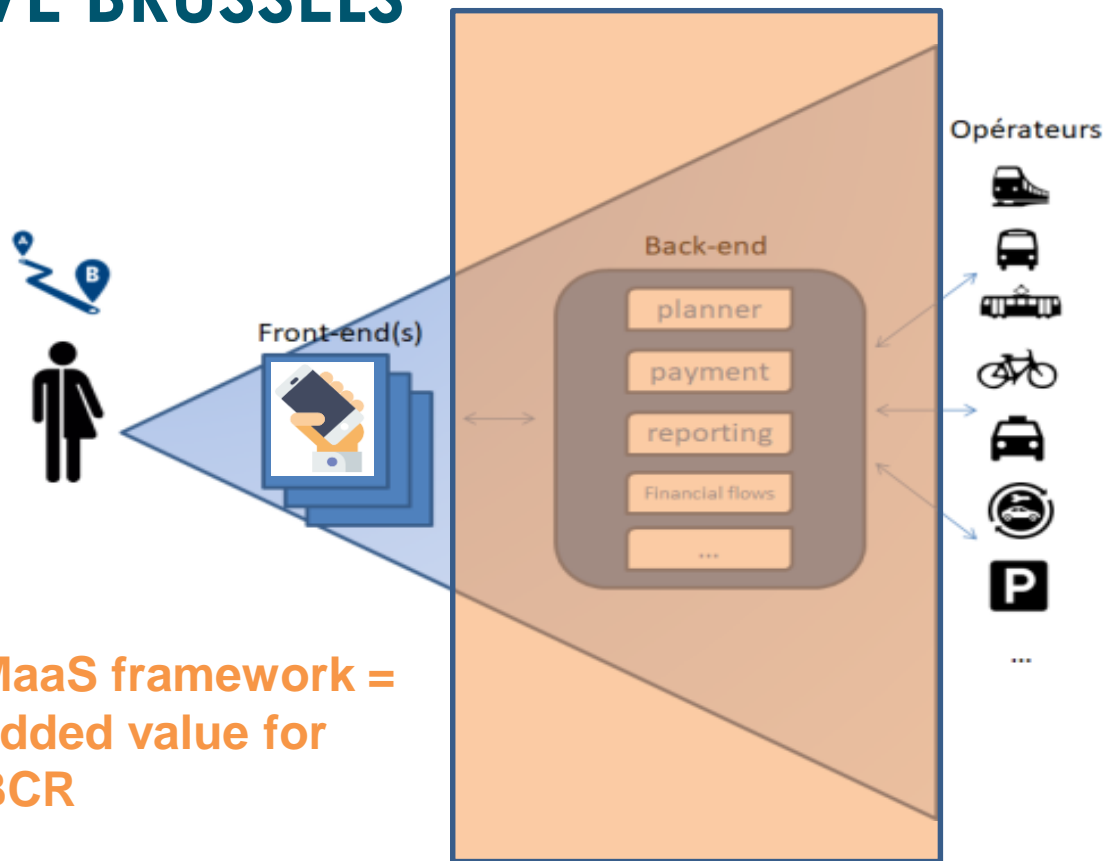
-  ✓ 1. Commercial MaaS operators
-  ✓ 2. Public transport operator acting as MaaS operator 
-  ✓ 3. Publicly-financed integrator **MobilityCentral**
-  ✓ 4. Public back-end with public & private MaaS **MobilityCentral** providers (public-private cooperation)



...

mixed model

GOODMOVE BRUSSELS



MaaS framework =
added value for
BCR




BRUXELLES MOBILITÉ
BRUSSEL MOBILITEIT

SERVICE PUBLIC RÉGIONAL DE BRUXELLES
GEWESTELIJKE OVERHEIDSDIENST BRUSSEL

BRUSSELS



policy

-  ✓ 1. Commercial MaaS operators
-  ✓ 2. Public transport operator acting as MaaS operator 
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...

mixed model

THE FLOOR IS OPEN ...



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HOW WILL THIS AFFECT THEIR RELATION TO THE PRIVATE MAAS PROVIDERS?

INTRO



OPPORTUNITIES & CONCERNS MAAS PROVIDERS

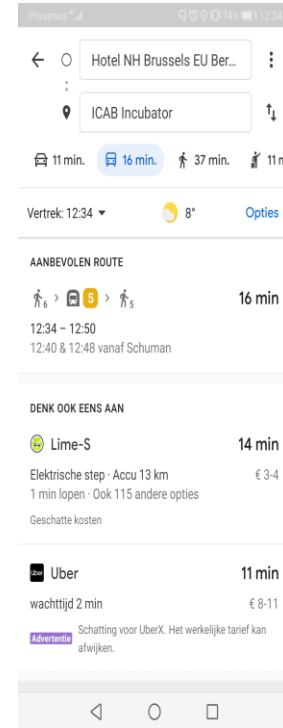


- Opportunities
 - » Interoperable "full digital" ticketing (eg QR codes)
 - » MaaS tickets (per minute, per km, on- vs off-peak ...)
 - » Harmonised contracts ...
- Concerns
 - » (MaaS ticket offer) sufficiently broad -> subscriptions
 - » Non-discriminatory offers
 - » Continuity & autonomy MaaS providers ...

OPPORTUNITIES & CONCERNS PT OPERATORS



- Opportunities
 - » Modal shift
 - » Car -> PT ...
- Concerns
 - » Reciprocity in (exchange of) data
 - » Avoid biased algorithms
 - » Avoid dominant positions ...



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WHAT FLANKING POLICIES ARE NEEDED TO MAKE MAAS A SUCCESS?

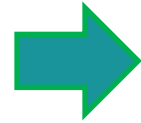
INTRO



FLANKING MEASURES



- Policy levels
 - » European (Belgian position)
 - » Federal
 - » Regional
 - » Local
- Types
 - » Regulatory & fiscal
 - » Business enablers
 - » End users
 - » Technical interfaces
 - » Supporting infrastructure



ITS.BE POLICY RECOMMENDATIONS



<i>Level</i>	Regulatory & fiscal	Business enablers	End users	Technical interfaces	Supporting infrastructure
European (B position)					
Federal	Mobility budget extensions (P+R, certified advisors)	Marketplaces & subsidies	Campaigns		Multimodal hubs around stations
Regional	Road charging	Marketplaces & subsidies Third-party payment systems	Campaigns	Harmonisation support	Multimodal hubs at city entries PT+HOV lanes
Local	License models for shared mobility	Marketplaces & subsidies	Campaigns		Multimodal hubs – local/"Mobipunten" PT+HOV lanes

DELOITTE NEW DEAL



Level	Regulatory & fiscal	Business enablers	End users	Technical interfaces	Supporting infrastructure
European (B position)					
Federal	Responsible mileage for salary cars (ownership & usage tax) Extend mobility budget to all employees		Campaigns by businesses		Multimodal hubs
Regional		Two-directional data exchange between PT and MaaS operators Access for MaaS operators to PT tickets	Campaigns by businesses	Support for MaaS standardisation	Multimodal hubs Cycling infrastructure
Local					Multimodal hubs Cycling infrastructure