Intermodal passenger mobility in European cities
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Role of local government in managing transport

- **Multi-faceted...**
  - Policy formulation
  - Rules and regulations
  - Service delivery
  - Traffic management

- **... And evolving**
  - Advances in technology, changes in customer expectations
  - E.g. travel information services through apps, open data developments, new shared mobility services

- **Work with private sector for better customer services**
  - Especially for journeys that cannot be easily served by traditional PT
  - Fill service gaps while supporting city’s wider sustainable transport policy goals
Making cities multimodal & intermodal

Quality infrastructure for all transport modes
- Walking: Legible London, Vitoria Gasteiz superblocks
- Cycling: Cycling highways Nijmegen, ‘Fietsstraat’ Gent
- Public transport: high quality interchanges Madrid, Reading
- Alternative car use: Autolib’ Paris, carsharing Milan

Enable combination of different modes
- Active mobility and PT
  - Bikes on buses & trains in Budapest, Berlin, Rome...
  - Bike parking and rental at stations: Utrecht, Blue Bike Belgium
  - Attractive walking routes in and around interchanges: Strasbourg Pedestrian Plan
  - Bikesharing in many cities
- Cars and PT
  - Cheap Park & Ride in Amsterdam, free P&R in Tallinn
- PT and new mobility services
  - Integrated ticketing PT & car/bikesharing
Enablers for intermodality

- Public transport interchanges
- Shared mobility services
- Personalised travel planning
- Realtime multimodal information
- Integrated ticketing
... and Mobility as a Service?

**Potential benefits**
- Promoting sustainable travel, especially giving up the car
- Improving efficiency of existing transport services and public resources
- Leveraging personalized approach to develop inclusive systems
- Enhancing access to transport services
- Offering choices to users

**Potential risks**
- Dis-incentivising sustainable trips
- Higher costs for the user or transport provider and unequal services
- Creating a disconnect between user, transport provider and transport authority
Transport authorities support working with the private sector, especially to offer better journeys that cannot be easily accommodated by traditional public transport.

Where there is already considerable integration of transport services, it is not clear whether there would be a workable business case for third-party MaaS offers.

The diversity of Europe’s cities and regions make it unlikely that a single MaaS model would be universally applicable.

Whatever MaaS approach is adopted, there is a need for public sector oversight.
Key aspects for cities

- Define **best role for transport authority**: enabler, leader…?
- Create the right **policy framework** to avoid that innovation turns into disruption
- Find **right public-private sector balance**
- Understand **impact of MaaS and new mobility services** on travel behaviour, multimodality and intermodality
- Ensure that **user-centric** approach also delivers **system benefits**
- Understand the **business model** and who will pay
Thank you

Further information

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