

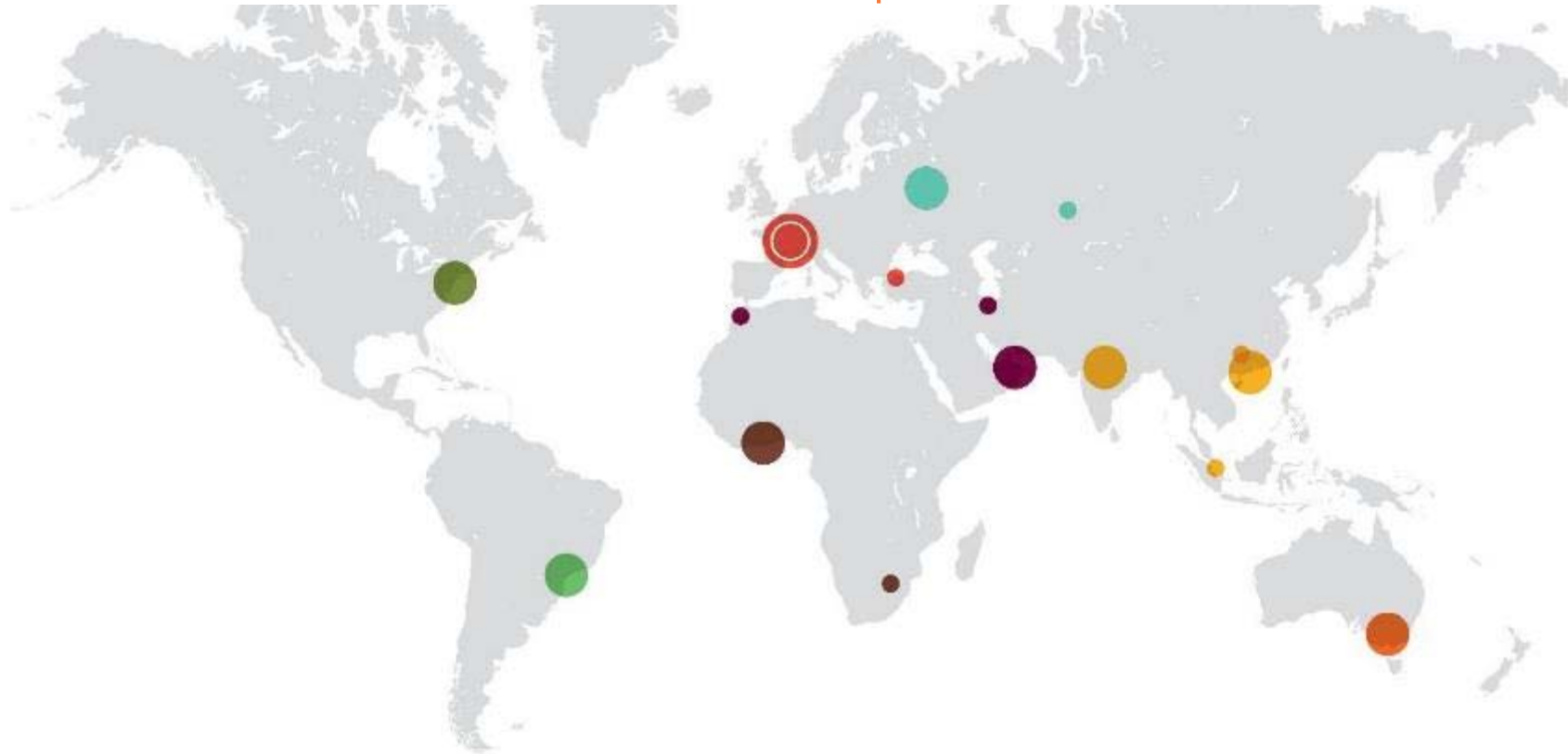


PUBLIC TRANSPORT AS THE BACKBONE OF MAAS

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Director
Advocacy & Outreach

A WORLDWIDE ASSOCIATION

16 offices + 2 centres for transport excellence



EUROPE

- Main Office | Belgium (Brussels)
- Liaison Office | Turkey (Istanbul)

EURASIA

- Regional Office | Russian Federation (Moscow)
- Liaison Office | Kazakhstan (Astana)

ASIA-PACIFIC

- Regional Office | India (Bangalore/New Delhi)
- Regional Office | China (Hong Kong)
- Liaison Office | China (Shenzhen)
- Centre for Transport Excellence | Singapore

AFRICA

- Regional Office | Ivory Coast (Abidjan)
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AUSTRALIA & NEW ZEALAND

- Regional Office | Australia (Melbourne)

LATIN AMERICA

- Regional Office | Brazil (São Paulo)

NORTH AMERICA

- Regional Office | United States (New York)

MIDDLE EAST & NORTH AFRICA

- Regional Office & Centre for Transport Excellence | United Arab Emirates (Dubai)
- Liaison Office | Morocco (Casablanca)
- Liaison Office | Iran (Tehran)

UITP : A DIVERSE GLOBAL MEMBERSHIP

- 1500** member companies
- Operators (all modes, incl. shared mobility)
 - Authorities
 - Policy decision-makers
 - Research institutes
 - The sustainable mobility supply and service industry
 - Associations

18,000 contacts

96 countries



UITP unites the sustainable mobility community

UITP MISSIONS



We engage with decision-makers, international organisations and other key stakeholders to **promote** and **mainstream** public transport and sustainable mobility solutions.



We **inspire excellence** and **innovation** by generating and sharing cutting-edge knowledge and expertise.



We bring people together to **exchange** ideas, find solutions and forge mutual beneficial business **partnerships**.

ONE OF THE GREATEST CHALLENGES FOR CITIES : MOBILITY

- Urbanisation, changes in society, digitalisation, growing mobility demand, air quality
- Green, smart and sustainable mobility is part of the **top priorities** for urban decision makers
- New innovative services** are on everyone's lips, but still at small scale, need to ensure alignment to match cities goals



PT IS THE BACKBONE OF INTEGRATED URBAN MOBILITY

- High quality public transport is the only alternative able to fulfil the lion's share of trips by using a minimum of space
- Without public transport, other sustainable & innovative mobility services cannot offer an affordable alternative to car ownership



LET'S WORK TOGETHER...

- Better match of supply and demand with new mobility services
- Difficulty to efficiently serve less densely populated areas
- Need for extended operational times
- Traveller's perspective : ever more complex mobility needs

Public Transport on its own is not able to compete with the private car in terms of flexibility and convenience



SOLUTION

Combined Mobility is the answer!

Flexibility + convenience = Door-to-door solution

Public transport +

Car-sharing

Bicycle and bike-sharing

Walking

Ride-sharing

Taxis and shared taxis

On-demand transport

...



WHAT FUTURE DO WE WANT?

Principles for a city :
accessible, safe, green, affordable,
equitable, inclusive mobility

- Pillars:
 - Vision
 - Adequate governance
 - Long term political commitment
 - Integrated land use and mobility planning
 - Long term funding stability

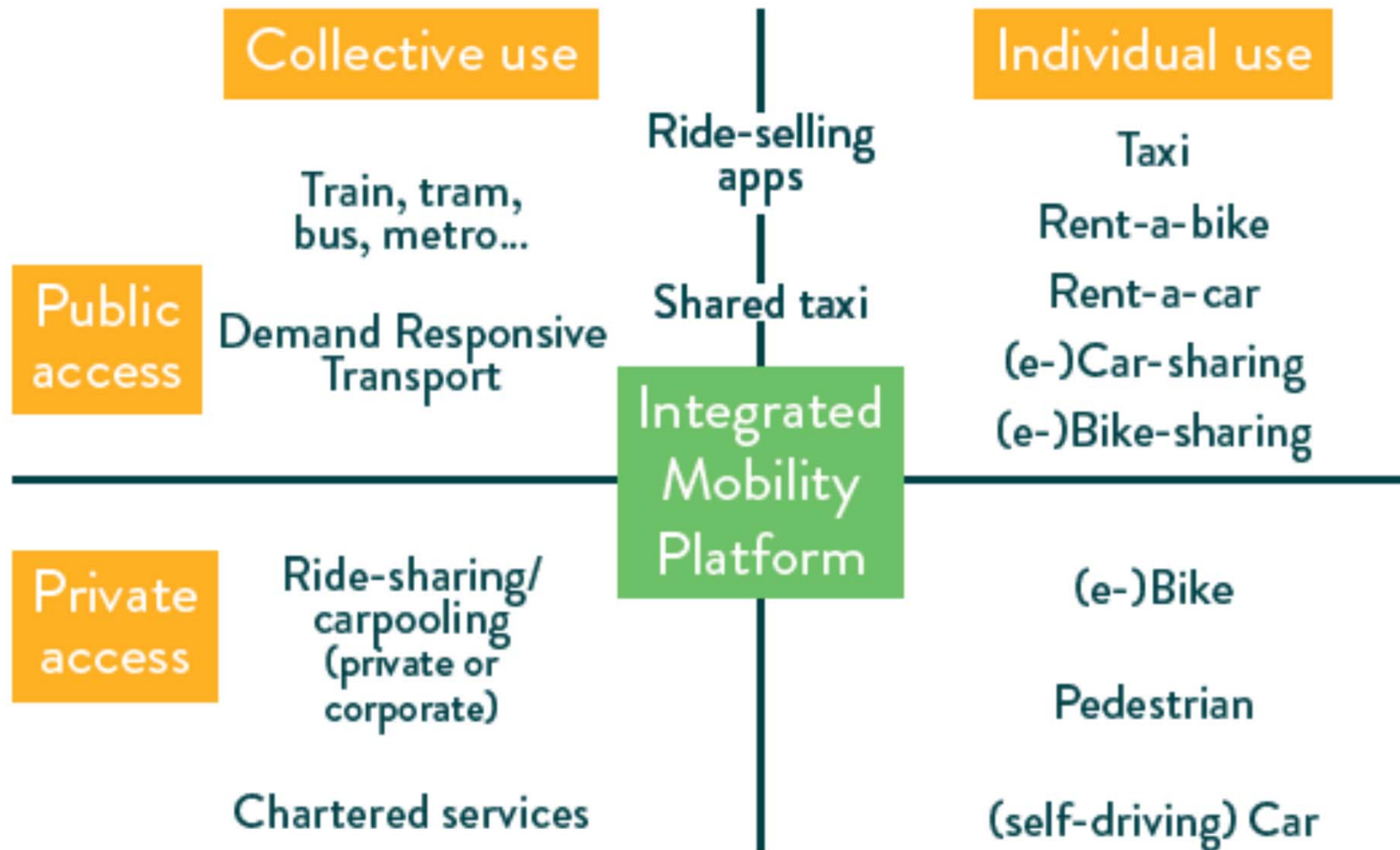
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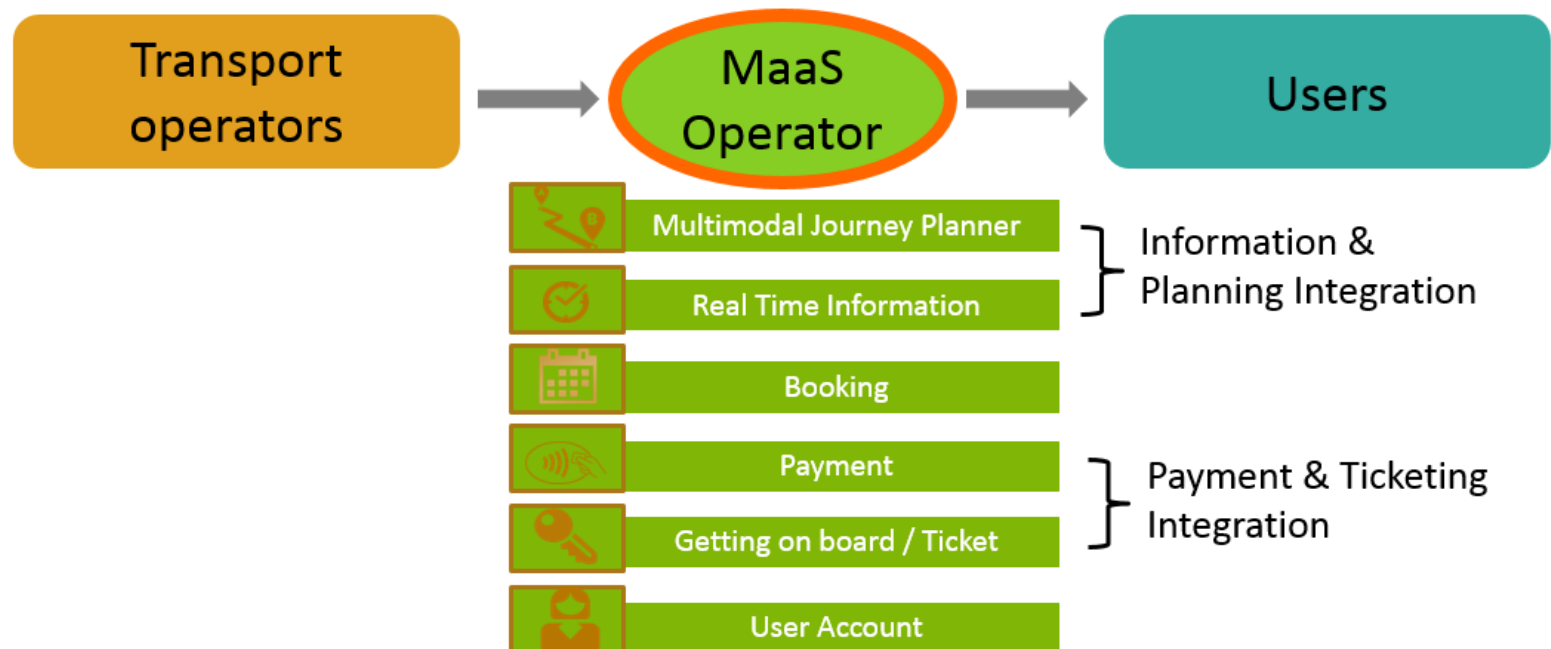


WHAT IS MAAS ?

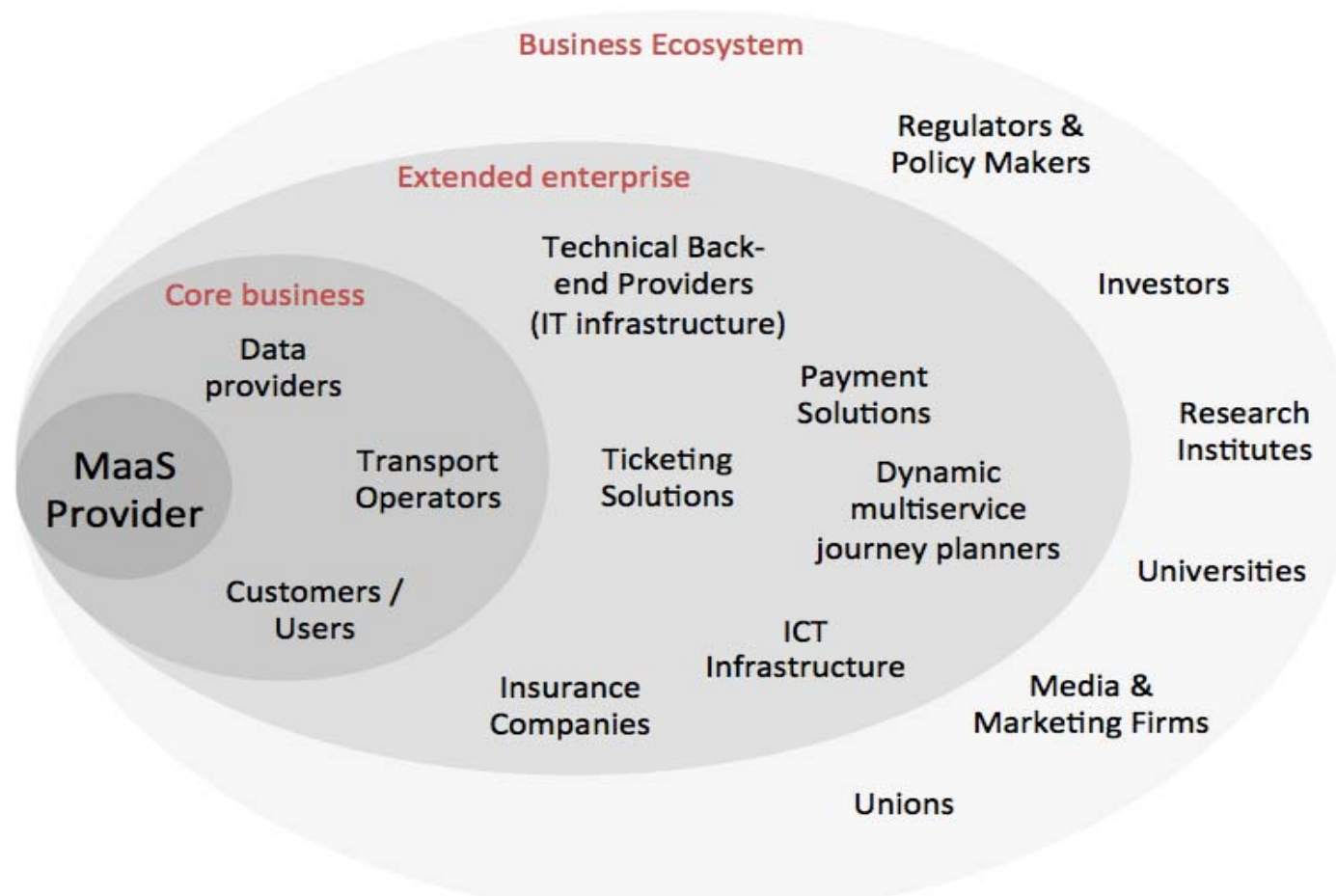


WHAT IS MAAS?

*Mobility as a Service (MaaS) is the integration of, and access to, different transport services in **one single digital mobility offer with active mobility and an efficient public transport system as its basis**. This tailor made service suggests the most suitable solutions based on the user's travel needs. MaaS is available anytime and offers integrated planning, booking and payment, as well as, en route information **to enable life without owning a car**.*



THE MAAS BUSINESS ECOSYSTEM



MaaS requires a business ecosystem where multiple organizations act in **collaboration**, mixing the traditional boundaries of business sectors and companies, and involving users in the co-creation.

MAAS: KEY PURPOSE AND TARGET GROUPS

- From a city, the main the main objective is to **change citizen's travel behaviour towards more sustainable modes and reduce car ownership**
- **The primary target group is car owners** - at all levels: private households and companies.
- **Key promises are to regain time, a guarantee of getting from A to B and more convenience at the best price**



THE RIGHT BLEND OF MOBILITY OPTIONS, BOTH PUBLIC AND PRIVATE

- Public transport is the backbone
- to attract car owners, **car-based services** such as car- and ride-sharing, TNC's (transportation network companies or ridesourcing), taxis and car rental are considered **core products**
- Especially for young people, **bike-sharing** is also seen as core product and **peer-to-peer services**
- Other services such as **information about active modes, scooters, park and ride,...**

CUSTOMER EXPECTATIONS

Trust is the keyword

- **High level of service quality** : correct information, reliability, strong reputation
- **Simplicity**: easy, user-friendly, convenient service
- **Neutrality**: present all available mobility options in a transparent way
- **Flexibility**: service must be able to adapt to changing customer needs
- **EXTRA VALUE**

ROLE OF THE INTEGRATOR

Not who will be the integrator but **who can make it fly?**

Positive effects

- mode shift
- car ownership
- mobility options
- air quality
- transport equity
- energy use
- ...

X

Utilization

number of users

OUTLOOK



- Local context matters
- **MaaS = cooperation**, build up the dialogue of the MaaS ecosystem
- The value lies in the data and the shift to sustainable modes, so any **regulatory framework should support MaaS and maximize its societal benefits**:
 - **Wrong incentives** that hinder MaaS to be really attractive to car drivers, such as free parking or subsidized company cars **need to be given up**.
 - **Shared mobility** needs to be **promoted**
 - **Data deals** : data of public interest generated by MaaS should be accessible to optimise and enhance public transport & mobility

OUTLOOK

- **Get the marketing right** : Ensure you address the right target: **car drivers**
- **Business model**
- **From Mobility as a Service to Mobility as a Network:**
MaaS = **digital integration** but it will only work with a **physical integration of PT and other sustainable modes.**



OUTLOOK



- In the coming months many pilots will be launched
- Keeping an open mind is crucial

Thank you!

