



14 July 2021

# Post-Pandemic Priorities for Public Transport and future of MaaS

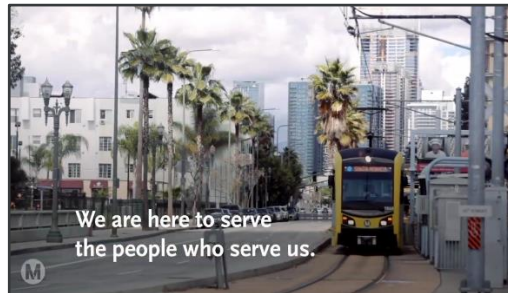
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# > LESSONS FROM THE CRISIS

Public transport is an **essential** service



Public transport is a **vulnerable** service

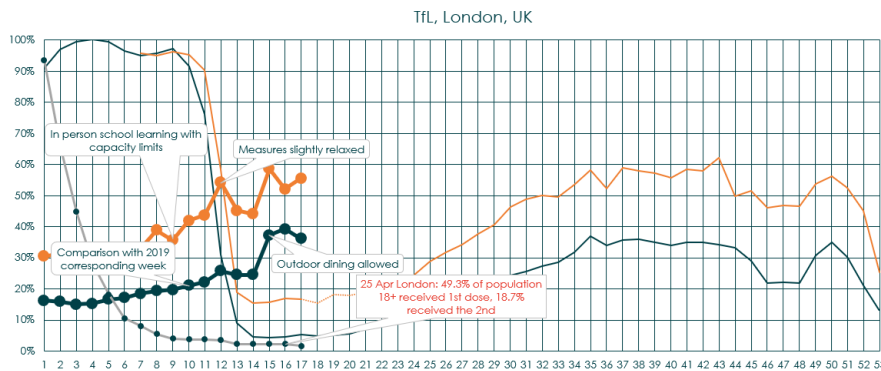


Cities need a **strong PT** which requires strong support

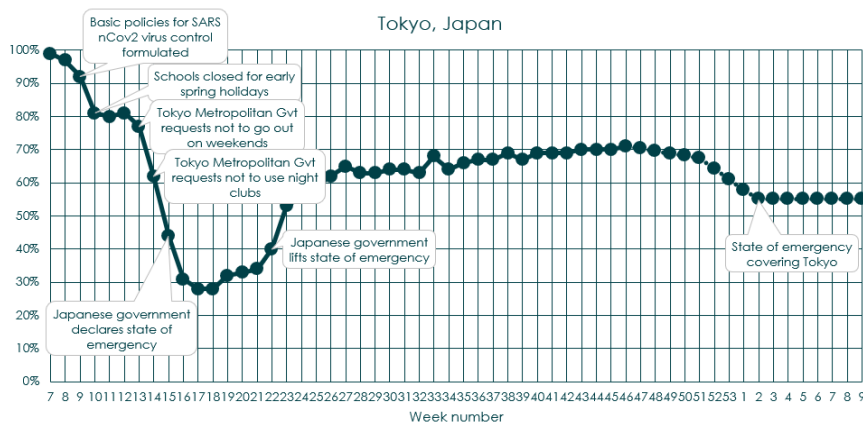


# > PUBLIC TRANSPORT USE IS RESUMING BUT WAVERING

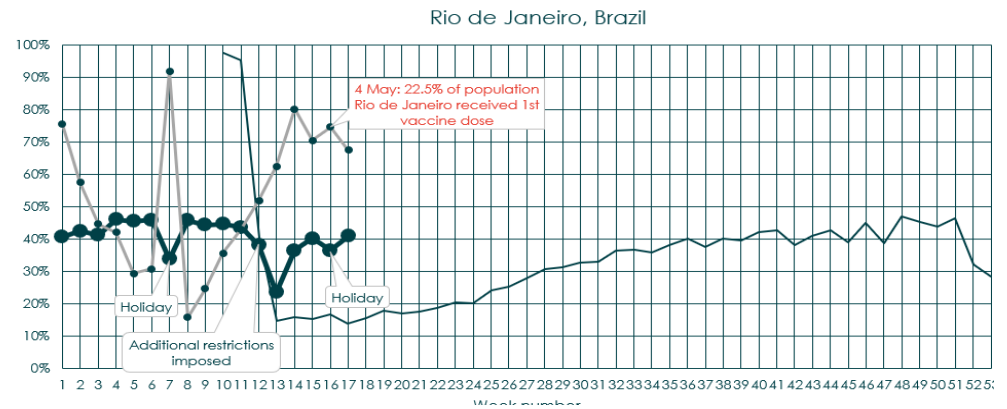
## > LONDON, UK



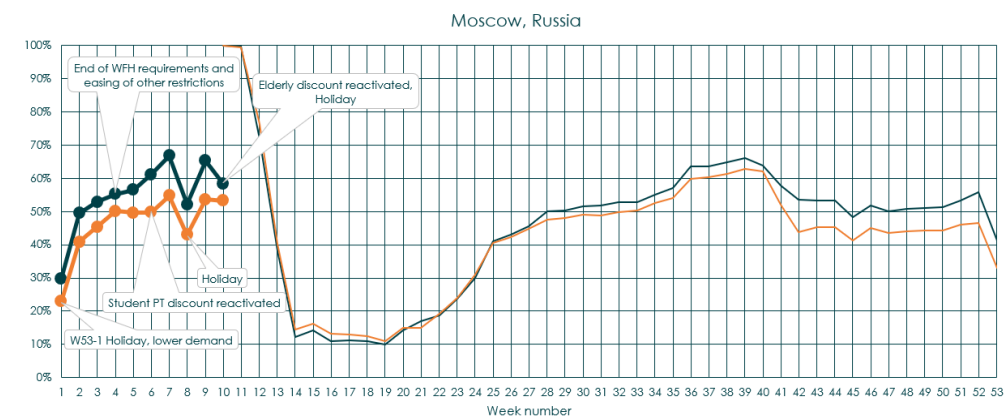
## > TOKYO, JAPAN



## > RIO DE JANEIRO, BRAZIL



## > MOSCOW, RUSSIAN FEDERATION



# > RENEWED PRIORITIES

## #BuildBackBetter PUBLIC TRANSPORT

**'Cities that seize this moment to REALLOCATE SPACE on their streets to make it easier for people to WALK, BIKE and take PUBLIC TRANSPORT will PROSPER after this pandemic and not simply recover from it'**

*Janette Sadik-Khan, Former Transport Commissioner of New York*

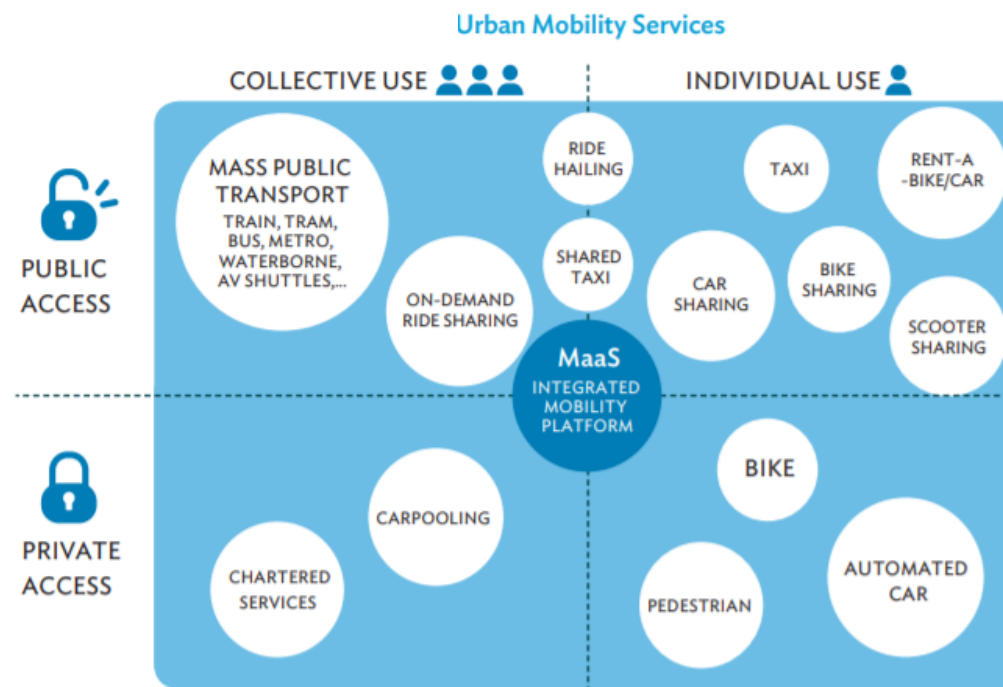
1. Redefined networks and **flexible** services
2. **People**-centred cities
3. **Resilient** and healthy PT system
4. Revised and **agile** governance
5. **Trustful** and reliable public transport





## > 1-R

**Need to have an agile and resilient urban mobility system**  
– a right mix of mobility options

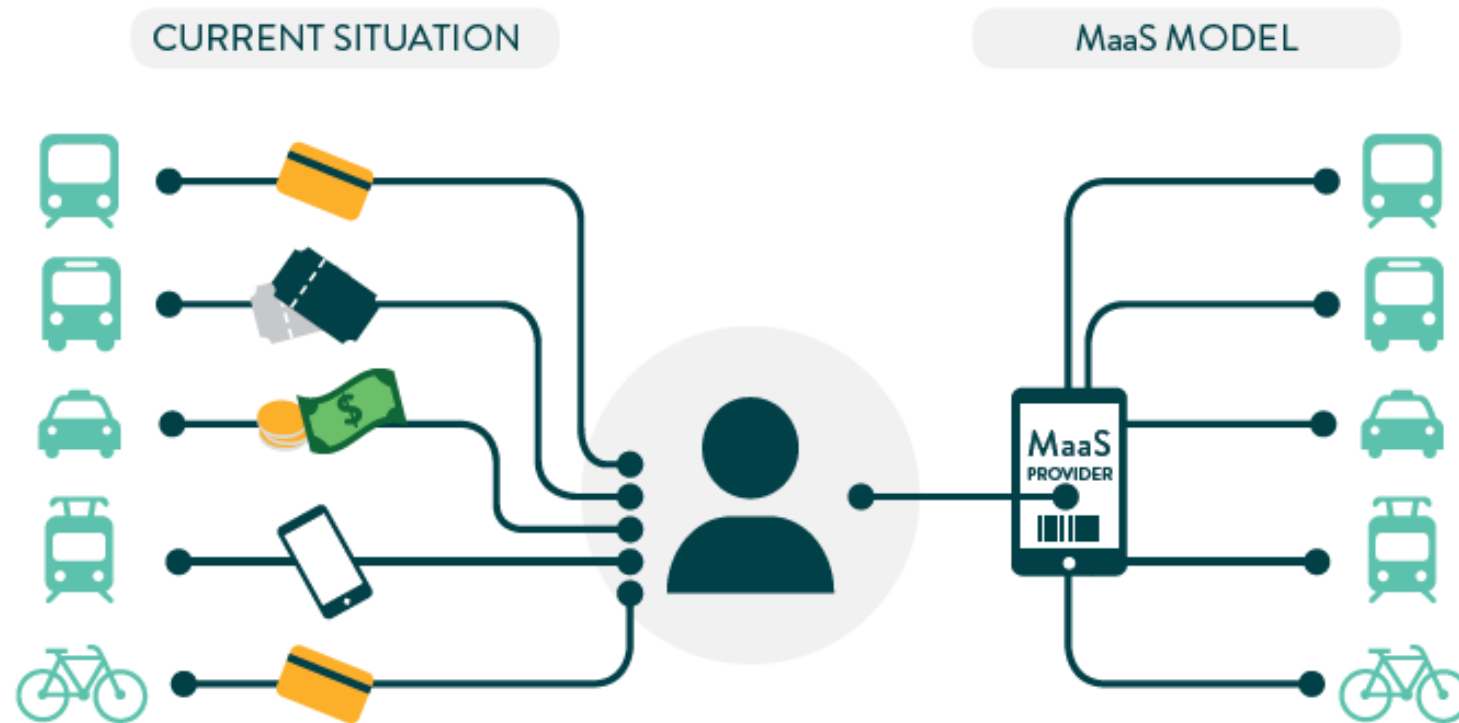


MaaS = mobility as a service.

Source: International Association of Public Transport (UITP). 2019. Report: Mobility as a Service. [https://cms.uitp.org/wp/wp-content/uploads/2020/07/Report\\_MaaS\\_final.pdf](https://cms.uitp.org/wp/wp-content/uploads/2020/07/Report_MaaS_final.pdf).

## > 2-P

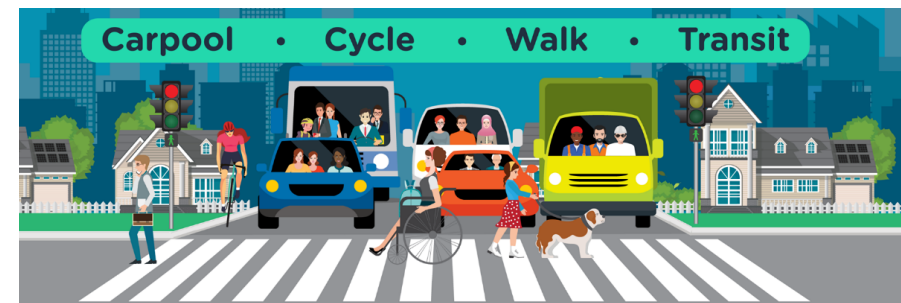
MaaS is derived from the need for seamless travels



## > 3-R

**Mega trends in mobility, further pushed by the Covid crisis, are boosting MaaS**

- Cashless payments
- Contactless ticketing
- Growth in mobile usage and apps
- Growth in real-time data usage and applications



**Most important of all, commuters want more choices, less waiting time in commuting, flexible and tailored made services!**

## **WITH THE PUBLIC TRANSPORT AS THE BACKBONE, MAAS IS BENEFITING ALL STAKEHOLDERS**

- **User:** seamless, convenience, transparent and easy mobility
- **City:** helps to shape travel behaviour towards more sustainable modes
- **Public transport operators:** more commuters, better customer loyalty, higher ridership
- **Private organisations:** new market development, more customers, increase in profits and shareholder value

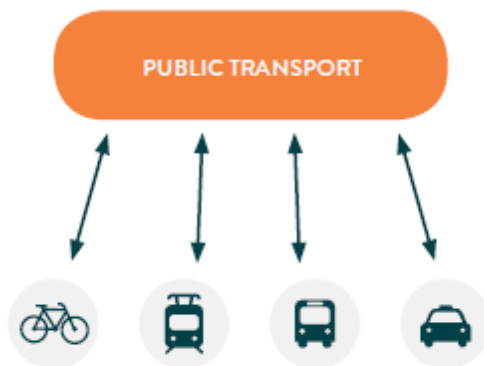
## > 4-R

### WHAT CONDITIONS DO CITIES NEED FOR MAAS?

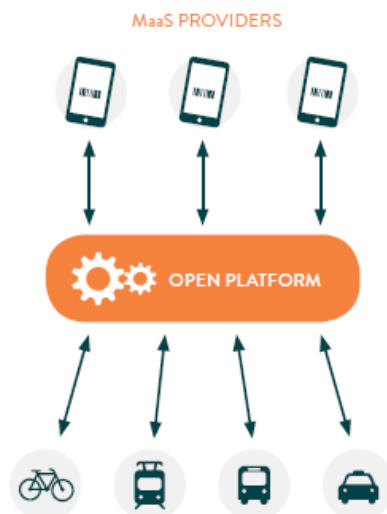
1. Reliable **public transport as backbone** of the mobility network
2. A **diversity of transportation options** e.g trains, bus, bike sharing, car sharing, ride hailing etc.
3. Stable **IT infrastructure** and sufficient mobile coverage for integrated platform
4. **Collaboration and alignment** of objective between policy makers and private organisations
5. Cost of public and shared mobility is **cheaper than private vehicles**
6. **Data sharing** and governance of transport services are the foundation of a sustainable MaaS platform



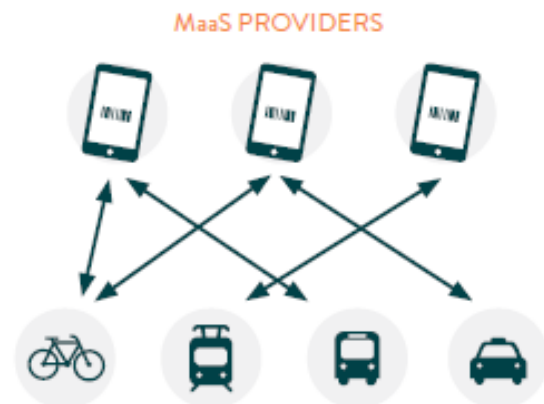
MAAS MODEL 3  
**TRANSPORT AS  
THE INTEGRATOR**



MAAS MODEL 2  
**OPEN BACK-END  
PLATFORM**



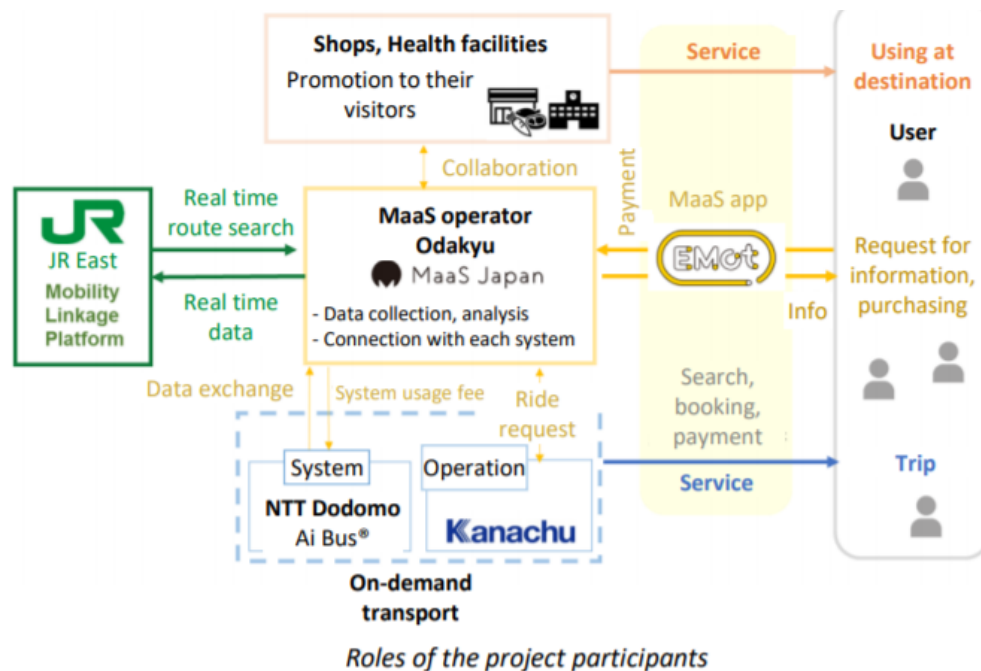
MAAS MODEL 1  
**COMMERCIAL  
INTEGRATOR**





# > MAAS IS ABOUT COLLABORATION & PARTNERSHIP

## • Case study: Tokyo's Suburban MaaS



The role of each partner will be:

- **Odakyu:** Project management, development of payment system and emission of electronic tickets, development of a user interface (UI) app, provision of real time traffic information.
- **JR East:** Development of a “Real Time Route Search Engine” that provides real time traffic information; provision of real time circulation information for the experimentation area.
- **NTT Docomo:** on-demand transport system AI Bus
- **Kanachu:** operator of on-demand transport, provision of real time information on buses.
- **Shops and healthcare facilities:** promotion of the service toward their customers

To be piloting in 2021, in Yamazaki residential area in Machida city (Tokyo) to explore practically how to provide MaaS services that go beyond the boundaries two companies.





- The deployment of MaaS will be successful if it revolves **around the customers** and addresses its needs, but MaaS is not the only way to improve their experience.
- MaaS may not immediately reverse the growth of private vehicle ownership but cities have proven to **slow down private vehicle usage** and the rate of growth
- There is no one size fit all solution for MaaS because **each city is different**
- There are **various MaaS models** and objectives of MaaS operations (e.g suburban vs city-wide).
- MaaS will create **more public-private-partnerships** – stakeholders need to find the equilibrium with the main aim to solve current mobility issues cities face today.
- MaaS encourages **growth in mobility options** in a city.

# ➤ IT-TRANS 2022

- IT-TRANS is the leading International Conference and Exhibition focused on IT solutions for Public Transport
- The 2022 edition of IT TRANS will take place **in person and online** from **8 to 10 March 2022**, in **Karlsruhe**, Germany
- You can attend the full experience on-site or attend a selection of the sessions online from wherever you happen to be
- **Save the date** – Registration will open in **September 2021**:

<https://www.it-trans.org/en/>



Intelligent Urban Transport Systems





# THANK YOU!

