

## ENCOURAGING THE INTRODUCTION OF MAAS<sup>1</sup> TOOLS FOR THE BENEFIT OF LOCAL MOBILITY POLICIES AND IN THE GENERAL INTEREST

Faced with the diversity of transport options and their intrinsic complexity, the issue surrounding the modal shift towards modes that are more sustainable than private cars is becoming increasingly acute. Taking a decisively multimodal approach, public transport operators, working together within UTP, have for many years been involved in developing digital solutions and helping local authorities make it easy for as many people as possible to access local mobility services.

**D**uring the European Mobility Exhibition on 13 June 2018, Elisabeth Borne, Minister for Transport, announced a body would be set up bringing together groups of elected representatives, public transport operators and users to promote the development of information and purchasing services for mobility offers for the benefit of passengers. UTP welcomes this initiative, and as of 5 July 2018 its Board of Directors formalised its involvement in the "Data-MaaS" strategic committee.

### ESSENTIAL PREREQUISITES TO BE ENDORSED BY ALL

First and foremost, UTP wishes to emphasise five points:

- ▶ **The need to put the customer at the heart of the system** to guarantee its success. The tool must be based on the real needs of residents, be in line with proven practices, integrate all types of mobility services and their related services, and aim at simplicity and ease of use for potential users.

- ▶ **The necessity** for Mobility Organising Authorities (MOA) and Transport Organising Authorities (TOA) **to devise a long-term vision** that will enable them, in their local areas, to take up the challenges of reduc-

ing solo car use and to address the issues of urban congestion, accessibility in sparsely populated areas and global warming.

- ▶ **The goal of a seamless MaaS.** In and between urban areas, and in and between regions as well, for everyday travel it is important to offer customers smooth door-to-door travel, in line with public service objectives (spatial and temporal coverage, interdependence, safety, etc.).

1. MaaS: Mobility as a Service. Concept developed in the 2010s for easy integration of different modes of transport using digital.

# Encouraging the introduction of MaaS tools for the benefit of local mobility policies and in the general interest

➤ **Affirmation of the central role of public transport** in the multimodal approach. MaaS must consider the role of “Mass Transit”, always the backbone of a sustainable mobility system, in terms of serving customers and also public policies. Public transport operators are therefore, in essence, natural developers and managers of such tools.

➤ **The need for public transport operators**, in compliance with their contractual obligations, **to maintain the relationship with the customer-traveller**. This is essential in order to be in a position to offer the entire range and to be able to offer everyone the right option, for the best price according to their profile and needs, as well as a quality customer service.

## MAAS: A COMPREHENSIVE SERVICE TOOL

Often reduced to a technical solution, **MaaS is**, as its name suggests, **a new service designed to promote better mobility connections**, and which is both accessible on demand and provides travellers with the best value proposition to meet all their transport needs and any related services by integrating all transport and service solutions.

Therefore, the package of services should include:

- all modes of public and private transport, car sharing, taxis, Transportation Network Company (TNC) services or rentals, bike-sharing or rentals, park and ride, multi-mode parking, walking...
- route planning, purchasing, payments, paperless tickets and access solutions;
- possible suggestions of travel-related services.

**The basis of MaaS is a comprehensive, coherent and neutral mobility solution** covering as wide a geographical area and timetable as possible.

In its role as strategist, the Mobility (MOA) or Transport (TOA) Organising Authority will be able to define the hierarchy and complementary setup of the different public and private modes, including private cars, around conventional public transport services as the key system components most suitable for mass transit.

For the MOA and TOA, MaaS is not only a **powerful tool benefiting passengers** but also a **mechanism used to implement transport policies more widely** (organisation, coordination of offers and understanding of local mobility) and to **find the economic balance of the entire system**.

Public transport operators have existed alongside the MOA and TOA for many years and have been able to develop skills as mobility integrators and experts in service offers and their verticality. They inspire confidence in citizens through the dependability and quality of the service provided. These valuable assets should be used to set up MaaS systems.

## MOBILITY DATA AND TICKETING: PROGRESS IN STAGES

The principles set out, which will foster the emergence of MaaS, must, at the same time, **serve a national mobility goal and encourage a spirit of innovation** (possibility for transport operators and start-ups to develop the MaaS services of tomorrow).

The measures planned for access to mobility data and multimodal information services are based on European texts<sup>2</sup>. They will be supplemented, at the national level, by the provisions envisaged in the future Mobility Framework Law (MFL), which should enable customers to find the best solution for their mobility needs: all information (theoretical and practical) on the different services operating should be easy to access.

While UTP **supports opening up mobility data through the national access point** which, in France, works as both a data warehouse and data directory<sup>3</sup>, it highlights the technical challenges inherent in making dynamic data, often referred to as “real-time data”, available.

2. Delegated Regulation (EU) 2017/1926 of 31 May 2017 supplementing Directive 2010/40/EU (of 7 July 2010, known as the “Intelligent Transport Systems” Directive) as regards the provision of EU-wide multimodal travel information services.

3. The national access point, developed by France, under the national platform “transport.data.gouv.fr”, allows the publication of data that can be hosted (warehouse function) or simply referenced by the “harvesting” of a local platform (directory function).

UTP also emphasises the investments made by transport operators and local authorities in the equipment and technical resources necessary to produce quality data, ensure its availability in NeTEx and SIRI formats, make it available and develop service interfaces.

For both static and dynamic data, the principles of charging and licences, supported by UTP<sup>4</sup>, must be recognised to finance the production and security of data and also to protect its value in respect of third parties that are more concerned with their private interests than the general interest.

For UTP, it is necessary to leave the choice of the type of licence to the producer of the dynamic data, as is currently the case for static data, notably in order to promote the share-alike<sup>5</sup> clause, ensuring respect for the principle of reciprocity, and to reiterate the requirements of loyalty and conformity vis-à-vis the general interest.

Moreover, for UTP, **only a consultation between all stakeholders** can ensure that **purchasing, any reservations, payments and access to services** become easily accessible, at both urban and intra- and inter-regional levels.

As a reminder, in France, out of 330 urban transport networks, 147 have a modern ticketing system and, unless they change ticketing systems, few of them have e-commerce sites, which are essential prerequisites for a shift to MaaS tools.

Therefore, in view of the diversity of local situations, the implementation of this project will require an ambitious policy, accompanied by real financial support.

### MANY FUNCTIONAL AND ORGANISATIONAL MATTERS TO CLARIFY PRIOR TO THESE PROJECTS

A number of functional, legal and organisational issues need to be addressed beforehand; this could be done within the technical committee, complementary to the strategic committee (see p. 1), bringing together stakeholders and experts. These issues include:

- the question of standardising certain interfaces (APIs) for access to the basic services of multimodal information systems (MISs) of the MOAs and TOAs in order to facilitate multimodal journeys in different mobility areas;
- in accordance with the GDPR<sup>6</sup>, the possibility of sharing personal data, within a contractual framework freely negotiated between operators;
- the issues surrounding access to services (ticketing, validating, barrier opening, etc.), given the diversity of mechanisms, and the questions these raise about their interoperability and also the back-offices of the systems;
- the balance between constraints and costs to achieve satisfaction for all customer segments;
- the management of contingencies and complaints, particularly with regard to legislation on passenger rights, which underpins issues of liability of the parties vis-à-vis the customer-traveller...

### ISSUES SURROUNDING THE GOVERNANCE OF MAAS FOR SUCCESSFUL MOBILITY POLICIES

Given the diversity of stakeholders and their sometimes divergent interests, attracted by the emergence of MaaS systems, the question of extended governance arises, beyond the current competences of the MOAs and TOAs. The challenges of this governance must **be addressed collectively** in a way that respects the general interest and the strategies shared for the benefit of sustainable mobility.

Backed by the Technical Committee, the work of the Strategic Committee (see p. 1) should be such that it results in identifying good practices and patterns to avoid, while promoting freedom of innovation within a contractual framework freely negotiated between the parties.

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4. See in particular UTP's positions on this subject: "Issues on the opening of Transport data for the public transport sector" of 3 July 2014, "Opening of public data and issues for the public transport profession" of 10 December 2015, and "Recast of the PSI Directive: the reuse of public data must be fair and in the public interest" of 13 September 2018.
  5. Share-alike: the enriched data is returned to the community of re-users, including the producers of public data.
  6. Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation).

Aware of the challenges of MaaS and the buzz surrounding this topic, UTP and its members are keen to work collectively, and in compliance with competition law, to define the principles, standards, good practices, technological building blocks and governance that will help make a success of the future Mobility Framework Law (MFL) and accelerate the implementation of MaaS systems.

Finally, UTP insists on the need to **have a handle on the process for developing MaaS tools** given that the risk of disintermediation of MOAs-TOAs / public transport operators with MaaS customer-users is very real and should not be underestimated by public authorities.

Given the critical role of public transport in the travel system, transport operators have a key role to play alongside the MOAs and TOAs, in setting up a comprehensive mobility policy.

They are natural trusted partners for guaranteeing neutrality and continuity, two principles at the heart of MaaS systems in France.

The goal of sustainable mobility for all must be the driving force behind these.

**UTP and its members support the national momentum initiated to promote the emergence of MaaS systems locally and nationally. They assure the Minister for Transport of their support for the work to come.**

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**UTP.** The Union of Public and Railway Transport (UTP) is the professional organisation bringing together public transport companies, railway companies (freight and passenger) and infrastructure managers in France. It represents the profession and defends the joint interests of its members before French and European institutions.

UTP represents nearly 170 urban transport companies throughout France.

Some are associated with transport groups such as CarPostal France, Keolis, RATP Group, SNCF Mobilités, Transdev and Vectalia France. Others are independent and are therefore eligible to join the AGIR association.

Since 2006, UTP has been bringing together railway companies and supporting them along the road towards opening up the passenger transport market to competition. The companies include Agenia, Arriva, CFTA, Colas Rail, Euro Cargo Rail, Europorte, Eurostar, Groupe RATP, Keolis, Objectif OFP, RRT PACA, SNCF, SNCF Mobilités, Thalys International, Thello, Transdev and VFLI. Since January 2013, UTP has also welcomed infrastructure managers (Getlink Group, LISEA and SNCF Réseau) and encompasses the entire railway sector.

