Integrating shared mobility services in urban mobility ecosystems

Urban Mobility Days, 01 October 2020
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Changing role local authority

Public transport & active travel as backbone

What should be the role of the local authority in the transport system of tomorrow?

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YES! WAIT, NO! WELL, ONLY IF...
Regulate to innovate!

Anticipate
Build understanding of possible impacts
Maximise opportunities
Minimise disbenefits
Talk & cooperate
New ppp’s, new business models
Carrots & sticks!

Need for public sector oversight
Cities should be in the driver’s seat!
Complement not compete
- Fill service gaps
- Specific target groups, specific areas, first/last mile

Modal shift
- Undesired modal shift?
- Evidence needed on actual impact
Evidence-based decision making

Need for data sharing with the public authority towards an integrated offer & MaaS?

Insights to inform and educate overall operations.
API Endpoints - vehicle status and trip data.
Aggregated and categorized complaints and reports.

DATASHARING FOR THE GREATER GOOD

Monthly data reports according to city needs

- top 10 most used streets without cycling lane
- % of trips starting/ending at PT stations
- accident spots
- etc...

How we share our data with cities

London
New kid in town

Massive and fast deployment, take-up & investments
Infrastructure: where does it fit?
Safety concerns
First / last mile?! Street clutter?!
Cities are regulating

Brussels: Regulatory framework micromobility “Welcoming City”

Madrid: New sustainable mobility bylaw
- New vehicles types
- Licences
- Accompanying measures: 30 km/h in 85% of streets,
- Integration: MaaS

Lisbon: Soft regulation
MoU:
- Regular meetings
- Parking, safety, enforcement, modal shift, equity, technical specifications, data sharing, environmental issues
- Designated parking areas
Emerging trends

Permits/licences, not procurement
Performance-based fleet caps
Caps on n° of operators
Ensure orderly public space
- Geofencing
- Towards hybrid systems - microhubs
- Designated parking zones/space
- No parking zones
Equitable access
- Inclusion, communities of concern
Open data
Challenge: business case & pricing
- New ppp’s – subsidies?
A friend in need...

An integrated multimodal sustainable urban mobility ecosystem

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Momentum for joining forces

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Integrated multimodal sustainable urban mobility ecosystem

Integration PT & shared mobility

• take pressure away from PT
• spread capacity & shift travellers to shared bikes, e-bikes and e-scooters
• adopt broader definition of PT, embracing a mix of mass transit and shared mobility

• Public-Private Partnerships
  • new business models
  • subsidies

• Data
  • Mobility as a Service

picture: Zuid-Limburg bereikbaar
Big happy family?

CORE MaaS: A Social Distancing Mobility Platform

Mobilizing the Mobility Community to Develop and Deploy MaaS with Social Distancing
MaaS In service of Humanity
CORE MaaS III - DTU Urban and Regional Planning - FRONT"
Thank you!

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