

# MaaS @ MIVB-STIB

## Focus on pilot

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# Mobility as a Service

“MaaS gives access to the most relevant mobility solution at a given moment, by using a combination of transport means, be it public or private, in an integrated way, at a competitive price compared to the real cost of owning a private car”

# Opportunities for STIB as MSP & MaaS operator



## Enrich its offer

With complementary MSP  
to offer competitive  
multimodal offer



## Improve user experience

Digital & seamless  
STIB offer



## Reinforce the customer relationship

Support users at all time  
during trip



## Mobility data & customer insight

Multimodal : profile, flux,  
purchases, ...



## Innovative business model

Become MaaS integrator /  
operator  
Digital platform

# Opportunities for Brussels-Capital Region



## Access multimodal mobility data

Regional mobility policy  
→ Good Move Plan



## Decrease road congestion

Free people from the use  
of non-shared car

# MaaS Users' expectations



## Accurate information

Suggested routes, real time, perturbations alternative routes



## Variety of choice & customization

MSP displayed, features, packages, means of payment



## Simplification & centralization

All-in-one application, easier comparison between suggested routes and MSP



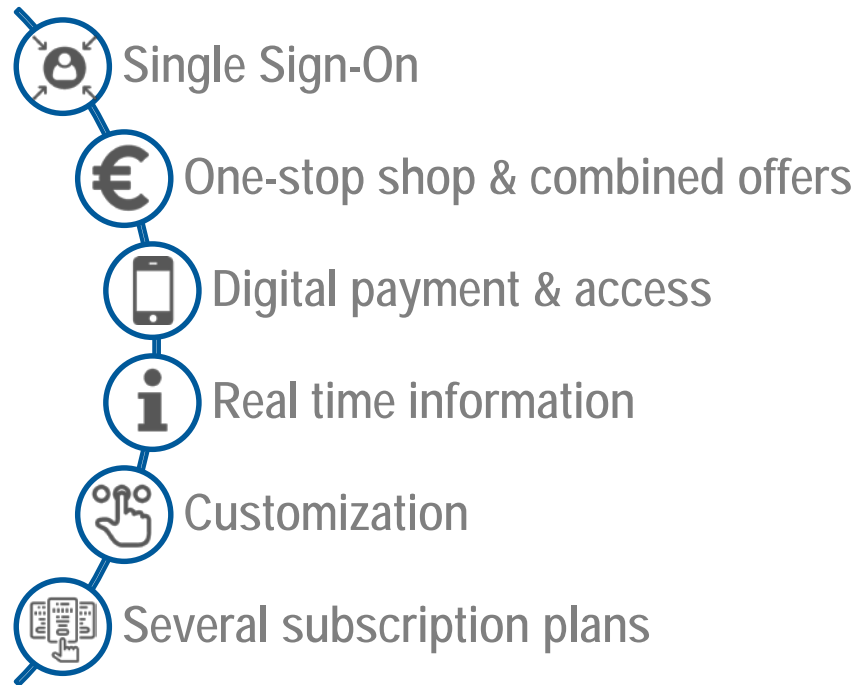
## Secured functioning

No bugs, confidentiality and security of payment & personal data

# Product ambitions for MaaS customers

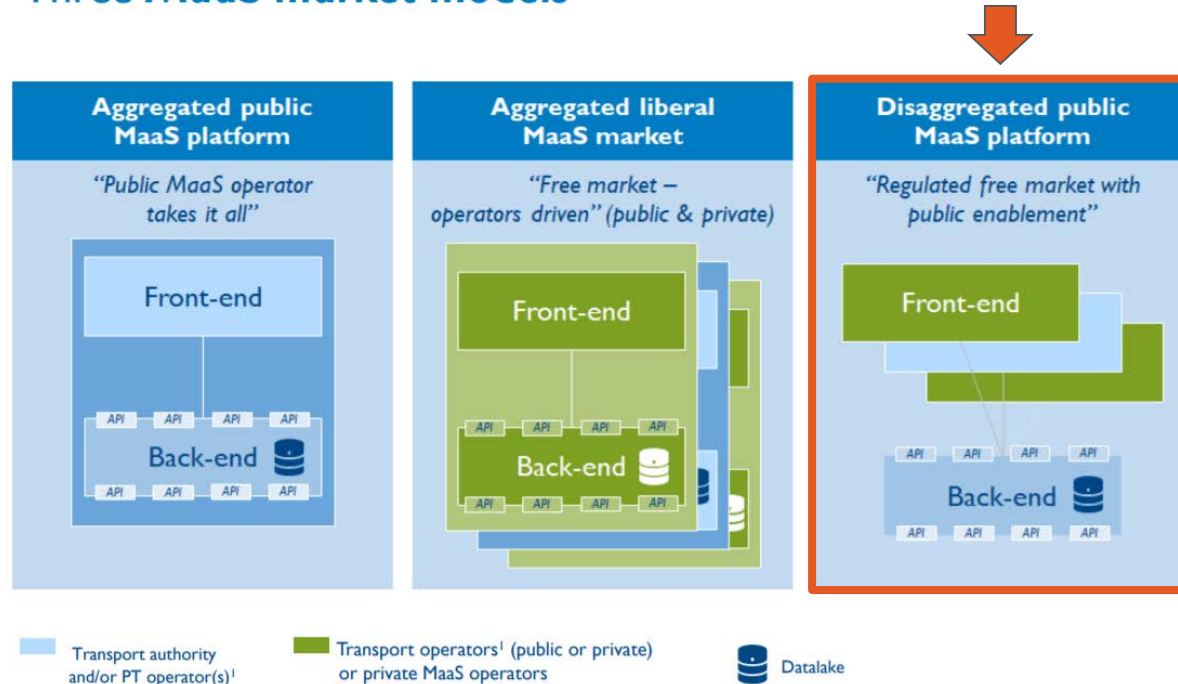


Seamless  
user experience



# Choice for disaggregated Public MaaS Platform

## Three *MaaS* market models



Source: Arthur D. Little Future of Mobility Lab; 1) Make or Buy or combined industrial model

Arthur D Little

# Given experimental aspect of MaaS pilot experience is relevant



## LEARN

- User behavior & expectations in MaaS context (refine use cases, MSP usage,...)
- Mobility Service Provider (MSP): commercial relationship, capacities, compensation,...
- Interfaces with
  - MSPs, Open data
  - MaaS Platform modules (route planner, payment, ...)



## CAPITALIZE

- Test technological solutions on which STIB will capitalize
- Put in place an iterative and progressive approach to better define the long term solution



# Pilot assumptions



## Closed test panel

±2000 participants

Users trained on features and limits of pilot

## MSPs integrated

4 OTP

+ 2 electric bikes  
+ 2 kick scooters  
+ 1 car-sharing + 1 taxi

## Geographical area

Brussels & agglomeration

# Questions?



.brussels 

# Thanks!

