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## **Mobility as a Service: What's in it for the (rail) passengers?**



## › The European Passengers' Federation (EPF)



- Founded in 2002
- European umbrella federation of national and regional passengers' organisations
- 37 member organisations
- 21 countries
- [www.epf.eu](http://www.epf.eu)



- Represent passengers' views at the European level – all modes: rail – bus & coach – air – maritime – urban transport – new mobility services
- Campaign for comprehensive and stronger (multi-modal) passenger rights across all modes
- Achieve a better door-to-door (multi-modal) travel experience
- Tackle transport poverty and ensure an accessible and inclusive (public) transport offer, also in rural areas
- Put end-users at the centre when new mobility services are developed

*MaaS should be the best value proposition for its users, by helping them meet their personal mobility needs and by offering a high quality, affordable and disinterested alternative for private car use*

**POTENTIAL BENEFITS:**

- Personalised offer
- Greater choice
- Flexibility
- Convenience – ease of use
- Saving time & money



## › Conditions for market uptake

- Extent of application (modes – information – territory)
- Trustworthiness: transparent, unbiased information
- Reliability: of information (realtime) and services
- Simplicity & user-friendliness (reduce cognitive load)
- Attractive pricing
- Protection in case something goes wrong
- Privacy & data security!





## › Challenges and risks



**Modal shift: in which direction?**



Promote public transport & active mobility

**Only for privileged users?**



Inclusion and accessibility

**Unwillingness to share data**



Regulation on data accessibility

**Fragmented framework**



Interoperability, open standards

**Commercialisation of public space**



Regulate the use of public space

**Walled gardens – winner takes it all**



Create an open, multi-player MaaS market

**Data asymmetry**



Reciprocity

- Public authorities have a crucial role to play
- Create an open and inclusive MaaS ecosystem
- Focus on end-users' needs (safety, security, convenience, inclusivity and trustworthiness)
- More (neutral) research needed on (the effect of MaaS on) user behaviour

### **MAAS ALONE WILL NOT SOLVE EVERYTHING!**

- MaaS will only integrate the existing offer
- Investment in public transport, walking and cycling needed
- Not only digital, but also physical integration of modes
- Fair pricing of all modes: internalisation of external costs
- Liability: harmonisation of passenger rights
- EU-wide regulation on data access is desirable

➤ Thank you for your attention!



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