

MoveBrussels MaaS pilot

ITS All-Hands meeting 3 December 2020

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.brussels 

<https://maas.stib-mivb.brussels/>

Pilot launched, challenging mobility landscape...



- Internal test MoveBrussels August 2020, launch panel testing (+-2K) mid September 2020
- MoveBrussels test during 2021 while continuing onboarding new MSPs & enlarging panel
- Beyond UX-UI feedback, nudging to get insights about power of digital app to create Modal Shift
- Launch “MaaS solution-for-all” H1 2022, public tender to be published March 2021

integrated



in the pipeline



technology partner



... leading to limited insights yet from test panel

- Limited mobility during quarantine period impacts negatively Pilot insights
- SoMe community very dynamic & interactive
- Focus groups help gaining specific feedback about current app and expectations
- Testing of hypotheses via missions to be executed rewarded by incentives & gamification

- *"I am a regular PTO user but using the app I discovered a De Lijn bus was even much better for the trip I was planning"*
- *"Centralised payment to access almost mobility services is a must to ease inter-modality"*
- Panellists convinced *"showing savings vs car usage is a modal shift driver"* (expense, time, CO2)
- *"Walking is often more efficient than have a PTO trip"*
- *"It is pleasant to feel we have mobility alternatives"*
- Tracking & tracing up to certain level

Panel – current composition

- 2/3 Men
- 70% driving license, only 30% car owner
- 44% own a personal bike

