



Living Lab MaaS Utrecht Region

An overview of the plans towards a
living lab MaaS in the Utrecht Region

(Concept, may 2024)

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DOVA ip ²⁰²³ **CRW**
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Met publieke mobiliteit willen we reizigers centraal stellen en hen met behulp van 'collectieve' vervoermiddelen en/of -diensten op kostenefficiënte en reizigersvriendelijke wijze in hun mobiliteitsbehoefte voorzien. We beogen het mobiliteitsaanbod in meer samenhang naar de reiziger te brengen door optimale samenwerking tussen overheden, markt, vrijwilligersorganisaties en individueel vervoer. Daarbij vertrekken we uit vanuit de kracht van elk van de vervoersschakels en de bijbehorende organisatie.

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Where are we at?

- 7 national MaaS pilots
- Mainly technology driven (MaaS 1.0)

"What is the social value of MaaS-technology?"

- National and regional developments towards publicly available mobility
- How do we work together as governments (local, regional and national) and the market? (MaaS 2.0)



Why a Living Lab MaaS in the Utrecht region?

- Urban area (Utrecht & Amersfoort) is becoming more and more dense and car-free
- Regional accessibility of facilities is under pressure
- Lessons learned from the evaluation of **GAIYO** (Leidsche rijn)
 - More collaboration with market needed. Mobility is 'controlled' by the government (PT-concessions, shared mobility permits) but is depending on the market for development and exploitation.
 - More efficient and effective use cases needed. Don't try to integrate everything at once!
 - MaaS is already effective as a way of distributing incentive budgets or mobility budgets for employees. Make use of practical urgencies (roadworks, new urban areas).





ShareDiMobiHub PMT Tønsberg 31/05/2024

Track 1: Tender strategy

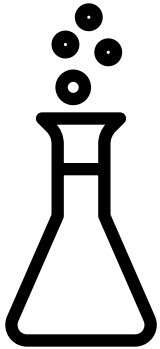
- Collaborate with 2-3 MaaS providers
- Goal: Joint agreement and close collaboration between government and market.
- Required specifications:
 - Integration of national, regional and local public transport + ticketing
 - At least one deep integration for e-bikes or e-mopeds
 - Payment by third parties should be possible
 - Many many privacy rules
 - MaaS-provider is not allowed to reject any mobility-provider offering their mobility service
 - Use (as much as possible) data-standards already in place. Commitment to other agreements made in the collaboration between market and government is mandatory.
 - And much more...

6 responses!

Track 2: Living Lab MaaS

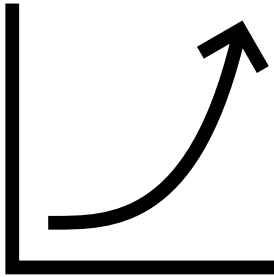
Work on four 'pillars'.

1



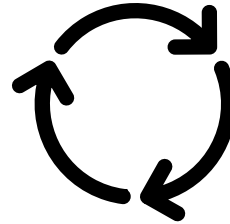
Development and experimentation of various use-cases

2



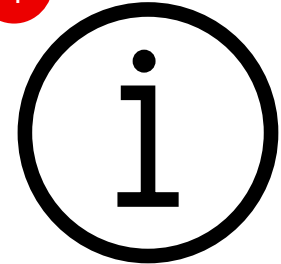
Coördination, harmonisation and upscaling

3



Monitoring and evaluation

4



Communication and branding



Use case 1: A mobility offer for societal target groups

Create a digital wallet for societal target groups (Elderly people, low-income families, people with disabilities etc.)

- Credibility, insurance, deposits are obstacles for these target groups to use new mobility services, such as shared mobility.

Use case 2: An attractive park&ride proposition

The problem with the current P+R proposition:

- P+R is almost never advised by planner applications
- No possibility to reserve a parking spot
- No guarantee of mobility offer for the last mile
- No combination deal of parking and using shared mobility (only public transport)

This can be improved by creating a more attractive proposition combined with better information and communication for travelers.





Use case 3: Distribution of incentive budgets / stimulation budgets

Designing MaaS-services in such a way that they can serve as an activation or motivation tool (including digital wallet and budgetting) as part of public behavior campaigns.

Examples are traffic and/or mobility management to use mobility alternatives in response to a specific urgency of change moment.

- Infra projects
- New housing development

Use case 4: Better mobility offer at mobility hubs

Deployment of digital mobility services to access to and use of various (shared) mobility providers at hubs. For example, single sign-on (one-time registration, identity validation, deposit, etc.) between the MaaS-application and (shared) transport providers.

This can be development at all places where the national identity of hubs is implemented.





Use case 5: Flexibilisation of PT-proposition

At the moment, public transport is not well integrated in the total mobility offer. This use case tries to improve this by developing combined offers of public transport and other mobility options.

The main challenge is the integration of public transport. Often driven by the way concessions are tendered and the current commercial interests and positions of market parties, integrations with other service providers (shared mobility, MaaS, etc.) are very challenging. As a result, travelers receive limited service from public transport companies.

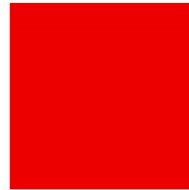
Next year: New concession, new chances to experiment.

What are interesting use cases for your city or region?



Disclaimer: All use cases mentioned are conditional examples

Thank you!



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