Regulating new mobility services for their integration into a multimodal transport network

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Polis Working Group on Governance & Integration

- Looking at the governance of innovation and disruption, including regulatory approaches for new mobility services
  - dockless bikesharing, e-scooter sharing, carsharing, ridehailing...

- WG meeting in February, Brussels
  - addressed three important aspects relating to new mobility services: regulation, data and urban space management
  - dialogue between Polis cities and regions and new mobility service providers

- Discussion paper on micromobility coming up

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Excellent meeting of the POLIS Governance and Integration working group bringing together cities and new mobility service providers for a very rich and engaging discussion. Great work POLIS.

#polisnetwork #complexurban #maas #integration
Dialogue

- Dublin
- Ile-de-France
- Leuven
- London
- Paris
- Manchester
- Emmen
- Madrid
- Lille
- Aarhus
- Czestochowa
- Rome
- Budapest
- Gelderland
- Norwegian Road Authority
- London Councils
- Lisbon
- Noord-Brabant
- Barcelona
- Arnhem - Nijmegen
- Brussels
- International Transport Forum
- Open Transport Partnership & Shared Streets
- German Marshall Fund of the United States
Sustainable Urban Mobility Policy

Innovation at the heart of the new mobility ecosystem
New mobility services – shifting modes?

Complement not compete with traditional mass transit

– Specific target groups with special needs, specific areas (suburbs, rural areas, off-peak times)

Modal shift

– Not at the expense of cycling & walking or PT!

Need for data on impact of new mobility services

Need for data sharing

– with the public authority
– towards an integrated offer and MaaS
Before free floating

Bikesharing
Become a popular means for daily transport

Carsharing
- Oldest” among the shared mobility services
- The case of Bremen:
  - fewer car trips: more use of PT, active travel
  - appropriate cars for purpose of journey: downsizing of cars
  - Better cars available: above-average emission standards
- But:
  - Avoid over supply of CS where PT can perfectly meet demand

Ridehailing
- Multiple concerns
  - Level playing field taxi sector
  - Increased congestion
  - Impact on public transport
  - From disruptive market entry to changing discourse and increasing dialogue

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After free floating

First wave of dockless bikesharing

- Disruptive: lack of dialogue & cooperation with the city
  - Overnight and massive deployment
  - No prior agreement
  - No integration with local city strategy and potential competition with traditional schemes
  - Overcrowding urban space and bike parking, blocking the way of pedestrians

- Not adapted to the European market:
  - Low-quality bikes
  - Bad communication with customers

negative externalities requiring regulation

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Governance approaches

- Competitive dialogue tender (Paris)
- Memorandum of Understanding (TfGM)
- Bye-laws (Dublin, Madrid)
- Code of Conduct (London, Paris)
- Call of Interest (Milan, Bologna)
- ...
Regulation

... aiming to maximise potential and minimise negative externalities

Different models / steps, or combinations of them:

– Hands-off approach
– Providing regulatory ground-rules: Dublin
– Requiring operational permits: TFL
– Contracts for concessions: Paris, Milan, Budapest
– Pilots / demonstrations: Manchester
– Banning / not allowing operations: Amsterdam
e-Scooters

- Massive and fast deployment, take-up & investments
- Infrastructure: where does it fit?
- National legislation to be adapted first
- Safety concerns
- First / last mile
- Street clutter?
Regulate to innovate

Anticipate
Build understanding of possible impacts
Identify where innovation can deliver positive outcomes and where there are risks
Talk & cooperate – ppp's
Define measures - policy, financial, regulatory - to maximise opportunities and minimise disbenefit
Carrots & sticks
Lead by example

Need for public sector oversight
Cities and regions should be in the driver’s seat!

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The public authority as urban space manager

- Land use planning - densification
- Prioritising modes through space reallocation
- Pricing space
- Transport interchanges
- Dynamic kerbside management
Towards integration: MaaS

Potential MaaS benefits

– Promoting sustainable travel, especially giving up the car
– Improving efficiency of existing transport services and public resources
– Leveraging personalized approach to develop inclusive systems
– Enhancing access to transport services
– Offering choices to users
MaaS
A SINGLE TOOL FOR TRAVEL DOOR-TO-DOOR

NEW DATA
- Existing data
- Crowd sourcing on PT and road
- Travel time reliability at stops
- Predictive information on all modes

MOBILITY PORTAL

UNIQUE PLANNER
- Predictive, and multimodal GPS, with an interface with in-car systems, including dynamic car pooling
- Tourist Navigator
- Mobility advisor tool- Public policy evaluation tool on passenger and freight
- Networks optimisation through predictive information
Risks of a purely commercial MaaS approach:

‒ Dis-incentivising sustainable trips
‒ Higher costs for the user or transport provider and unequal services
‒ Creating a disconnect between the user, transport provider and transport authority

Develop business models and address governance issues: who will lead the MaaS?
Onwards & Upwards

Mobility service operators engaging in more dialogue and cooperation

Still relatively new and rapidly changing sector

Trial & error in regulatory approaches, partnership forms and business models - sandboxing

Ranging from cars to bikes to e-bikes to e-scooters and more modes to come?

If regulated well and integrated into urban mobility policy and goals, new mobility services can complement traditional transport offer (off-peak, remote, target groups) or provide a first/last-mile solution.