

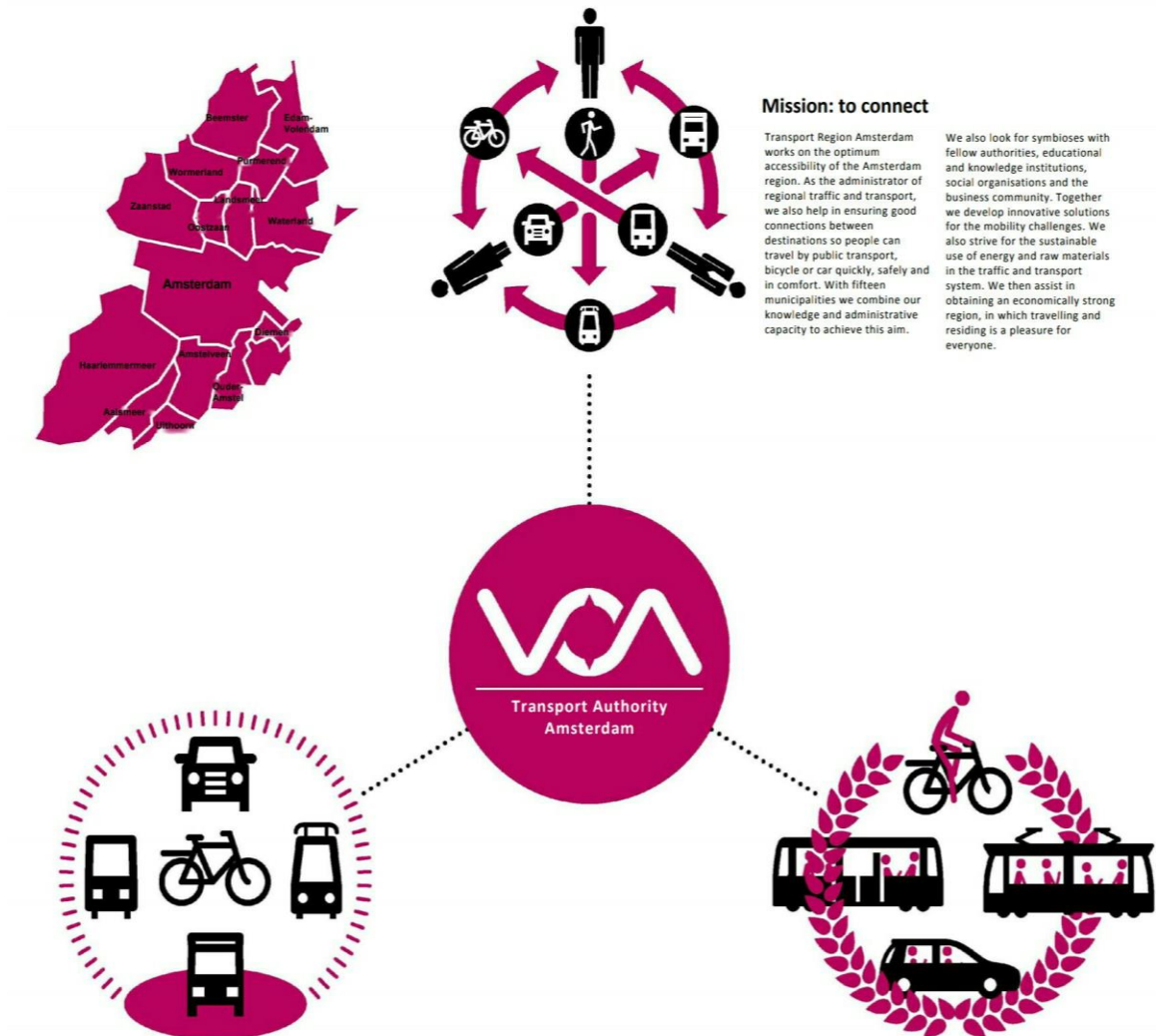


MaaS: from Promise to Reality

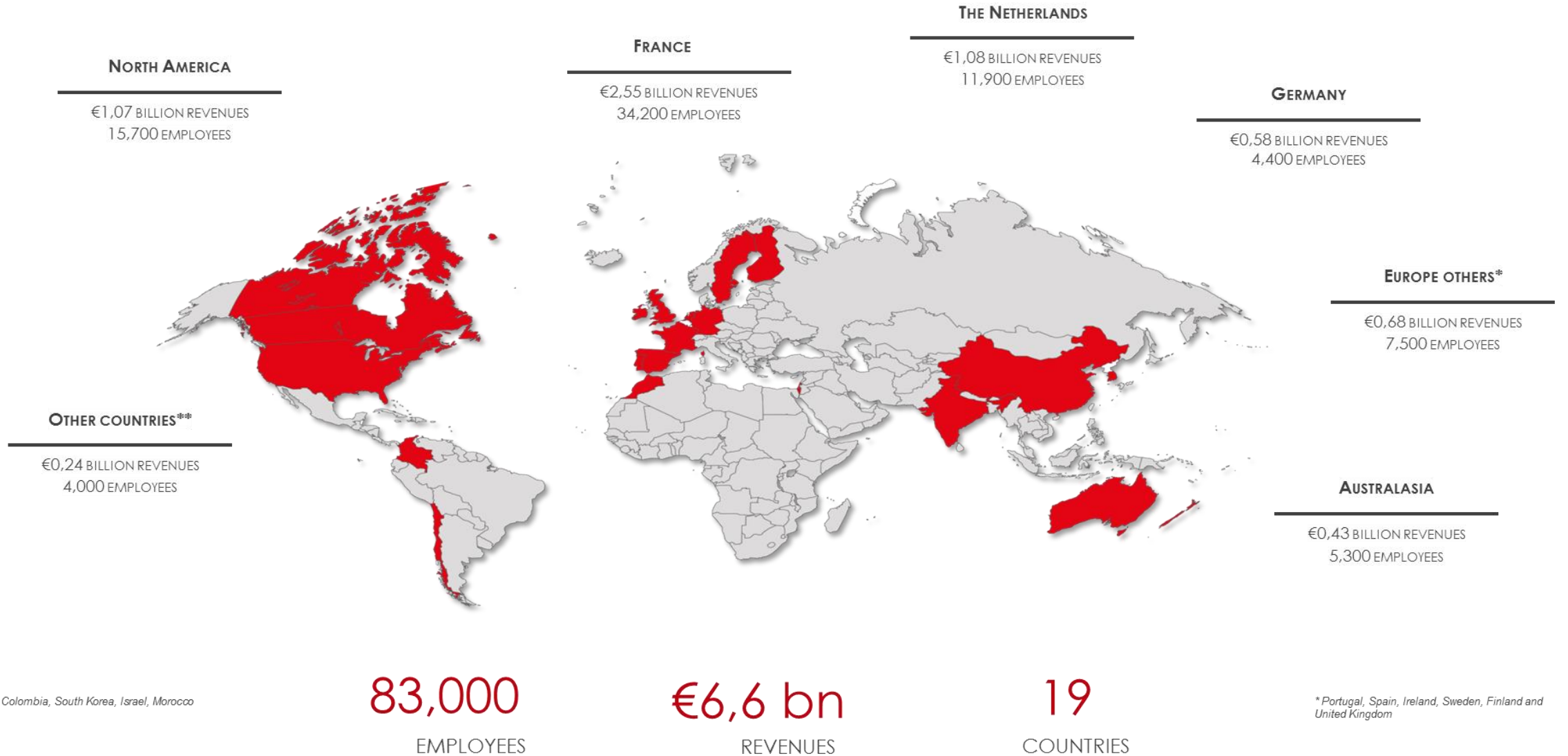


Ingrid de Bruijn: Transport Authority Amsterdam

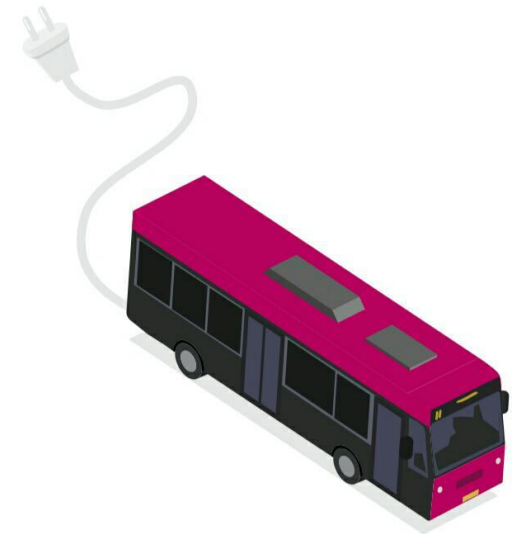
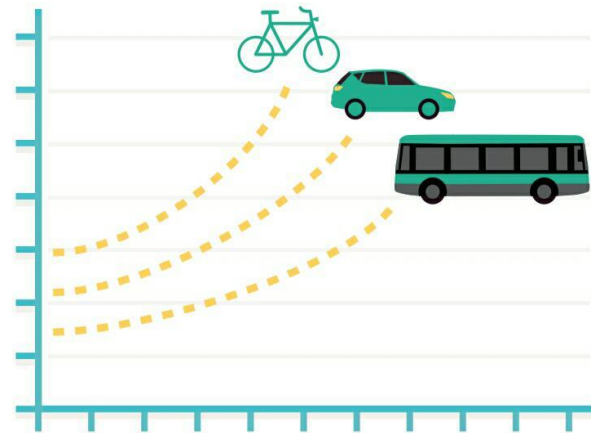
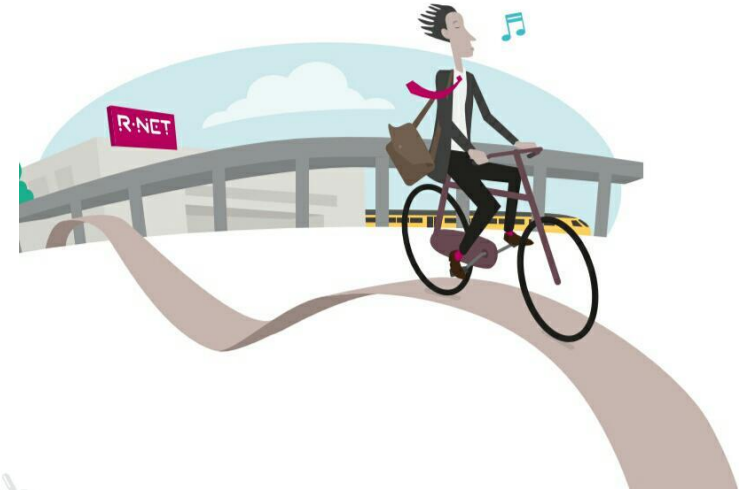
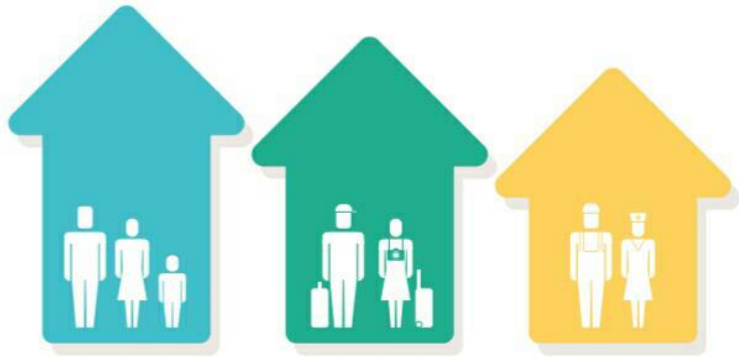
✖ Gemeente
✖ Amsterdam
✖



Peter Krumm: Transdev / Connexxion



Developments in Amsterdam region



Government is changing

- Cooperation between government, employee and residents
- Different public transport contracts
- Different view on traffic management
- Public space is scarce and needs attention

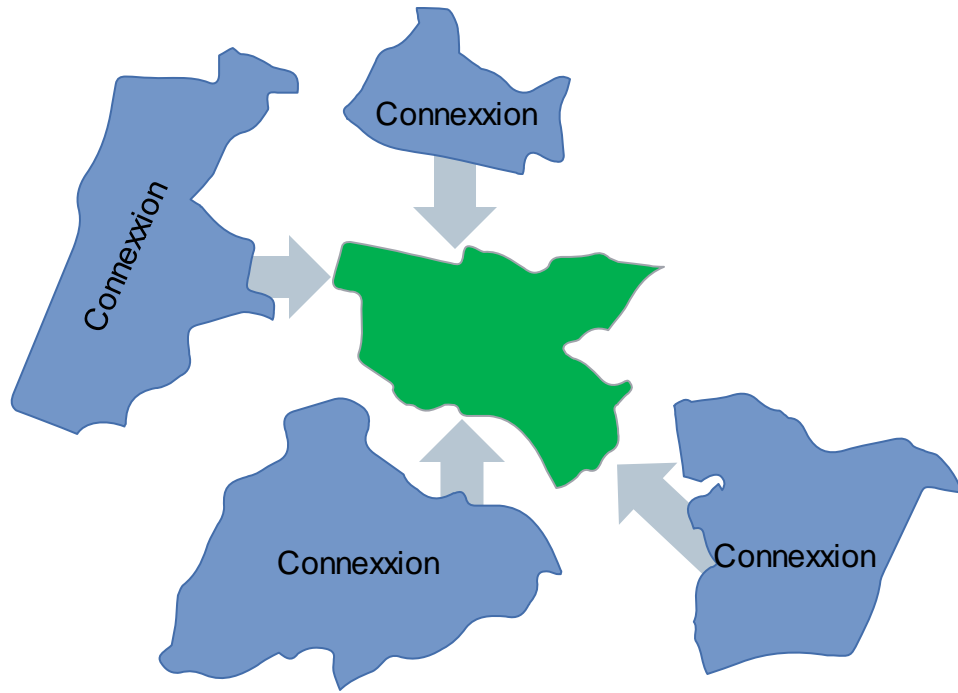


A change is about to taken place in Amsterdam



Residents of Amsterdam are increasingly aware of the importance of accessibility and sustainability of their city. They are open to change their behaviour. If they do so than Amsterdam is more than ready for mobility as a service.

VRA and Transdev are partners in mobility in Metropolitan Area Amsterdam



- Transdev / Connexxion provides transportation to more than 0,5 million passengers in the Metropolitan Area of Amsterdam.
- In order to keep Amsterdam accessible and liveable, e.g. during the reconstruction of the Central Business District in Amsterdam Zuid, we are constantly looking for improving services, introducing new services and sharing data in order to monitor mobility.

Understanding customer needs. How did we evaluate the MaaS experience?

Qualitative research, in 3 phases, in 3 European metropolitan areas Stockholm, Rouen, and Amsterdam

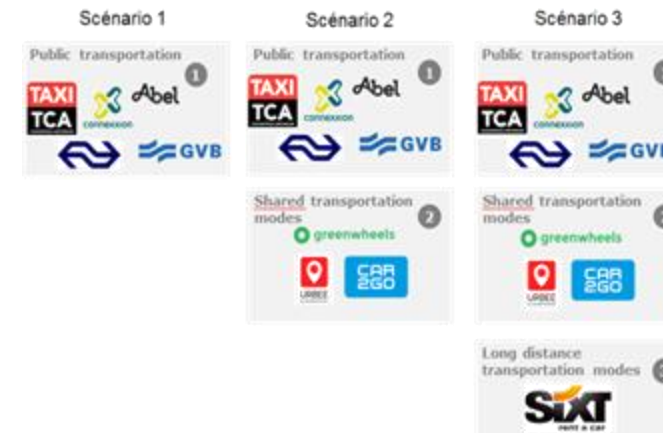
1. The Explore blog



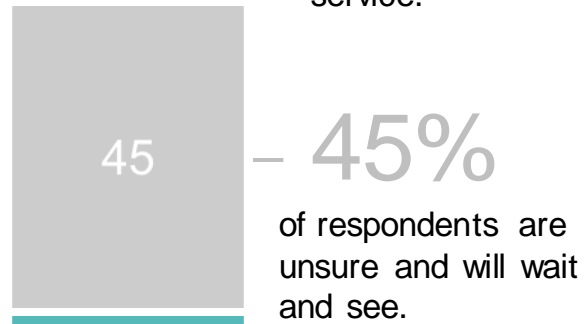
2. Groups of consumers enhance the concept



3. Simulations of different OPTIONS reveal the winning concept



MaaS is considered to be an appealing service offering



“It's no longer necessary to own a car. The concept exists to make trips easier.”

“You can create a flexible journey and do not have to depend so much on set schedules.”

“It's flexible – it adjusts to your needs – and it's not restricted – it adjusts to different distances and changeovers. It's a comprehensive service with which everything is possible, every combination of transportation.”

“You can go anywhere with this app.”

“I've been waiting for something like this for a long time. It's hard to truly picture it – it's too good to be true!”

“I think it is a modern and hip concept and the means of transport you can use are very advanced.”

For future customers, we will have to overcome four challenges (1)

1. Win over residents outside our natural target with a far-reaching, tailored offering that everyone can envision using.



It's not a service for families [...] I see it as mainly being for women who live in the city center, right in the middle near Théâtre des arts. It's an area with such good public transportation that you don't need a license or car.



The app might come in handy if you have a flexible schedule, but if you travel the same route it's unnecessary.

2. Prove it's capable of

- Adapting to needs (transportation quality and coverage)
- Flexibility / multimodal solutions (everywhere / all the time)



The current cut-off times and sparse public transportation coverage [...] a service like this isn't made for people who live in suburban areas. The service outside the city is poor [...] it's impossible for this concept to work in suburban areas.



I have some doubts about the availability of the vehicles. The app is available 24 hours a day, but what about the availability of transport at night?

For future customers, we will have to overcome four challenges (2)

3. Demonstrate cost-effectiveness: affordable and manageable



Designed to fit whose budget? What type? It can't end up costing more than my car.



Do you need to pay per person or not? Because when you have children and you want to go somewhere, the car is much cheaper than the train.

4. Gain credibility through guaranteed results

- MaaS will have to overcome reservations regarding PT (delays / cancellations / strikes)
- Operators will have to prove that it can be used at any time



Satisfaction is crucial. You're happy when you're satisfied. It's useful when there's a strike, for example.



I want a guarantee that I will never be without a means of transport at any time or place.

Convincing people into MaaS requires different approaches

3 out of 10 residents

want to stop driving / drive less



Inconvenient

Expensive Traffic jams

Not environmentally friendly

Tiring

Vandalism

Stressful

Restrictions



That the parking in Stockholm is so damn expensive and that it's not the most environmentally-friendly alternative.



Cars are just very awkward and pollute as well. I am proud that the Netherlands is such a country of cyclists.

7 out of 10 residents

need their car



Independence Comfort

Freedom "2nd home"

Time spent together

Only solution Nostalgia

Control Handy

Easiness Practical



The public transport is just always so busy and dirty when I use it. With my car I just know exactly what I am getting into.



I don't depend on anyone else – I can go where I want, when I want.

Mobility as a Service in Amsterdam

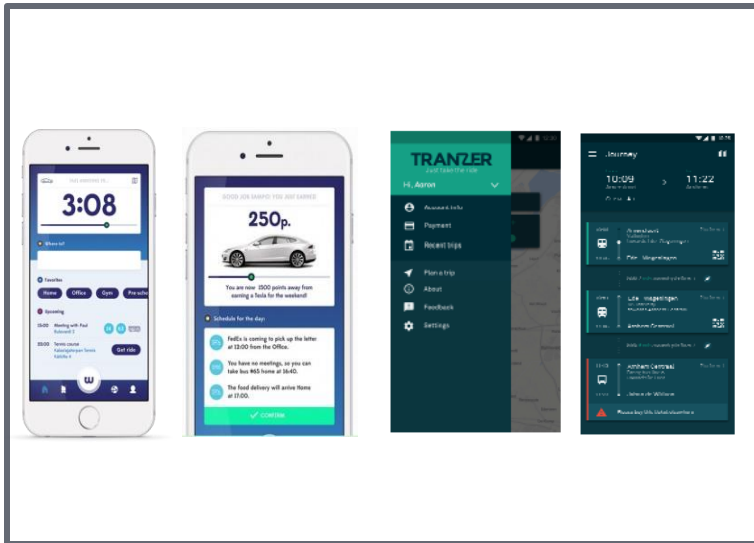
Opportunities for MaaS in Amsterdam

- Willingness by users
- Possibilities in the public transport contract
- Reconstruction of the Economic business centre

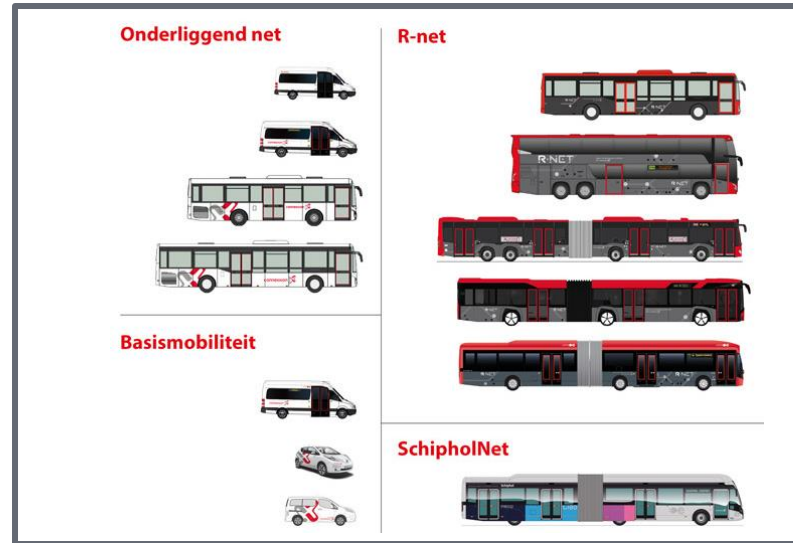
So we just started with MaaS!



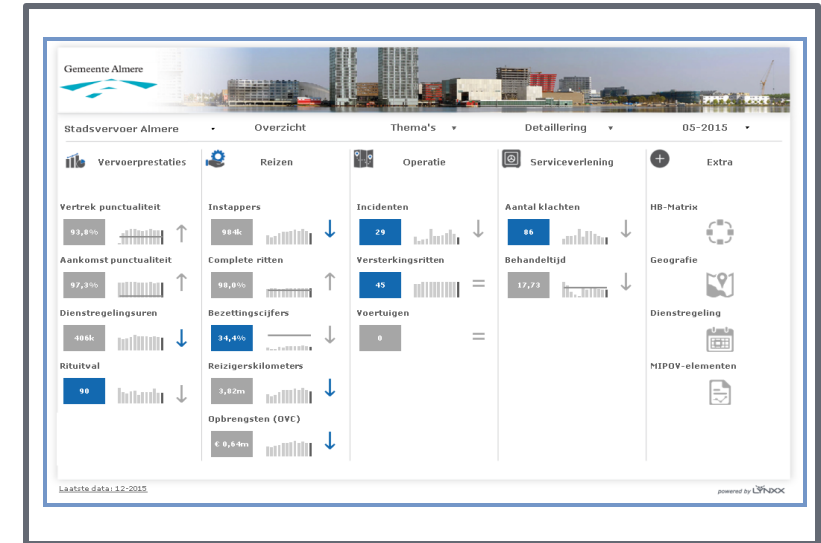
Different steps towards Mobility as a Service in Transdev concession Amstelland Meerlanden



Introducing MaaS applications,



more service in mobility,



and sharing more data

Mobility Experience Zuidas Amsterdam

One month without your car

- Participants gets 1000 euro
- Use public transport, bicycles, Uber, carsharing, bikesharing etc.

Results

- Traveltime is longer
- Participants are aware of the congestion and parking problems



Tender Mobility as a Service Zuidas Amsterdam

- Accessibility of economic business centre, during work on High way and public transport
- MaaS ensures less car use
- Cooperation of Ministry, Municipality of Amsterdam and Transport Authority
- Agreement between Municipality and companies
- Tender starts half 2018
- Learning by doing



Opportunities for MaaS in Amsterdam

- MaaS for residents Amsterdam – work in progress
- MaaS gives opportunities for paratransit



Four observations, lessons and suggestions

***MaaS**; Just give it a try*

***MaaS** will differ between regions, cities and countries*

***MaaS** has to solve a problem or create an opportunity to become a success*

*Support by Transport Authorities can give **MaaS** a jump start*