

Project name:	MaaS Alliance
Date:	29/05/2018, 10.00-12.00
Notes:	Kurt Marquet & Peter Van der Perre
Location:	Bluepoint building Brussels

Name	Organisation	Present
Ben Van Roose	Agoria	✓
Frank Dethier	ALD Automotive	✓
Mark Keppens	Arcadis Belgium	✓
Jan Deman	BAAV	✓
Chris de Guytenaer	Battmobiel	✓
Thierry Goset	Belfius auto lease	✓
Dorian de Broqueville	BePark	✓
Bart Lizen	Bolides	✓
Karl Determe	Bruxelles Mobilité	✓
Alexandre Gaschard	Caramigo	✓
Jonathan Guzy	Carasap	✓
An Poot	CD&V studiedienst	✓
Tom Geerts	De Lijn	✓
Christian Lambert	Drivenow	✓
Julien Vandichel	Drivenow	✓
Piia Karjalainen	Ertico	✓
Xavier Tackoen	Espaces-Mobilités	✓
Dominique Vanhomwegen	Europcar	✓
Pascal Cappelmans	Febiac	✓
Dieter Bauwens	Febiac	✓
Steven Soens	Febiac	✓
Olivier Brahy	FOD Mobilité / SPF Mobilité	✓
Philippe Decap	FOD Mobilité / SPF Mobilité	✓
Steven Lannoo	ICB	✓
Pieter Colpaert	Imec	✓
Kris Moonen	Impact Projects	✓
Sébastien Curnel	Joynloyn	✓
Chris Tampère	KUL	✓
Michael Grandfils	Lab Box	✓
Dirk Joos	Lab Box	✓
Jens Verhiest	Lab Box	✓
Olav Adami	Localyse	✓
Dimitri Arts	Localyse	✓
Ralph De Jong	MaaS Global	✓
Pierre-Paul Bertieaux	Mobib - BMC	✓
Etienne Rigo	Modalizy	✓
Koen De Meyer	MORA	✓
Frank Van Thillo	MORA	✓
Luc Craps	NMBS/SNCB	✓
Arnaud Wattiez	NMBS/SNCB	✓
Koen Van De Putte	Olympus Mobility	✓
Wim Iliano	Optimile	✓
Tom Sorgeloos	Orange Belgium	✓
Eric Ibens	Proximus	✓
Inge Cools	PwC	✓
Marijke De Roeck	stad Antwerpen	✓
Kristof Polfliet	stad Leuven	✓
Michel Genot	STIB/MIVB	✓
Jean Michel Courtoy	Taxis Verts	✓
Bram Dousselaere	Taxistop	✓

Nils Wuytens	The New Drive	✓
Sven Vlassenroot	Tractebel	✓
Sven Maerivoet	Transport & Mobility Leuven	✓
Philippe Decrock	Traxio	✓
Jean-Paul de Ville	Trotv	✓
Joost Verdiesen	Uber Belgium	✓
Nicolas Coomans	VBO/FEB	✓
Sanne De Wael	Vesper	✓
Liesbeth De Wilde	VUB	✓
Marco Nederveen	XXImo	✓
Thierry Deflandre	Zencar	✓
Peter Van der Perre	ITS.be	✓
Kurt Marquet	ITS.be	✓

With apologies: Athlon, Be-Mobile, Dep MOW Vlaamse overheid, Siemens, stad Genk, stad Hasselt, Touring, Worldline.

### Agenda

0. Welcome & overall status
1. Status & next steps mobility budget (VBO/FEB)
2. Open public transport data (IMEC)
3. Lessons-learned for authorities (City of Antwerp)
4. Vision & research agenda for MaaS (KUL)
5. Future of urban mobility (Uber Belgium)
6. First MaaS experiences in Belgium (Espaces-Mobilités)
7. AOB

### Notes & decisions

0.

The Belgian MaaS alliance brings together all public and private stakeholders needed to get MaaS up and running in Belgium. Peter Van der Perre (ITS.be) gives an overview of the progress made on the [action plan](#) and the involved partners (see [presentation](#)).

1.

Nicolas Coomans (VBO/FEB) presents the current status of the mobility budget in Belgium (see [presentation](#)). The following questions were raised:

- The mobility budget is extremely important for MaaS, and the deadline to finalise legislation before summer should absolutely be met to make sure that the whole system is operational by 1.1.2019 - otherwise we risk to lose a full year. Is VBO/FEB sure that it will be ready (Nicolas to check)? If not ITS.be and the MaaS community should take additional action. A show of hands demonstrated the willingness of almost all participants to support an ITS.be initiative towards minister Van Overtveldt to stress the importance of getting the mobility legislation formally agreed by the parliament before the summer break.
- >answer by Nicolas on 30.05: the texts are ready and on the table of the prime minister - we try to get hold of them so that we can give feedback. Support from ITS.be on the list of sustainable modes covered is very welcome. See also below.
- It should be encouraged that “cash for car” and “mobility budget” are at one point integrated; but the focus should now be on getting the mobility budget up and running as soon as possible.
- The list of mobility services will be defined by royal decree. This royal decree is expected before summer. This raises a lot of questions:

- How can private mobility providers make sure that they are covered by this list?
  - So far nobody has seen the final list. Is this list being made by the cabinet/administration of minister Van Overtveldt or are mobility experts also involved? VBO/FBE and ITS.be to follow-up.
  - Is a list the only option or should we work with criteria to foster innovation? New mobility services arise every day/week/month, so it would be wrong to have a limiting view.
  - As a city it is very important to know what legislation is coming and if it matches the local policy.
- > See Annex for the list that we currently expect to be in the proposed legislation. To avoid putting a break on innovation, ITS.be will propose to the MaaS alliance to add as a minimum: “All costs for purchasing, hiring, subscribing or maintaining shared zero-emission modes of transport.” Also, forum members will be asked for feedback on the proposed list in Annex.

2.

Pieter Colpaert (IMEC) gives an overview on open public transport data and provides a view on next steps (linked open data and linked connections) - see [presentation](#). Open data is one of the key elements to make MaaS possible. It is important that the threshold to open data is as low as possible. As all operators, public transport operators are very warmly encouraged to step-up to real open data (in the absence of this, the iRail portal is receiving more than 1 million requests per day).

3.

Marijke De Roeck (city of Antwerp) explains how her team is lifting Antwerp on the MaaS-ladder and gives a [presentation](#) on the lessons-learned. The most important conclusions are:

- Open data + protocols/ data standardisation
- Open services + protocols (eg for ticketing and payment)
- Readiness to rethink business models
- Coordinated and digitized regulation (eg. LEZs or RAAs)
- Shared consumer insights and impact on quality of life.

-> Note after the meeting: ITS.be is following all European data standards (such as DATEX, NeTEex and Siri). They have experience on building local profiles of these standards that can be used in all concessions, licenses and tenders. These profiles should also be used when publishing local digitized regulations, compliance by all mobility providers with which can then be enforced.

Q&A:

- Antwerp is rethinking the business models, which aspects? E.g scaling, so that it is not only usable in Antwerp or not only in one or two niches. It has to be big enough to reach all possible end-users. Public transport operators will also have to help to scale up MaaS.

ITS.be is drawing on the lessons learnt in Antwerp when preparing its memorandum for the local elections. In it ITS.be encourages:

- a) To use MaaS in policy documents
- b) To use targets/KPIs, data-driven monitoring capability/dashboards
- c) To appoint a MaaS ‘champion’, to strengthen competences (possibly external, via consultants) and an extra ‘transition’ budget of at least 100 euro per inhabitant
- d) The “transition” budgets should also foresee funds for market places for mobility and MaaS experiences
- e) To foresee open data components and access to ticketing and payment in all tenders, concessions and contracts
- f) To engage in public-private dialogue.

Feedback on these recommendations are very welcome.

4.

L-Mob KU Leuven, IDM Ugent, TM Leuven and Tractebel Engie (with input from VUB & PTV Group) had a first brainstorm on a possible MaaS research agenda (see [presentation](#)). Amongst interesting research feedback is the effect that new mobility offers have on demand: it is crucial for all stakeholders to progressively better understand this interaction. All interested parties are invited to give feedback and inform the partners of the needs/questions for short term & long term research topics. During the ITS congress of 11 October a specific session on this topic will be held with to goal to finalize a first draft research agenda.

5.

Joost Verdiesen (Uber Belgium) highlights the multimodal perspective of Uber globally and its ambitions in Belgium (see [presentation](#)) - in short, Uber will be become a MaaS provider (and is open to share its data with authorities once critical mass is reached).

6.

Xavier Tackoen (Espaces-Mobilités) explains how MaestroMobile is organizing first MaaS experiences in Brussels, Antwerp... and coaching end-users towards more sustainable solutions (see [presentation](#)).

-> *After the meeting Xavier confirmed that the MaestroMobile Mobility van will play a visible role the ITS.be congress*

7. AOB

Peter Van der Perre concludes the meeting by highlighting 2 important initiatives:

- Beginning of June the call of *ministers Bellot and De Croo* on **smart mobility** is expected. It is a unique opportunity for MaaS providers. Only 1 month will be given to submit a proposal (end of June!). The call has the following characteristics:
  - o Evaluation criteria
    - Positive impact on mobility
    - Feasibility/achievability
    - Re-use of open data
  - o ITS excellence (quality of data, use of European standards)
  - o Intermodal projects encouraged
  - o Examples of projects
    - (Multimodal) information to end users
    - Integrated payment systems (covering different private & public) modes
  - o Limit of 600K euro funding per project.
- **11 October 2018** the Belgian ITS congress will take place in Brussels. MaaS will be one of the key topics of this event. Partners who have an interesting case, and/or are willing to join the MaaS meet&greet or who would like to attend the congress, please contact Kurt Marquet ([km@its.be](mailto:km@its.be) +32 498101284).
- The next “all hands” MaaS meeting will take place at the Congress and then on **4 December (10-12h)**; in the meantime several workshops will be organized such as: **26 June 2018 (10-12h)** - Open workshop: The use of FCD in traffic management, **23 October 2018 (10-12h)** - Open workshop on regional/national access points, **6 November 2018 (10-12h)** - High-level meeting: roadmap for access to data and ticketing. *Interested parties please block your agendas.*

**Annex List of sustainable modes (currently expected) in legislation on the mobility budget**

Based on:

201709 - CRB - Wetsvoorstel mobiliteitsbudget

201709 - CCE - Proposition de loi budget mobilité

Abonnement voor het openbaar vervoer

Fietsvergoeding

Voordeel van alle aard van de bedrijfsfiets

Fietsdeelsysteem

Autodeelsysteem

Openbaarvervoerbewijzen (zowel in België als in het buitenland)

Autohuur in België en in het buitenland

Erkende taxi

Scooterdeelsysteem

Aankoop, onderhoud en huur van een fiets

Abonnements de transport en commun

Indemnité vélo

Avantage de toute nature du vélo d'entreprise

Système de vélos partagés

Système de voitures partagées

Titres de transports publics (tant en Belgique qu'à l'étranger)

Location de voitures en Belgique et à l'étranger

Taxi agréé

Système de scooters partagés

Achat, entretien et location de bicyclettes

English version:

Subscription public transport

Company fee for bicycle use

Fiscal advantage ("advantage of any nature") for company bicycle

Bicycle sharing

Car sharing

Public transport tickets (in Belgium and abroad)

Car hire in Belgium and abroad

Licensed taxis

Scooter sharing system

Purchase, maintenance and rental of bicycles