Maas Madrid, a new mobile application for shared mobility

Picture:

Country:
Spain

Topic:
Urban mobility planning

Link:
Maas Madrid, nueva aplicación móvil de movilidad compartida

Body:

"MaaS Madrid" is a mobile application developed by the Municipal Transport Company of the city of Madrid (Empresa Municipal de Transportes, EMT), which aims to provide high quality and updated information on public transport in the Spanish capital and about the additional services that conenct with the public transport network.

MaaS Madrid seeks to gather all of the mobility service providers operating in Madrid together in the same tool, thus providing users with different, more efficient and eco-friendly ways to travel across the city. It contains georeferenced information, allowing users to identify all of the mobility services available in their surroundings.

Thanks to this innovation, EMT consolidates its position as a provider of sustainable mobility services. Recent studies carried in this field seem to confirm that encouraging the use of non-property-based services for cars, motorcycles or bicycles is likely to favour a greater use of public transport by local residents and tourists.

The mobile application will be available in the course of spring for both Android and iOs operating systems. Initially, it will contain information only on public transport, then it will gradually incorporate the additional services that will be available to users in the upcoming months in Madrid. In the near future, EMT foresees to gradually include within the application supplementary features, such as the calculation and comparison of routes, more customised options, the possibility to book seats, purchase tickets etc.

Users, by selecting the origin and destination of their journeys on the "MaaS Madrid" app, can visualise the best options according to their preferences (the fastest, the cheapest, the least polluting trip, etc.) and complete all of the necessary reservation processes, directly or through the provider's app.

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