CONNECTA

Technical Assistance for the Deployment of Smart and Sustainable Mobility in the Western Balkans

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Mobility as a Service
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Context

- **What is Mobiility as a Service?**

- **MaaS Requirements**

- **MaaS Regulatory Aspects**

- **Best Practices**

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Mobility as a Service (MaaS)

Definition

MaaS works as an integrated multimodal journey planner that provides real time information, booking, payment, ticketing and personalized services. Based on the mobility services available, it gives users the possibility to compare multi- or intermodal options and choose the one that is most suitable.

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Mobility as a Service (MaaS)

Requirements

- Technological Perspective (efficiency, usability, scalability)

- Regulatory Perspective

    - Harmonized way of how MaaS operator is arranged and governed

    - Consumer/User protection for MaaS

    - Obligation for transport operators to provide in a non discriminatory way their connection data and prices

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Mobility as a Service (MaaS)

Regulatory Aspect (1/2)

- uniform multimodal passenger rights regulations and resolve grey areas about obligations and liability

- define what types of data can be gathered by MaaS operators; draw a specific Code of Conduct concerning Data Protection and propose a standard certification in this respect

- increase monitoring of competition to prevent route monopolies, for instance by imposing the use of Open Application Programme Interfaces (APIs) and by defining stringent criteria for participating in relevant tender procedures

- promote the use of multimodal transportation while discouraging the use of private cars, also seeking stronger collaboration among MaaS operators and a more integrated transport planning approach at the urban level

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Mobility as a Service (MaaS)

Regulatory Aspect (2/2)

- direct MaaS platform management towards public welfare, for instance to favour modal shift, manage traffic congestion and ensure infrastructure funding

- guarantee non-discriminatory information provision containing schedule, fares, and availability to all players in the market for multimodal travelling; moreover, it is important that the regulation of charges for information provision has to be cost related according to the principle of causal responsibility

- introduce a standard for ticketing (for mobile devices) ensuring capability and willingness to accept electronic (standardised) tickets

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Mobility as a Service (MaaS)

MaaS for Freight Transport

Enablers:

- Harmonized way of how MaaS freight operator is arranged and governed

- End User protection for MaaS

- Obligation for freight transport operators and freight terminals to provide in a non discriminatory way their connection data and prices

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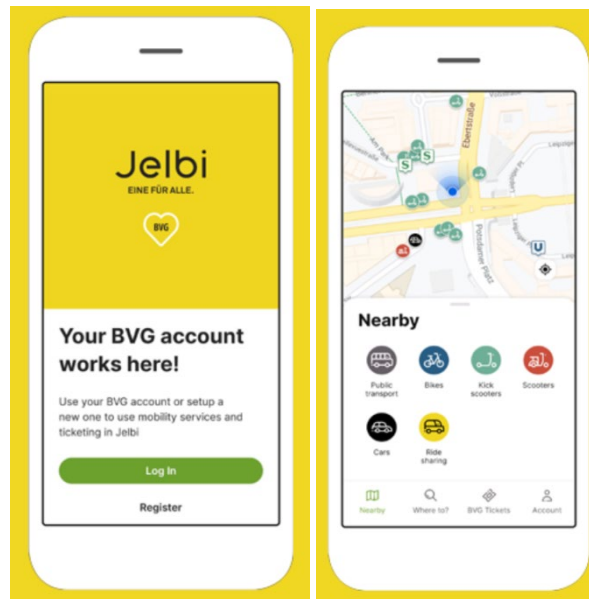
Best Practices

Whim App

One app to plan, book and pay for your trips. Whim gives its users the freedom of mobility with access to various city transport services in one app, letting them journey where, when and how they want with public transport, trains, shared and city bikes, e-scooters, taxis, shared or rental car, and more!

Currently available in Austria (Vienna), Belgium (Antwerp), Finland (Helsinki, Turku), Japan (Tokyo), Switzerland (nationwide), United Kingdom (Birmingham).

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Best Practices

Jelbi App

Berlin's entire public transport and sharing services in just one app. Register once to use all: bus, train, e-moped, e-scooter, bike, car and taxi.
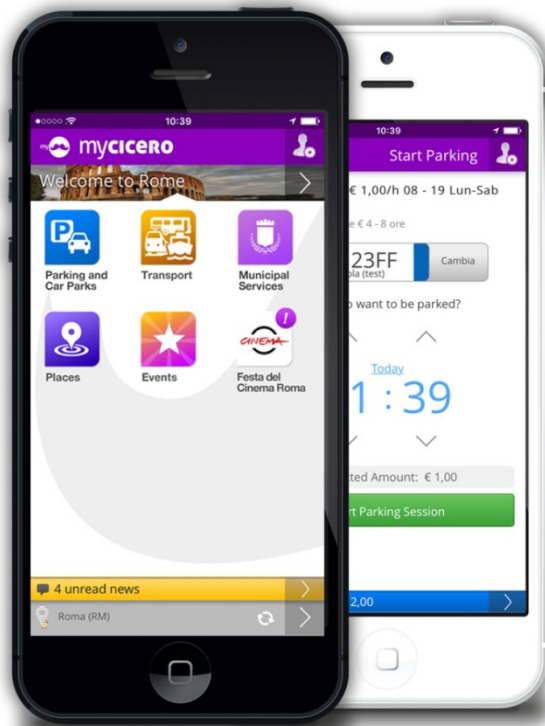
Best Practices

Jelbi Stations

Berlin bundles public and private mobility, as well as on a pilot implementation and further plans for car-free districts and neighbourhoods in the city.

Jelbi Stations gather multiple Jelbi provided transport modes into one accessible hub located at public transport stations.

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Best Practices

MyCicero

MaaS implementation in Italy that allows you to park the car and travel with public transport guiding you through the journey.

Event tickets have integrated mobility fare.

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Questions and Discussion

Any comments/suggestions?

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Thank you!

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