



Digital Public Mobility

Approach 2024 - 2028

Shared Digital Mobility

What is Public Mobility (MaaS 2.0)

A collective of travel alternatives such as (flex) public transport and shared mobility combined in one ecosystem to provide users numerous options to travel cost effective from door to door according to their travel demands. Orchestrated by a transport authority

A digital infrastructure provides opportunities to connect the travel alternatives into the optimal journey.



Mobility as a Service in the Netherlands

- Users vs. Commercial interest
- Consumer market stays behind
- No guidance on digital ecosystem
- Collaborating is tough
- Public goals vs. local goals
- Focus on added public value instead of technology

A new approach



A more regional
approach



Focus on adding
value for public
goals



Level playing field



Commercial
interest vs. social
value

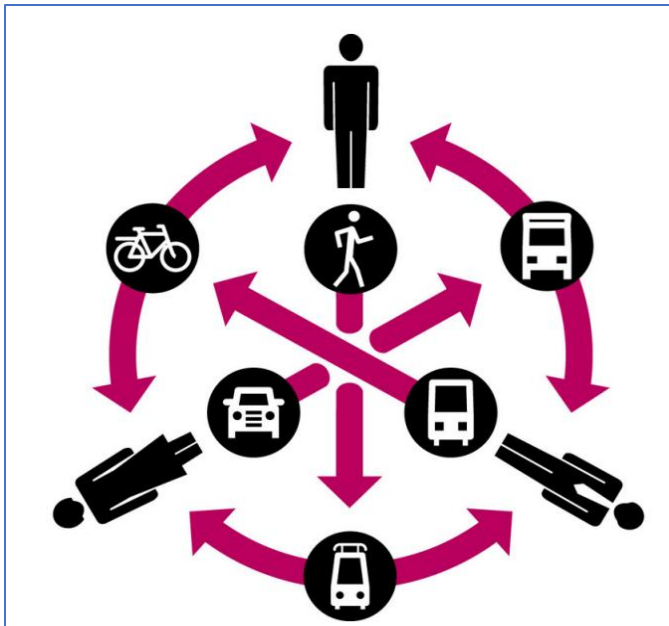


New learnings



Long term public /
private
partnerships

Goals



How can MaaS lead to societal benefits



New knowledge to develop Public Mobility



Regional focus



Building a platform that informs and activates users to travel smarter and more sustainable

A new framework

Selection of existing MaaS providers

Various public use cases

Building regional cooperation

Public / private cooperation

Test and evaluate added value of use cases

Broader development

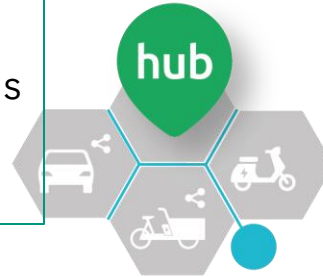


Use Case 5:

Distribute mobility budgets
Goal: Activate sustainable travel behaviour

Use Case 1:

(Digital) accesability of hubs
Goal: Decrease use of private cars in urban areas



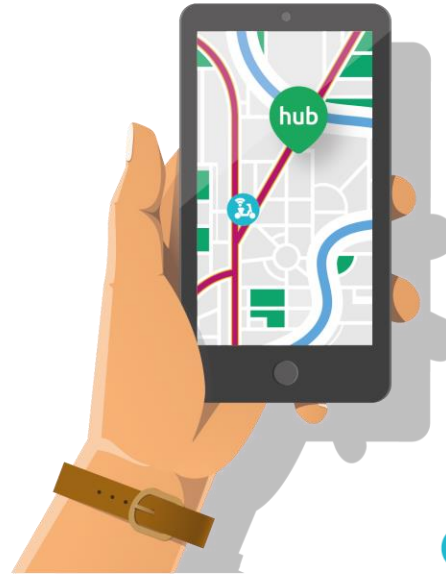
Use Case 2:

New park and ride propositions
Goal: Decrease traffic in innercities



Use Case 4:

More flexible PT proposition
Goal: User experience first- and lastmile in combination with PT



Use Case 3:

Mobility offer for specific target groups
Goal: Accessible and affordable mobility for all



Thanks for your attention!

José van der Plaat

Themelead MaaS & Shared Mobility

J.vanderPlaat@vervoerregio.nl

