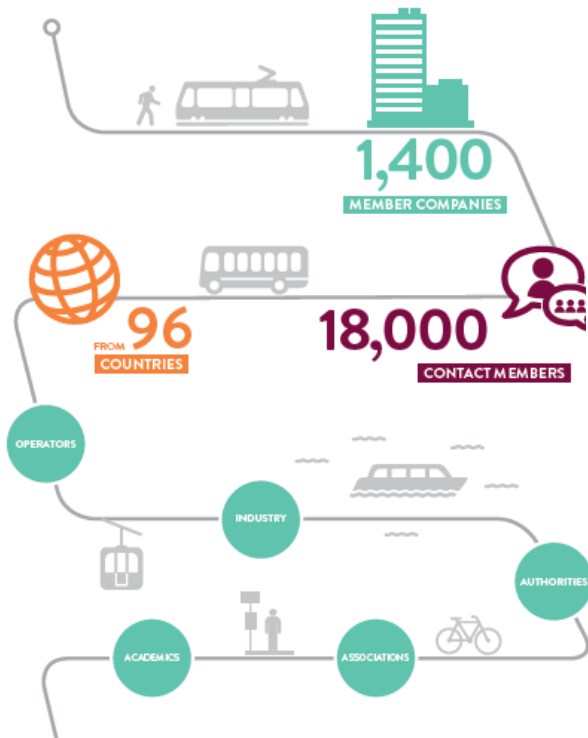


GLOBAL PERSPECTIVES ON SHARED MOBILITY AND MOBILITY AS A SERVICE

Jerome Pourbaix (UITP)

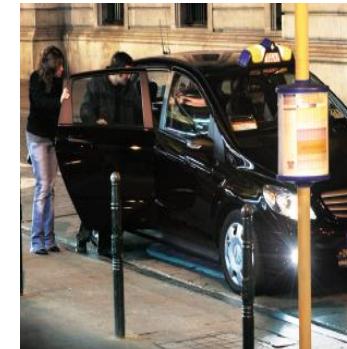
A WORLDWIDE ASSOCIATION



14 LIAISON AND REGIONAL
OFFICES ACROSS THE GLOBE

What is shared mobility?

- Car Sharing (station based or free floating)
- Cycling and e-cycling (own bike, bike sharing)
- Taxi
- Ride-selling (TNCs)
- Ride-sharing



LYFT LINE
Your daily ride





What is UITP stance on this?

- Combined Mobility is the answer to ever more complex mobility needs
- It responds to customer needs & meet lifestyle needs of new generations
- It extents PT's service portfolio and customer base (first/last mile)
- It helps change citizens' travel behaviour
- Give public transport a fresher image

AREAS OF COOPERATION

- **Ticket integration**
- **Physical integration**
- **Common Communication & Marketing**
- **Information integration**
- **Common use of services/infrastructure :**
cross selling, hotlines etc
- **Institutional integration**



Why PT should be at the heart of integrated urban mobility

- High quality public transport is the only alternative able to fulfil the lion's share of trips by using a minimum of space
- Without public transport, other sustainable & innovative mobility services cannot offer an affordable alternative to car ownership
- Public transport is the backbone of sustainable mobility and expert in the organisation of mobility solutions





International Association of Public Transport
Union Internationale des Transports Publics
Internationale Verband für Öffentlichen Verkehrs
União Internacional de Transportes Públicos



APRIL 2011

A UITP position paper

Focus

Becoming a real mobility provider Combined Mobility: public transport in synergy with other modes like car-sharing, taxi and cycling...

Successful cities rely on effective public transport ...

The vicious circle of urban sprawl problems, congestion and lack of space is choking our cities and leading to a decline in quality of life as mobility demand rises. The urban population is expected to double within the next 40 years in many areas of the world. Cities will face inevitable socio-economic, logistical and ecological challenges that, in turn, will force many daily commuters out of the city and into the suburbs, making traffic volumes skyrocket. As municipalities and governments push for better solutions to improve accessibility and liveability in cities, it is time to take stock of recent developments. Public transport is by far the most efficient solution in terms of required space and forms the core of an effective transport system for successful cities.

Yet, the pace of urban life has sped up and many cities are now 'open' 24 hours a day, 7 days a week to meet city dwellers' demand to access urban services whenever and wherever they want. This has resulted in more frequent and varied trips, but many of these trips cannot efficiently be provided by conventional public transport. Public transport is being challenged to become a key player in providing ever-more flexible and varied mobility services. UITP's strategy for the sector, which aims to double

the public transport market share worldwide by 2025¹, therefore encourages its members to build intermodal strategic alliances with Combined Mobility services such as taxis, bikes and car-sharing. This is the key to becoming real mobility providers, enabling a more complete offer for customers and delivering lifestyle services.

... in synergy with Combined Mobility services

The common and undeniable target is to change citizens' travel behaviour and offer a genuine alternative to the car. Modern mobility is based on flexibility and a high level of convenience. Combined Mobility is the answer: car-sharing, taxis and shared taxis, bicycle and bike-sharing, car-pooling, demand-responsive transport, car-rental, etc., are services that can complement the classic fixed line- and timetable-bound public transport services and, together with walking, they form a complete and coherent mobility solution. Public transport should no longer consider these forms of mobility as competitive but rather as services that can be mutually beneficial. They

¹ For more information, see www.uitp.org/advocacy/public_transport.htm



ADVANCING
PUBLIC
TRANSPORT

FEBRUARY 2016

POLICY BRIEF

PUBLIC TRANSPORT AT THE HEART OF THE INTEGRATED URBAN MOBILITY SOLUTION

INTRODUCTION

If you want healthy, competitive and sustainable cities, efficient and clean mobility is vital. And if you want people to walk, cycle, car- and ride-share more, advance public transport.

WHAT IS HAPPENING IN THE TRANSPORT SECTOR?

There are a number of transformative trends evident. The rhythm of urban life is increasing rapidly; modern dense urban economies are reliant on excellent connectivity and citizens want to move around freely whenever and wherever they need to.

The demand for high quality connectivity is increasing, not least as the world urban population is expected to increase by 50% by 2050.

But congestion, poor air quality and lack of space resulting from an over-reliance on private cars as the predominant mode of transport are choking our cities, leading to a decline in quality of life and threatening economic growth and productivity.

In parallel, trends show that younger generations are less interested in owning a car or getting their driving licence. Citizens are now seeing new mobility solutions emerging, making personal car ownership particularly in developed countries less attractive. So the relationship with the private car is fundamentally changing and

this opens up new opportunities. On top of this demonstration trend in many industrialised countries and the growing importance of cities, advances in the take up of digital solutions, environmental pressure and changing consumer spending due to the difficult economic context are also impacting the urban mobility landscape.

In fact, a digital tsunami is hitting the transport sector: mobile broadband, location detection, smartphone penetration and social media are enabling new services to develop. For example, in the medium term to long term, autonomous driving is likely to play a key role in urban mobility.

New players are entering the mobility market and citizens are reconsidering their mobility options. But not only are urban development, market and technology-driven factors changing the mobility landscape but also the political agenda which is now increasingly reflecting concerns about air quality, physical health and wellbeing².

For example, municipalities and governments are actively developing mobility policies to favour active modes, encouraging citizens to walk and cycle more.³

► Healthy, competitive and sustainable cities rely on efficient high capacity public transport

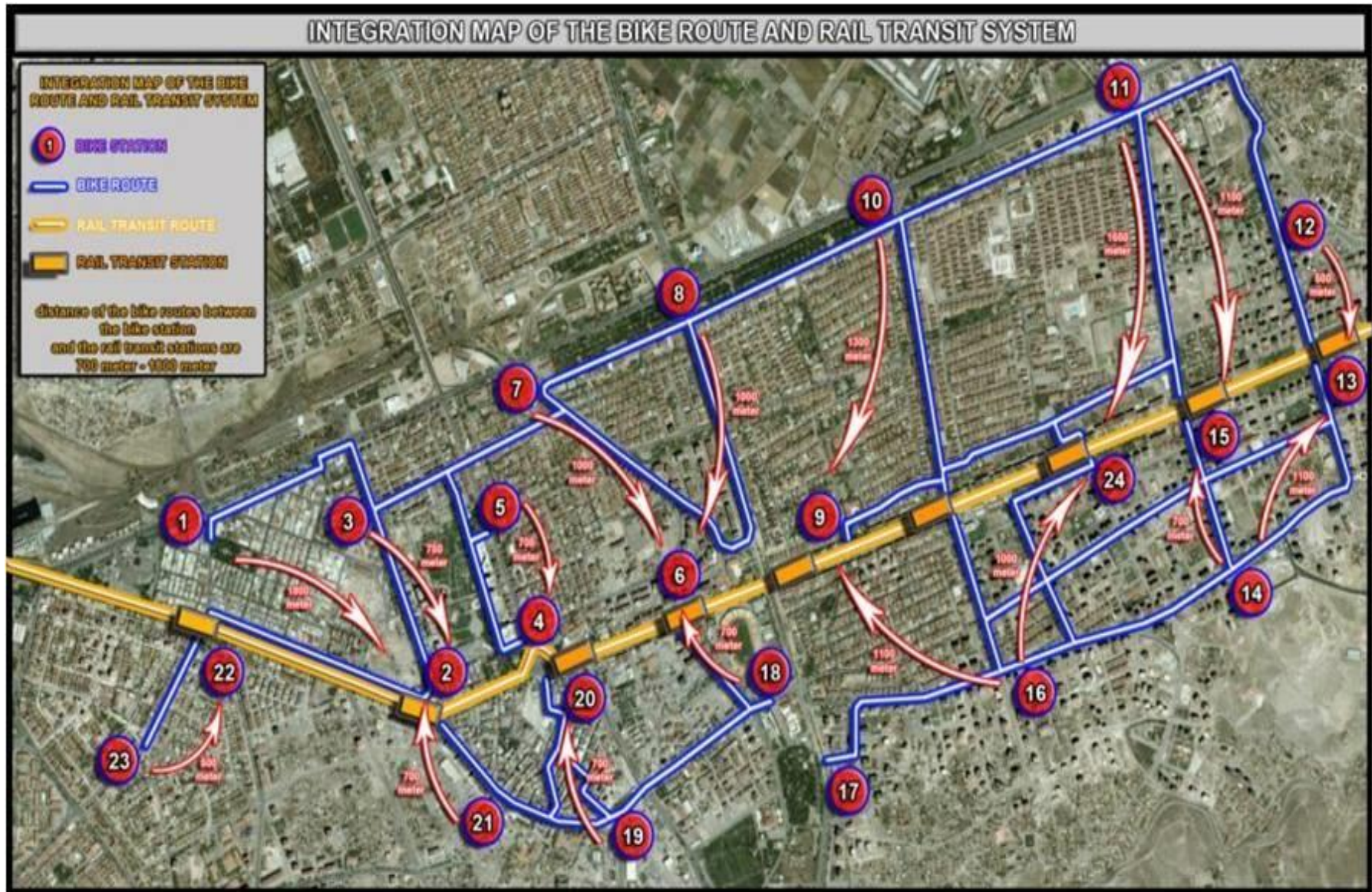


© Bristol-Mobility 2014

¹ Effect of increasing urbanisation on the National Health Service, Lancet, June 2012

² See for example, work undertaken by Transport for London on the transport and health agenda <http://www.tfl.gov.uk/priorities/transport-and-health>

CYCLING: BIKE-SHARING IN KAYSERI (TURKEY)



CAR-SHARING : SWITZERLAND.

SBB & MOBILITÄT



TAXI : TAXIBUS, HANNOVER

TaxiBus:

Entrepreneurial partnership
between PT and Taxi enables
new and better services !



Three business areas

TaxiBus
Vertriebs- und Vermittlungsgesellschaft mbH

üstra

50 %

Hallo Taxi!
3811

50 %

TaxiBus

Vertriebs- und Vermittlungsgesellschaft mbH

PT

Bus-replacement,
dial-a-ride services



**School-
children**

Transport of school-children
who can't use regular PT



**Shuttle,
Collective
taxi**

Shuttle for hotels, events,
airport,...



+ dealing with all topics concerning the interfaces of
üstra and Taxi

UITP COMBINED MOBILITY COMMISSION



KØBENHAVNS KOMMUNE

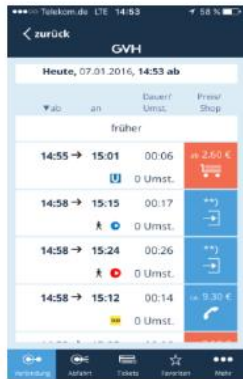


WHAT IS MOBILITY AS A SERVICE?

- Integrated Mobility Platform – One stop shop
- Smartphone to become the “mobility center” for the customer



WHAT IS MOBILITY AS A SERVICE?



Multimodal Routing

Multimodal Booking

Multimodal Billing

MAAS AND PUBLIC TRANSPORT

- **Public transport, an essential component of MaaS**
- **No MaaS without public transport**



PARTNERSHIP



MaaS is a common effort:

- **Between authorities**
- **With public transport operators**
- **With all mobility services**



Registration Services

Information

Routing

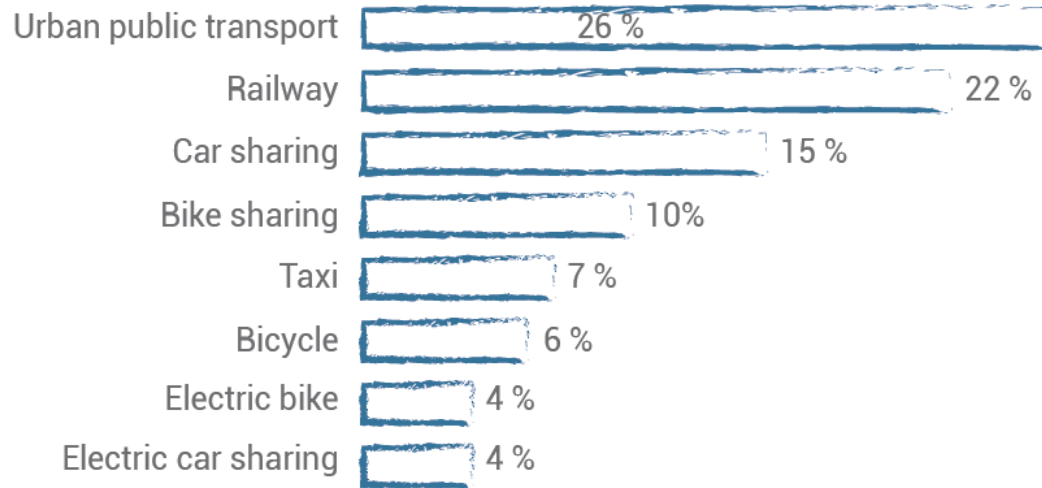
Reservation / Booking

Ticketing

Validation Key



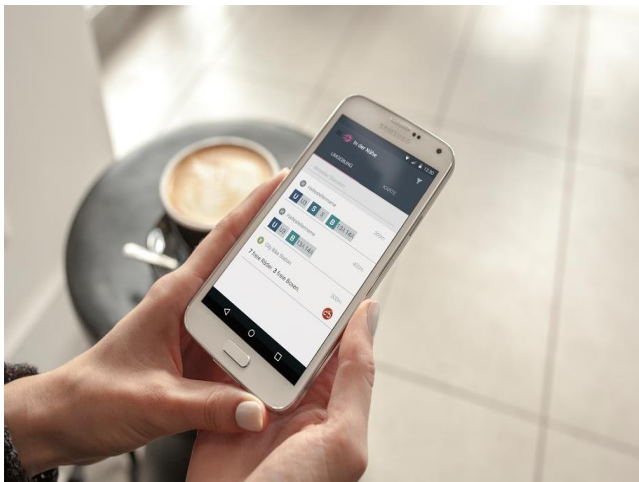
Since using the smile app I use more frequently ...



Since using the smile app I reduced the usage of...



SMILE convinced Vienna to proceed and intensify its efforts on integrating multimodal mobility.

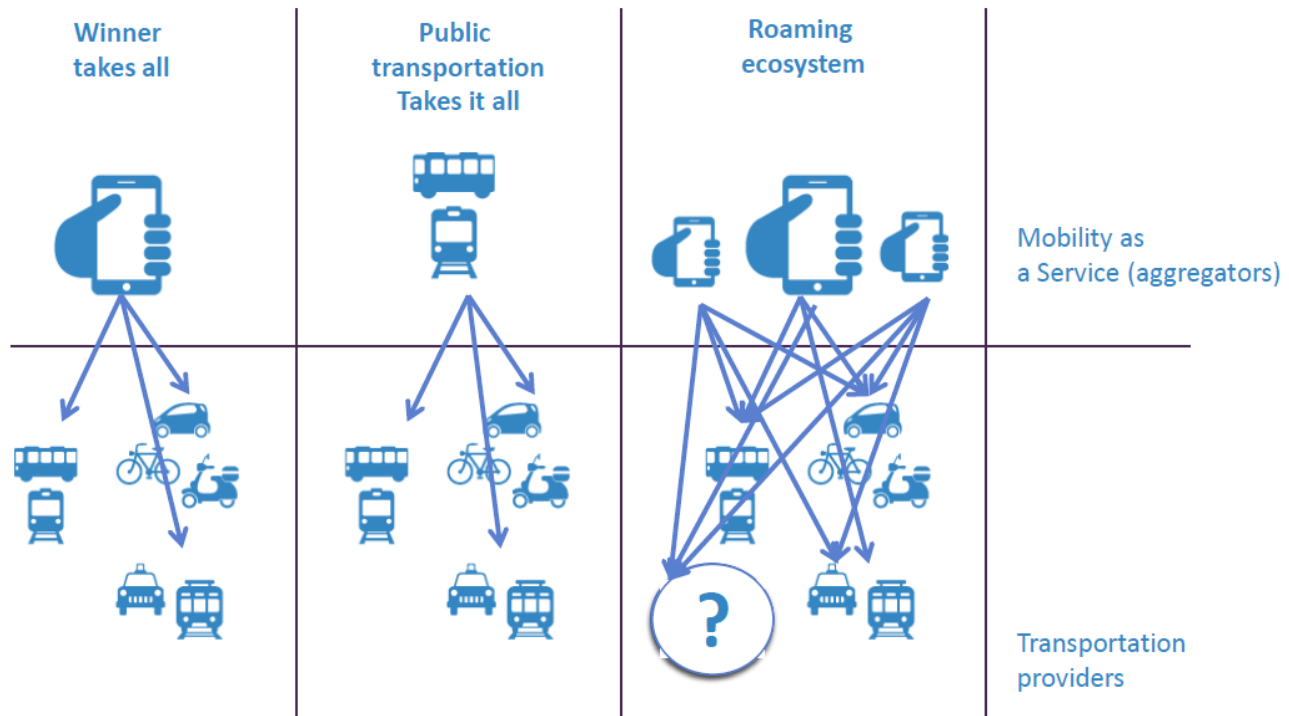


WienMobil



- WienMobil card

Three ways for markets to evolve





Thank you for your attention

- Jerome Pourbaix
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- International Association of Public Transport
 - UITP
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