Ministry of Infrastructure and Water Management

# Towards open MaaS and optimisation: impact on (future) policy

MaaS Scotland Annual Conference 2019

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Program manager MaaS
The Netherlands

20 June 2019

MaaS
Mobility as a Service

erbee
78-BP-ZB

Chloé

# MaaS: Definition and scale

Harmonised definition/harmonised scope

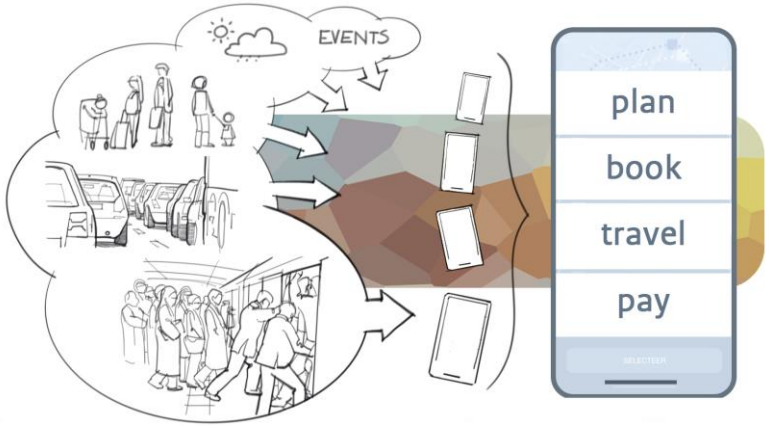
The offer of **multimodal, demand-driven** mobility services, with **customised** travel options being offered to **customers** via a **digital platform** (e.g. mobile app) with **real-time information**, including **payment and finalisation** of transactions

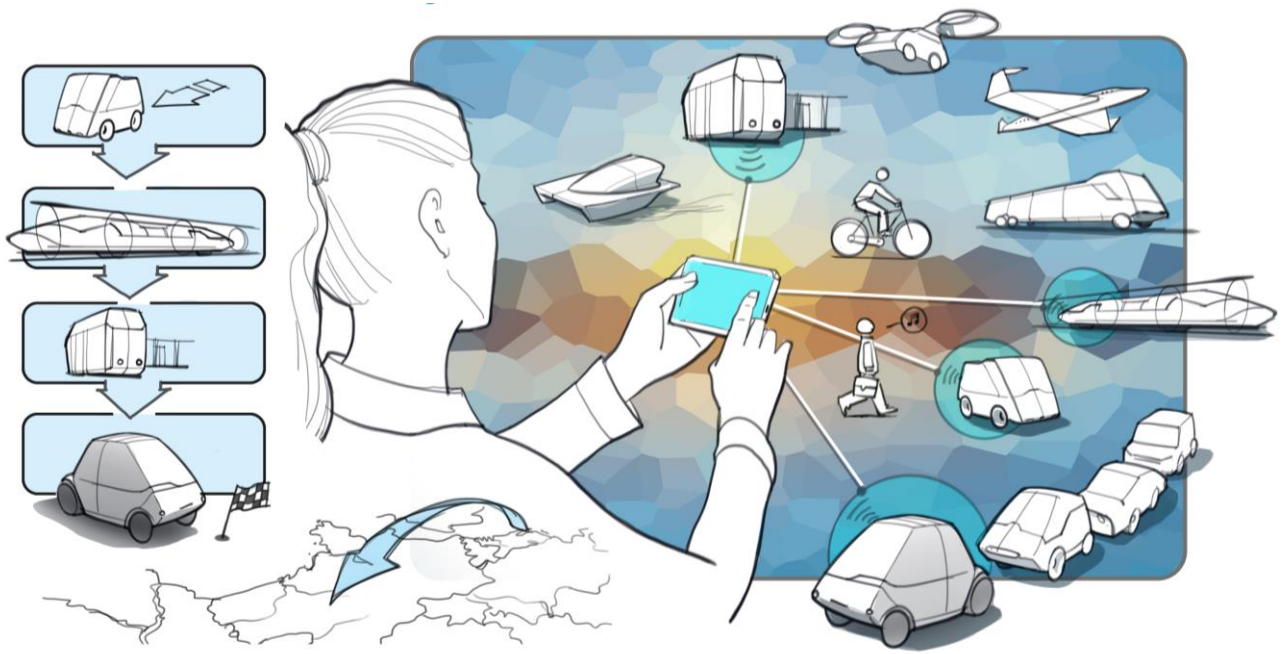
Importance of scale and public private cooperation

**Scale** is necessary to study **policy impact** or to achieve feasible **business cases** for MaaS

# 7 functions of MaaS

1. Personal aspects and preferences
2. **Plan**
3. **Book**
4. **Travel**
5. Support
6. Modify
7. **Pay**



# 7 National pilots, different regions and policy issues

**Limburg**

*Achieving sustainable mobility by offering multimodal, cross-border and door-to-door transport solutions.*

**Utrecht Leidsche Rijn**

*Tempting Leidsche Rijn residents to use alternative transport options in order to reduce traffic and congestion volumes in the area.*

**Amsterdam**

*Improving mobility towards the Zuidas and making better use of the public urban space by offering alternative transport options.*

**Eindhoven**

*Sustainable and emission-free mobility for employees of the municipality of Eindhoven. The city of Eindhoven wants to become a carbon-neutral city.*

**Groningen-Drenthe**

*Improving mobility towards the Drenthe and Groningen countryside and the affordability of the transport system, including by combining target group transportation and regular public transport.*

**Twente**

*Introducing better and cheaper target group transportation and small-scale public transport by cleverly combining traffic flows.*

**Rotterdam-The Hague & Airport**

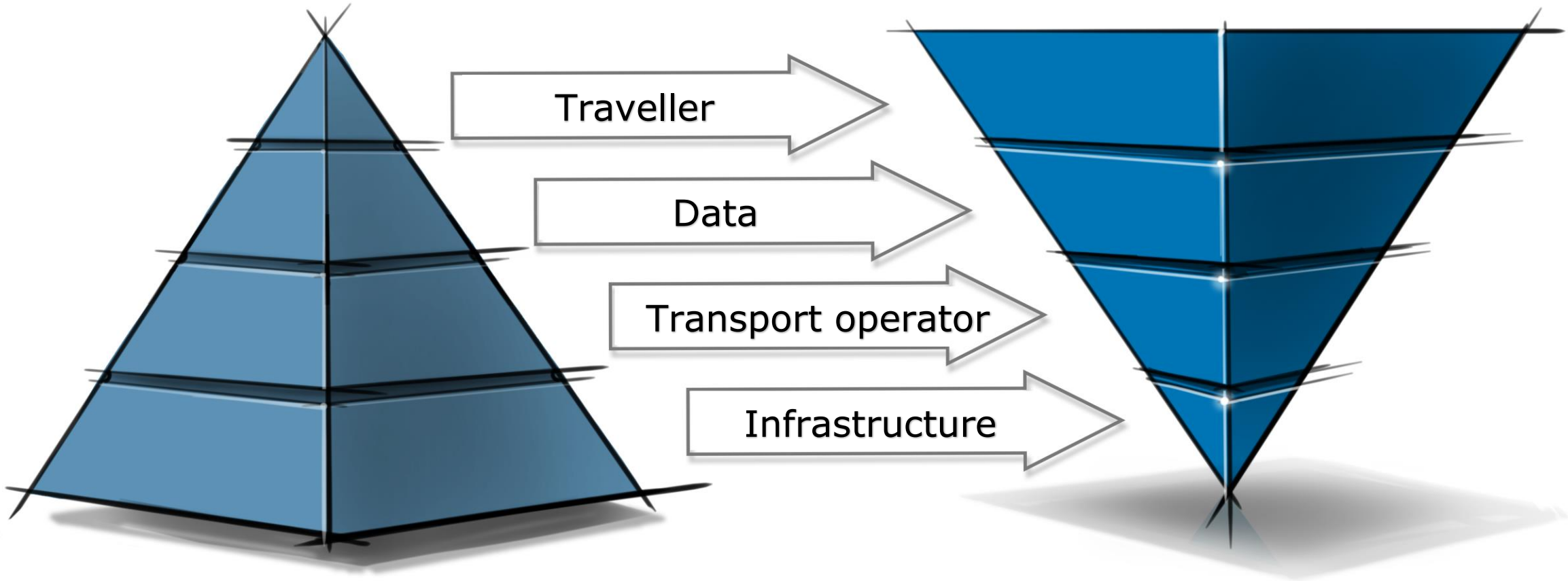
*Improving the land-side accessibility of Rotterdam The Hague Airport for travellers and employees by improving access to the airport in a sustainable and multimodal way using door-to-door solutions.*

Quick scale up
Professionalisation
Learning and experimenting together

options
Booking
12:01
Startstreet 5
26 min. ride-share
12:27
Metrostation 1
12 min. metro
12:39
Metrostation 2
8 min. cycling
12:47
Endstreet 8
plan
book
travel
pay

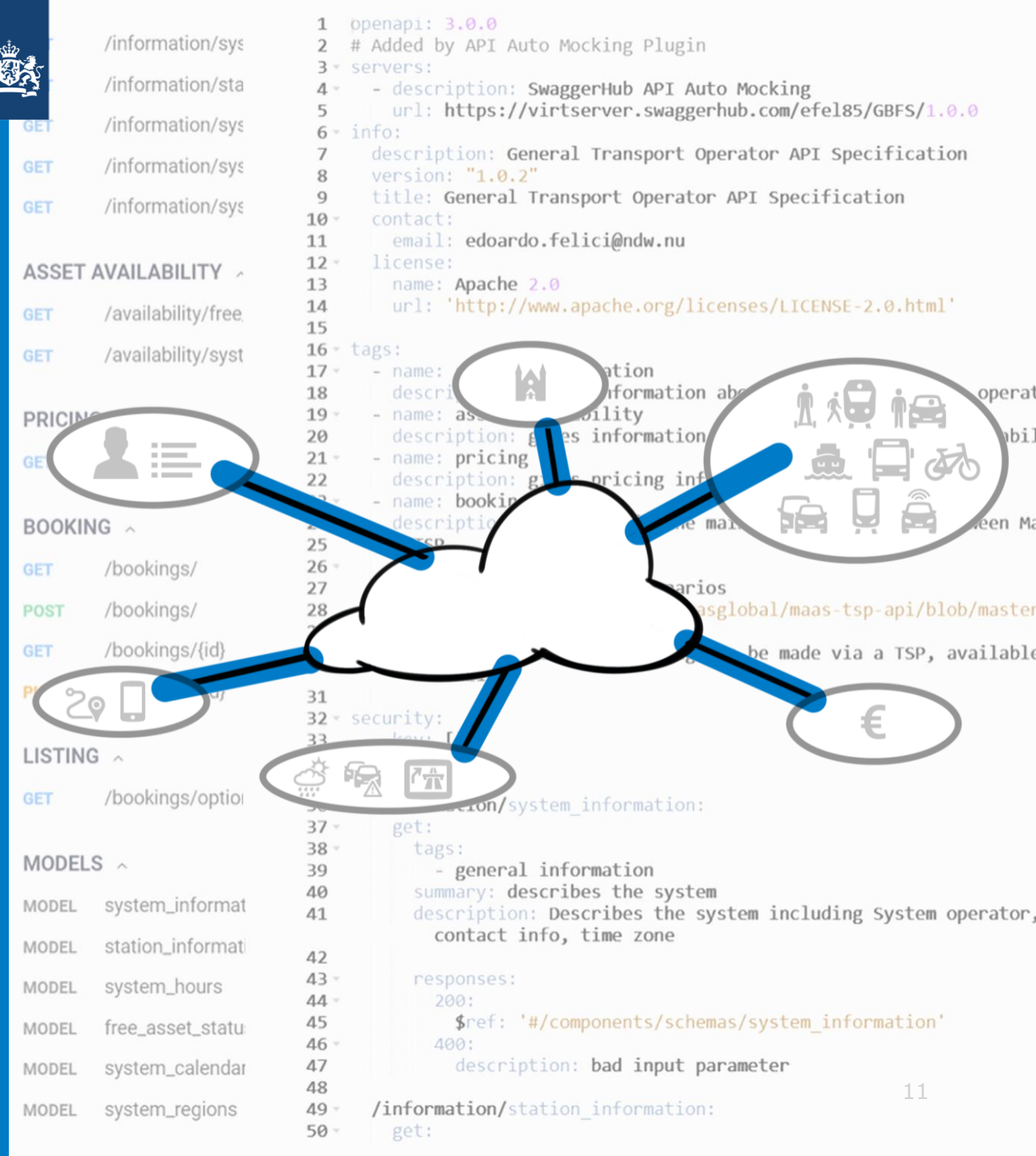
# MaaS requires direction from governments

# New approach for mobility



# Blueprint for open API standard for (shared) mobility

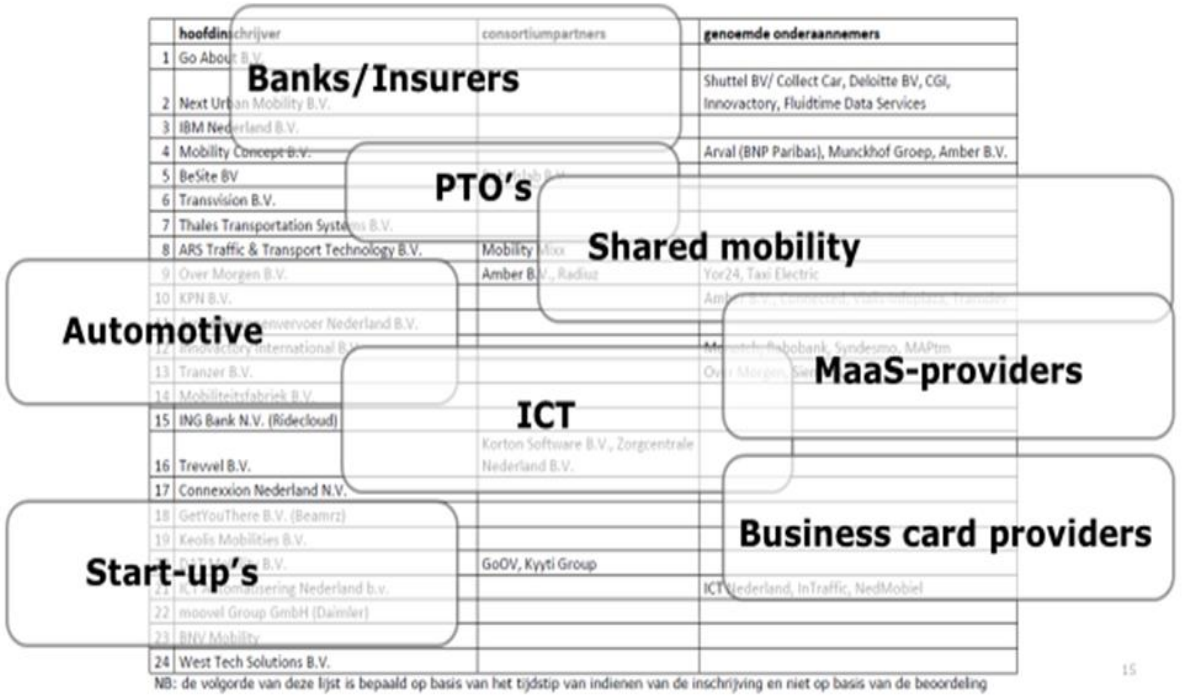
(success of PPP, possibly also standard for international ticketing in public transport, personal data vaults, etc.)



# International adoption of blueprint for API...

# 24 MaaS-providers in Framework agreement for MaaS-pilots

## For 7 national pilots to be awarded after mini-competitions




| | hoofdinschrijver | consortiumpartners | genoemde onderaannemers |
|---|---|---|---|
| 1 | Go About B.V. | | |
| 2 | Next Urban Mobility B.V. | | Shuttel BV/ Collect Car, Deloitte BV, CGI, Innovactory, Fluidtime Data Services |
| 3 | IBM Nederland B.V. | | |
| 4 | Mobility Concept B.V. | | Arval (BNP Paribas), Munckhof Groep, Amber B.V. |
| 5 | BeSite BV | | |
| 6 | Transvision B.V. | | |
| 7 | Thales Transportation Systems B.V. | | |
| 8 | ARS Traffic & Transport Technology B.V. | Mobility Mixx | |
| 9 | Over Morgen B.V. | Amber B.V., Radiuz | Yor24, Taxi Electric |
| 10 | KPN B.V. | | Amber B.V., Vanderend, Vanmobility, Hermes |
| 11 | Connekt-vervoer Nederland B.V. | | |
| 12 | Innovactory International B.V. | | Rabobank, Sydesmo, MAPtm |
| 13 | Tranzer B.V. | | Over Morgen, Siemens |
| 14 | Mobiliteitsfabriek B.V. | | |
| 15 | ING Bank N.V. (Ridecloud) | | |
| 16 | Trevvel B.V. | Korton Software B.V., Zorgcentrale Nederland B.V. | |
| 17 | Connexxion Nederland N.V. | | |
| 18 | GetYouThere B.V. (Beamrz) | | |
| 19 | Keolis Mobilities B.V. | | |
| 20 | [illegible] B.V. | GoOV, Kyyti Group | |
| 21 | K.T. Automatisering Nederland b.v. | | ICT Nederland, InTraffic, NedMobiel |
| 22 | moovel Group GmbH (Daimler) | | |
| 23 | BNV Mobility | | |
| 24 | West Tech Solutions B.V. | | |

NB: de volgorde van deze lijst is bepaald op basis van het tijdstip van indienen van de inschrijving en niet op basis van de beoordeling

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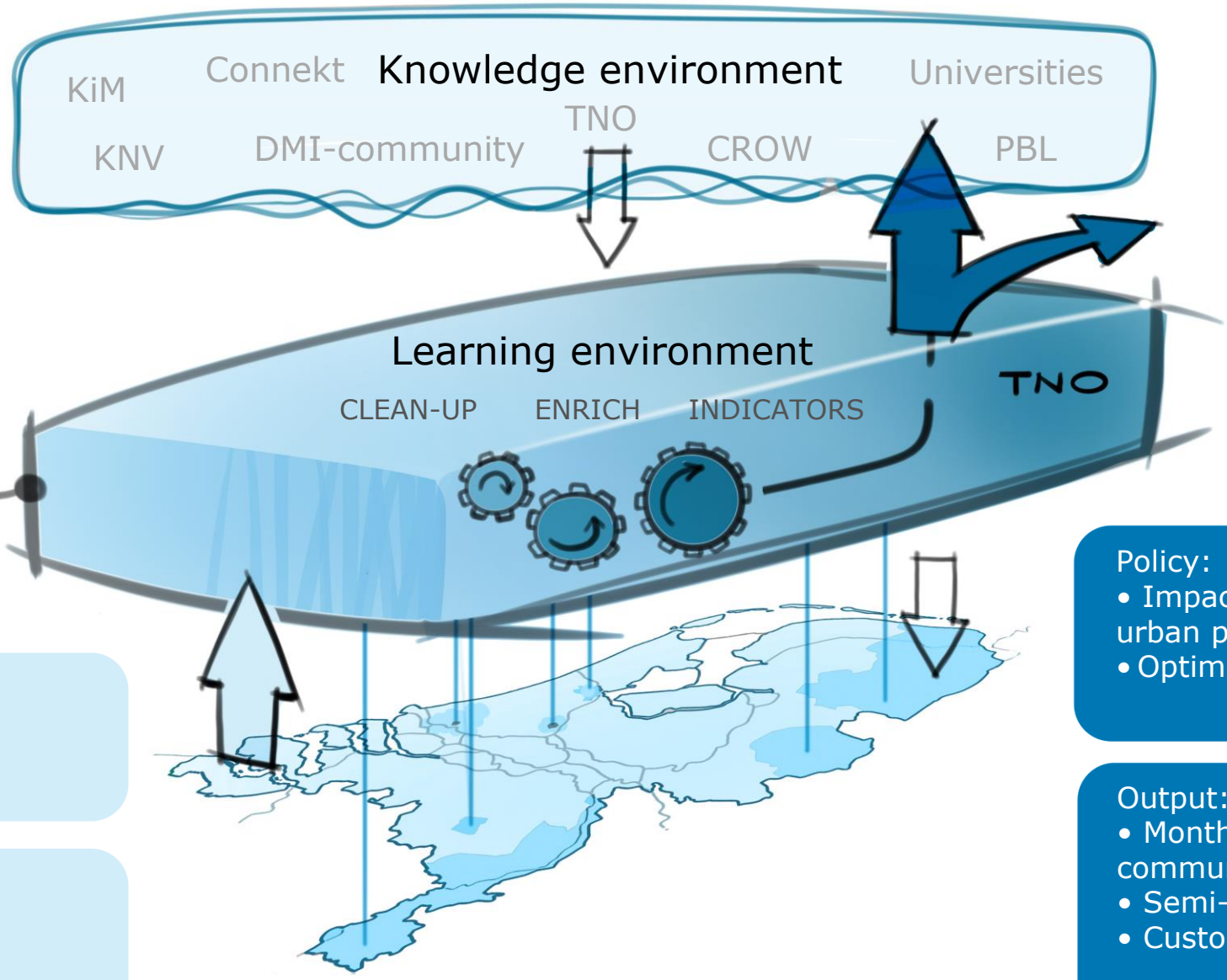
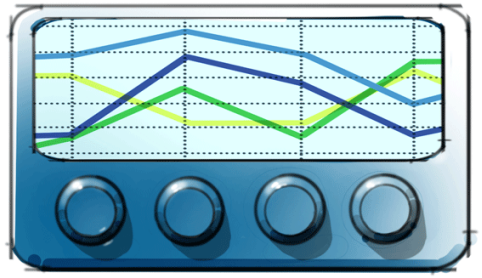


Standard data sources:
- Leg data
- Monthly reports
- Interview panel

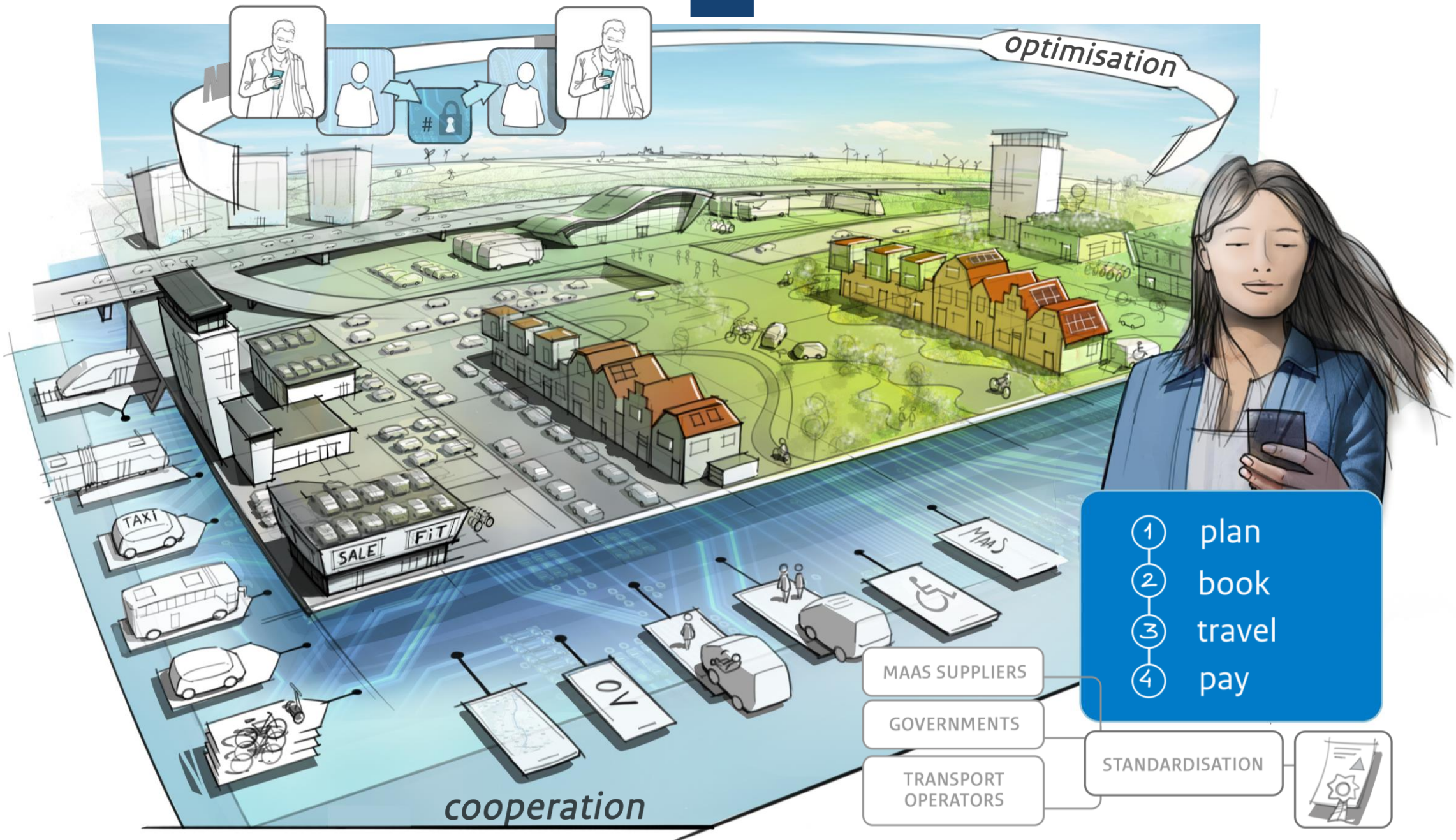
Additional data sources:
- Region specific data
- Public data
- Interviews

MaaS service providers and 7 pilots

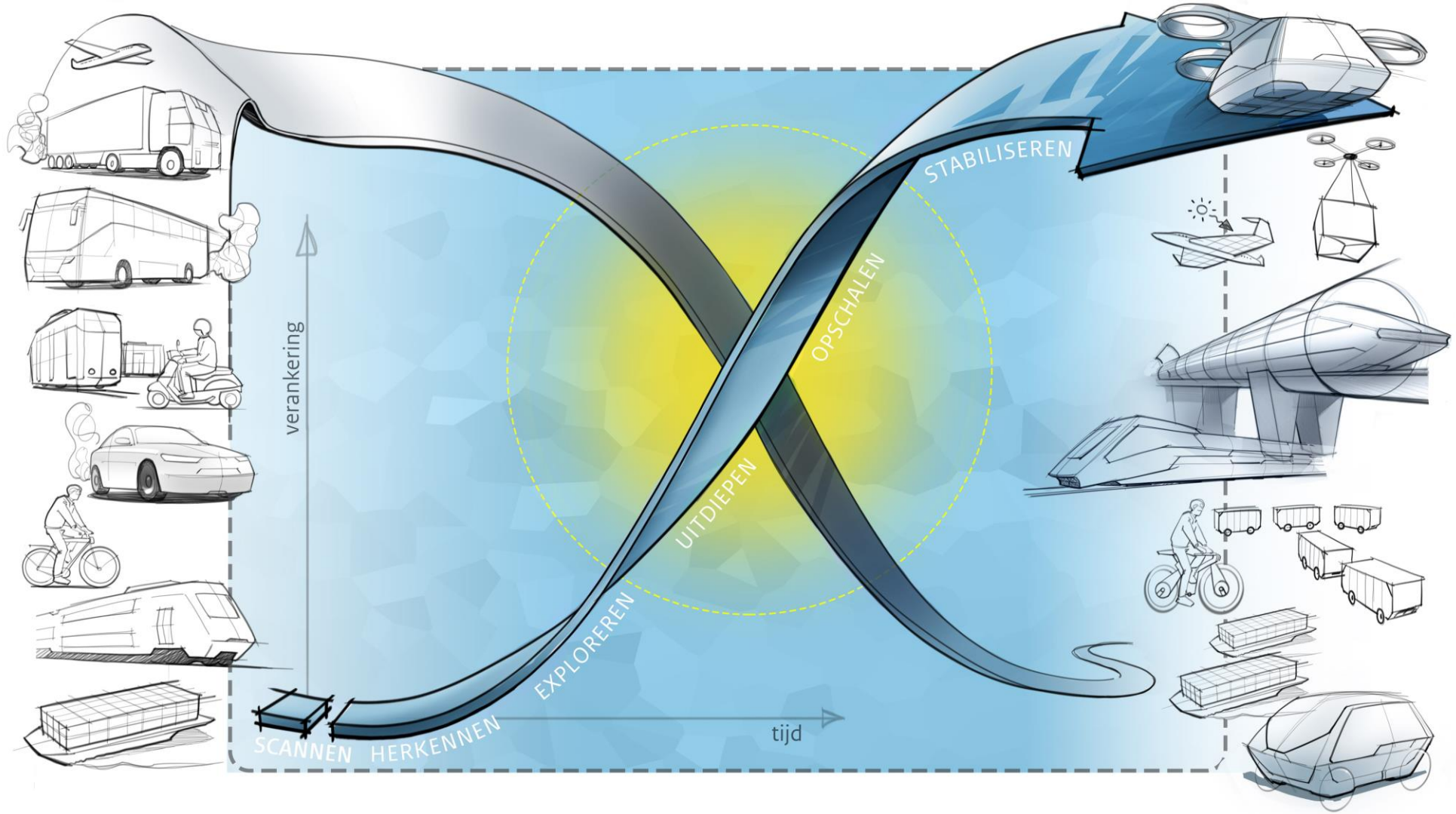
Policy:
- Impact of MaaS on mobilty and urban planning
- Optimising the mobility system

Output:
- Monthly monitoring for community
- Semi-annual public reporting
- Customised reports

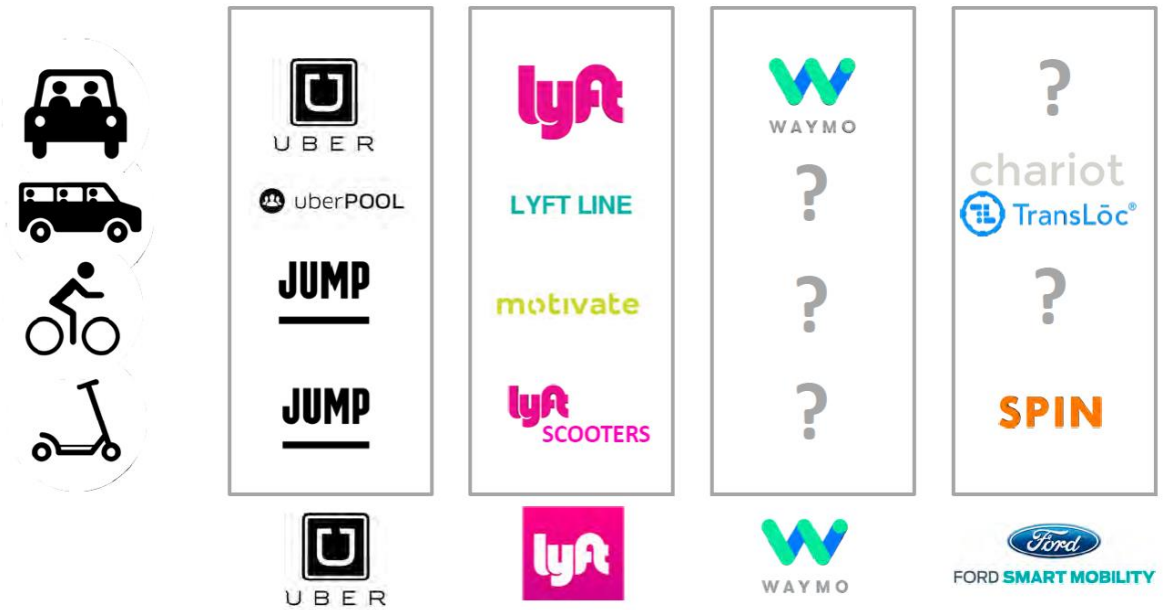
# Optimising future policy requires co-operation

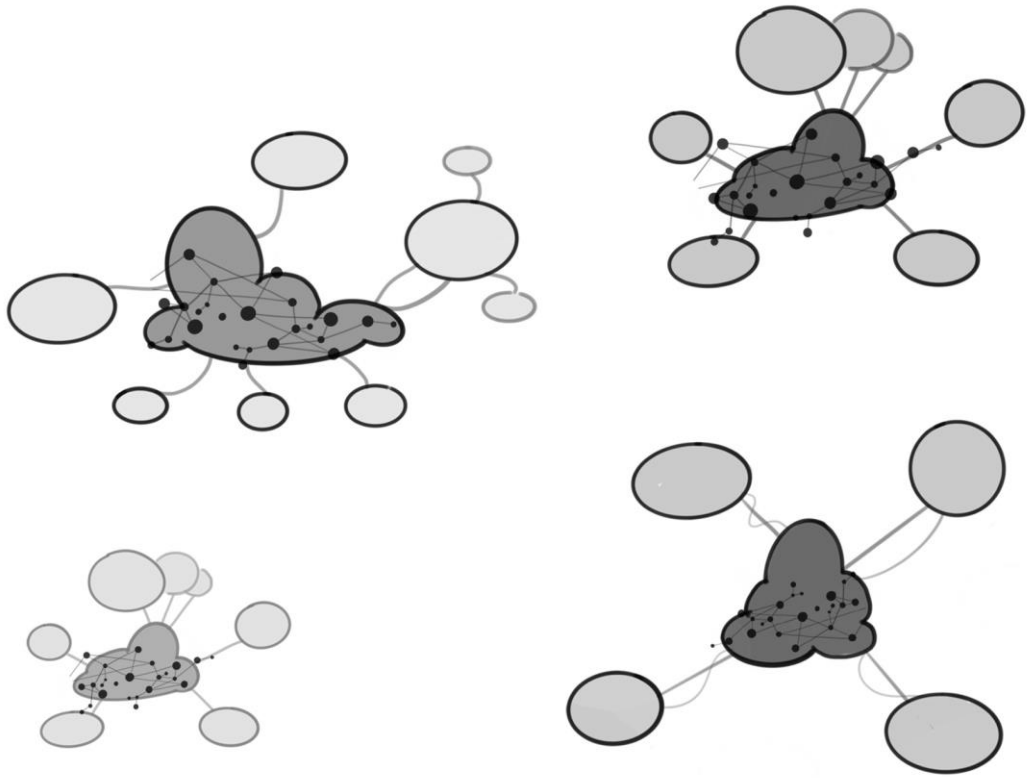

optimisation
TAXI
SALE
FiT
MAAS
OV
cooperation
1 plan
2 book
3 travel
4 pay
MAAS SUPPLIERS
GOVERNMENTS
TRANSPORT OPERATORS
STANDARDISATION

# MaaS accellerates transition and requires new policy



# Integrated platforms/monopolies?



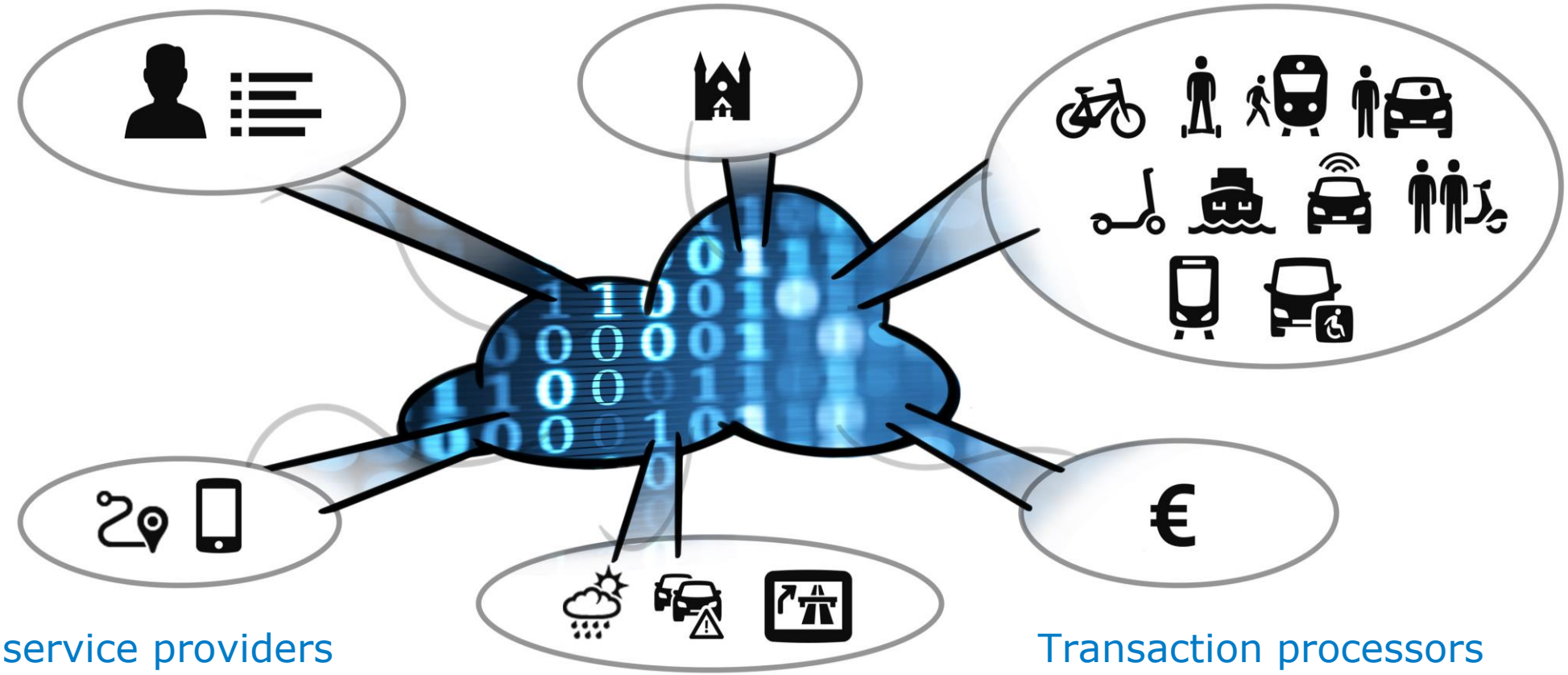
Nico Larco, TNO and Urbanism Next Center/Univ. of Oregon

# API’s/standardization results in (efficient) ecosystem

End user

Government

Transport operators

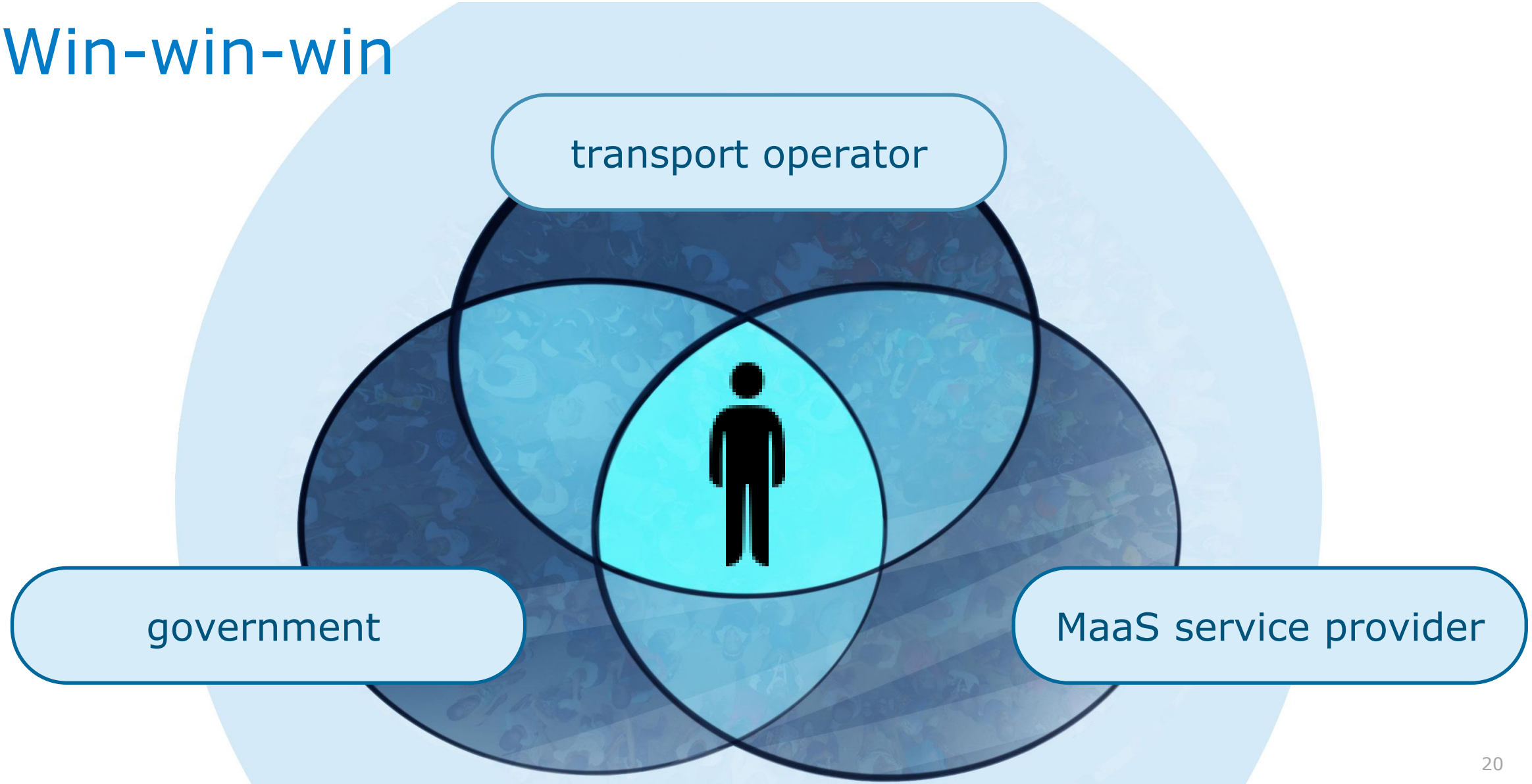


MaaS service providers

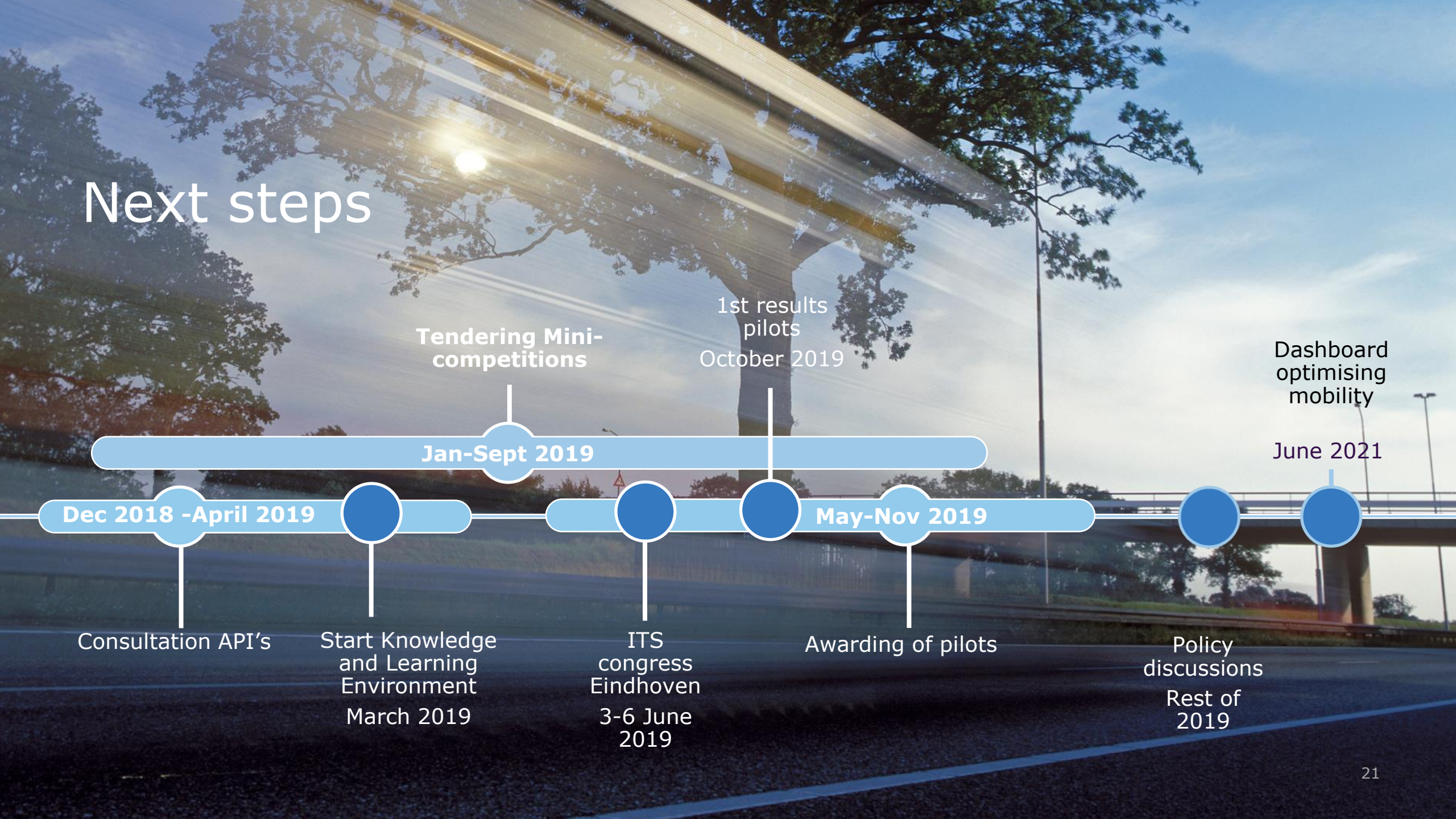
Transaction processors

Common data providers

# Win-win-win



# Next steps


Tendering Mini-competitions
1st results pilots
October 2019
Dashboard optimising mobility
June 2021
Jan-Sept 2019
Dec 2018 -April 2019
May-Nov 2019
Consultation API's
Start Knowledge and Learning Environment
March 2019
ITS congress Eindhoven
3-6 June 2019
Awarding of pilots
Policy discussions
Rest of 2019

options
Booking
12:01
Startstreet 5
26 min. ride-share
12:27
Metrostation 1
12 min. metro
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Metrostation 2
8 min. cycling
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plan
book
travel
pay

# Discussion

MaaS
Mobility as a Service

Further information:

www.dutchmobilityinnovations.com

eric.mink@minienw.nl

@MaaSMinIenW

# Annexes

# 7 functions of MaaS

## 1 personal settings

age

licence

walking distance

cycling distance

solitary - social

comfortable - active

appliances/tools

sight

mobility

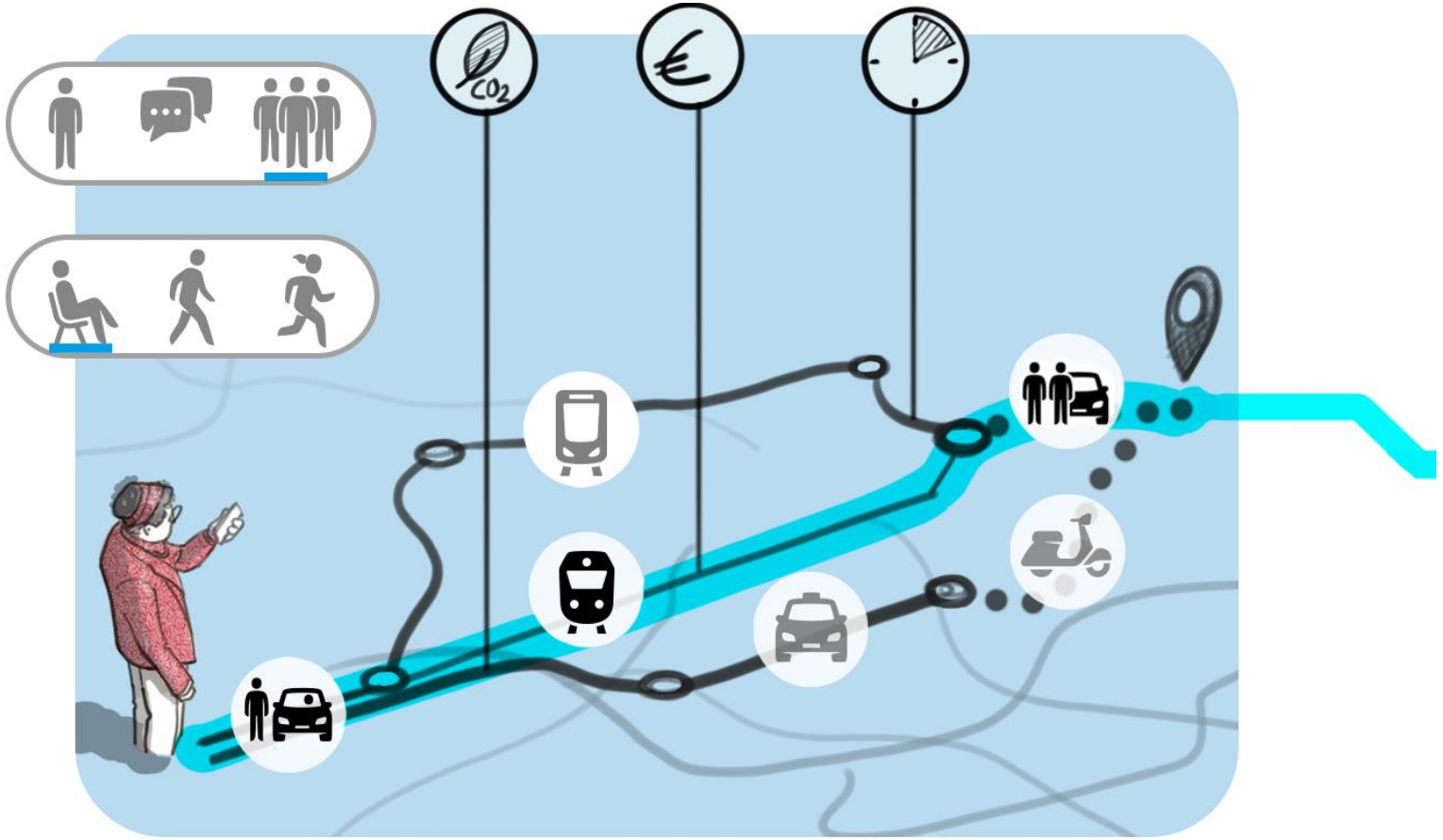
sustainability

travel time

price

# 7 functions of MaaS

## 2 plan



# 7 functions of MaaS

## 4 travel

### rideshare

### check-in

# 7 functions of MaaS

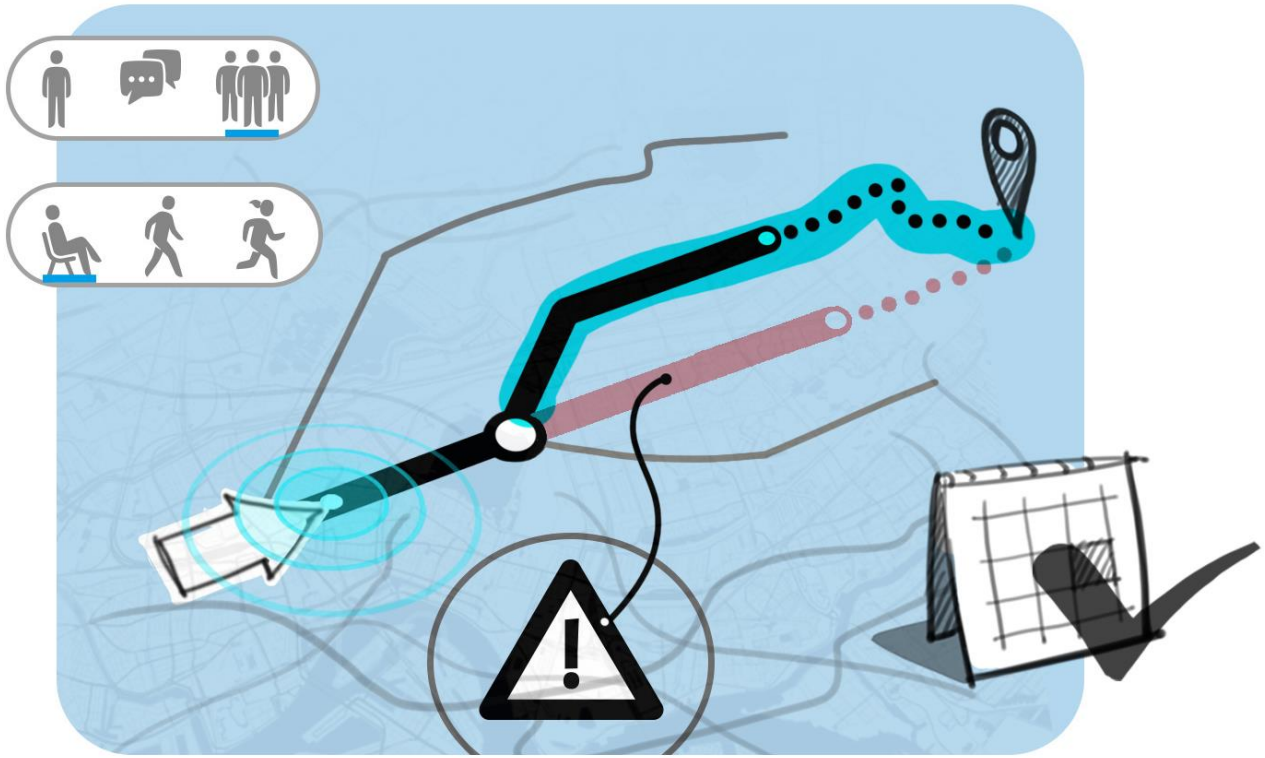
## 5 assist

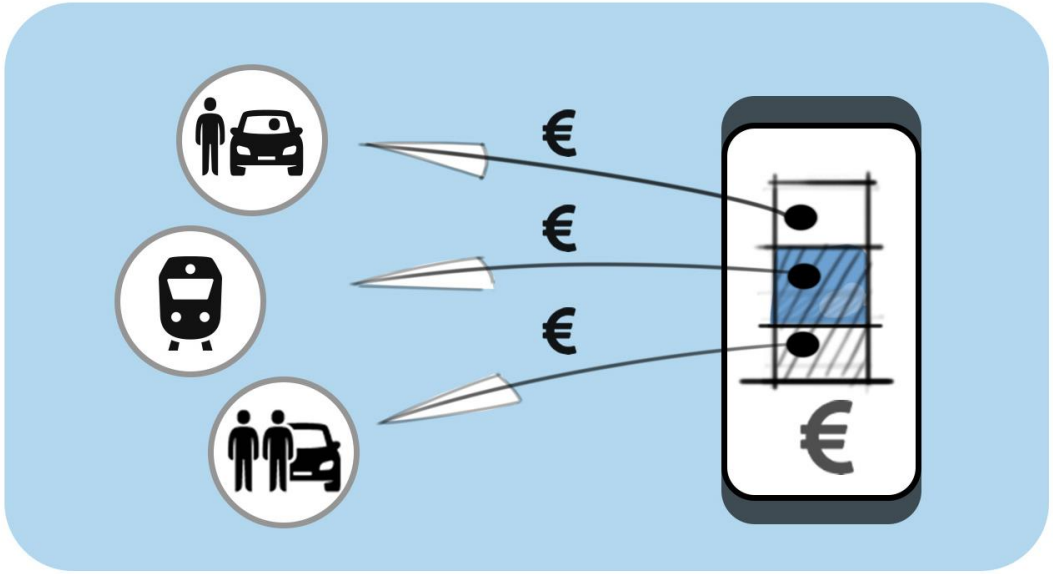
### alert: dearangement

# 7 functions of MaaS

## 6 adapt

booking an alternative route



# 7 functions of MaaS

## 7 payment