Governance of New Mobility Services

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73x

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Work streams

- Environment & Health
- Traffic Efficiency
- Access
- Road Safety & Security
- Governance
Activities

Working Groups  EU Projects  Policy & Advocacy
Peer-to-peer exchange

Environment & Health in Transport
- Active Travel: cycling, walking, health
- Air Quality & Clean Vehicles

Traffic Efficiency:
- ITS, traffic management, automation, MaaS, data,…

Governance & Integration:
- SUMP, Smart Cities, innovation & disruption
- Small and medium sized cities platform

Road Safety:
- VRUs, data collection, vehicles and ISA,…

Access:
- UVAR, social inclusion, pricing, public transport
- Parking

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75% EU legislation is implemented locally
Copenhagen is not everywhere (yet)
Rapid Development

New Mobility Services

- Shared cars
- Motor scooters
- Bicycles
- Kick scooters
- DRT

Mobility as a Service

- Apps and tools

Policy

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Connected Urban Mobility
Why look at MaaS?

- Determine best role for cities and regions
- Ensure MaaS developments are not entirely business and technology driven, but contribute to your goals
- Ensure public transport and active modes (walking and cycling) are not neglected in MaaS discussion
- Promote integration of new and traditional mobility services
MaaS might Influence Mobility Behaviour

1. Car: 40' (A to B) 45 mins
2. Walking, Bus, Walking: £2, 10' each (A to B) 45 mins
3. Walking, Train, Walking: £2, 10' each (A to B) 35 mins
4. Walking, Minibus, Minibus, Walking: £1 each, 15' each (A to B) 41 mins
Advantages of MaaS

Improving efficiency of the overall system

User centric

Enhancing access to transport services

Gamut of choices

→ Promoting sustainable travel by offering a viable alternative
Dangers of MaaS

- Higher costs for the user or transport provider
- Disconnect between the user, transport provider/authority
- Disincentivising sustainable mobility

→ Need for the public to steer development
Governance of MaaS

- Defining the **best role** for transport authority in the MaaS environment
- Finding the **right public-private sector balance**
- Understanding the **impact of MaaS** on travel behaviour
- Ensuring the user-centric approach delivers **system benefits**
- Determining the **best market environment** for MaaS
- Understanding the **business model** and who will pay
- Exploring the potential long-term impact of MaaS on transport **service procurement**
Key points

1. Focus on journeys that can’t be accommodated by existing public transport.

2. Start small: Diversity single MaaS model unlikely. But stay open!

3. Whatever MaaS approach is adopted, there is a need for public sector oversight.

## App-based DRT

### App-based DRT in Europe

<table>
<thead>
<tr>
<th>Name</th>
<th>Service Area Coverage</th>
<th>Stops</th>
<th>Booking means</th>
<th>Operating Hours</th>
<th>Sat</th>
<th>Sun</th>
<th>Launch Date</th>
<th>Registrations</th>
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</thead>
<tbody>
<tr>
<td>Aix-en-Provence</td>
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<td>8-12 am, 3 pm</td>
<td>Virtual PT, Web</td>
<td>8 am - 8 pm</td>
<td>no service</td>
<td>1 Aug 18</td>
<td>Winter 2019 (2019)</td>
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</tbody>
</table>

### Example

- **App-based DRT**
App-based DRT

• Based on Case Studies (SSB Flex, Citymapper Smart Ride, Flexigo, Breng Flex)

• Two different models: inner city premium services and peripheral access

• Different business models: Procurement (of components) vs private

• Impact on travel behaviour

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DRT take-aways

1. Fully integrate DRT with other transport modes.

2. Establish transparent regulation or voluntary agreements for independent private services to define the market and ensure the integration of services.

3. Establish a procurement scheme that allows flexible remuneration depending on passenger numbers.

4. Purposefully design DRTs as premium or supplementary offer.

5. Where regular busses routes can fully utilised keep or introduce them.

6. Establish long-term evaluation framework that enable transparent evaluation of modal shift related to DRT.

7. Involve cities and regions in the development of policy at EU and national level.