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Centre on Regulation in Europe

Mobility as a Service

A digital roadmap for public transport authorities



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Improving network and digital industries regulation

SUMMARY

- ▶ Public Transport Authorities (PTAs) & challenges of urban mobility
- ▶ Digitalisation at the core of the PTA's toolbox?
- ▶ Turning Public Transport Authorities (PTAs) into Organising Mobility Authorities (OMAs)

1) The challenges of urban mobility

EU Strategy (9/12/2020)

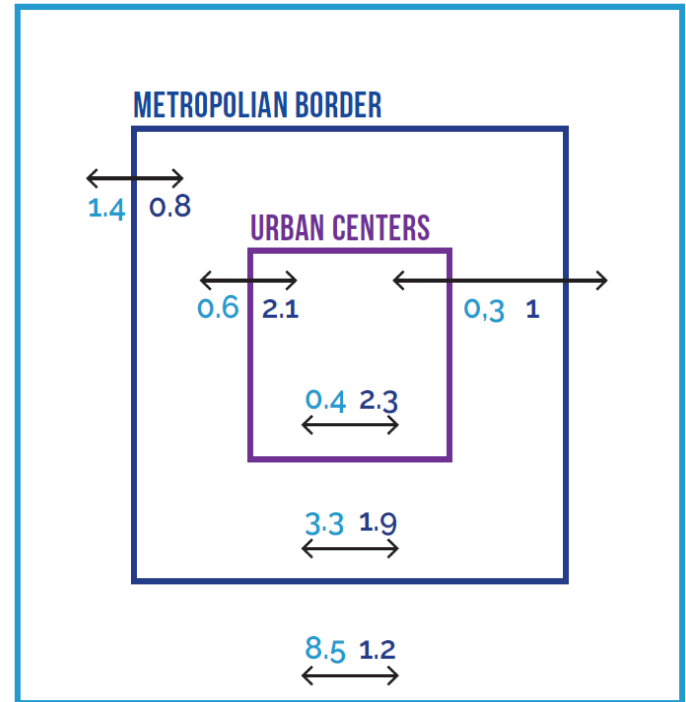
- ▶ Shift to zero emission
- ▶ Smart, resilient, inclusive, safer, efficient, seamless...
- ▶ Public transport (PT): the backbone of urban mobility
- ▶ MaaS and the digital revolution (data, apps)

1) The challenges of urban mobility

The limited relevancy of PT

- ▶ Modal share of PT remains low, except in denser part of cities
- ▶ Daily passengers in PT & private vehicles in Ile-de-France (million)

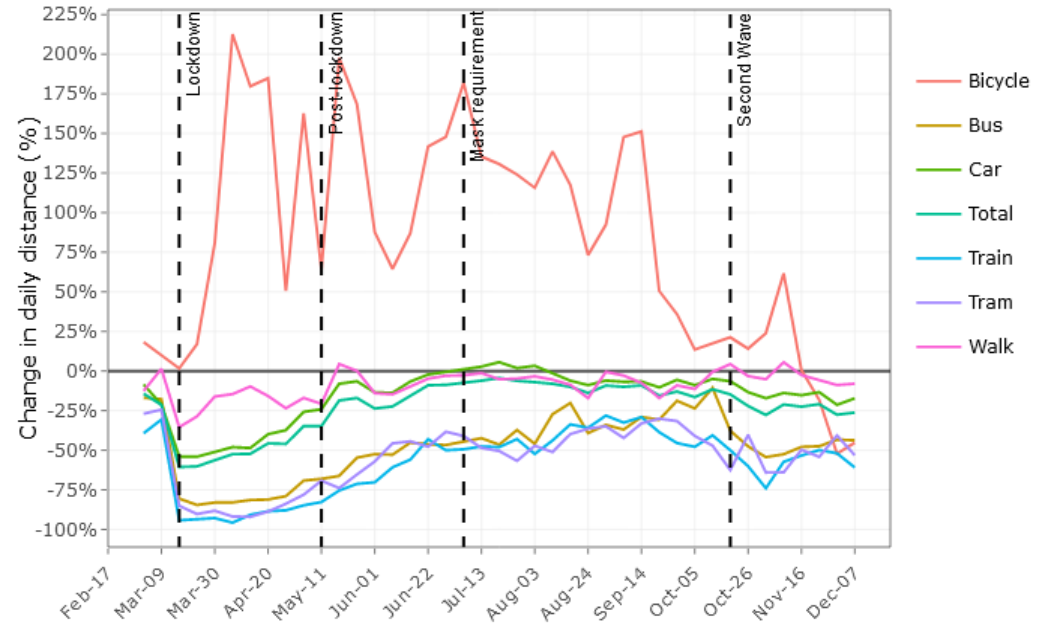
URBAN AREAS



1) The challenges of urban mobility

A lower attractiveness of PT

- ▶ Modal share of PT declined in 2020
- ▶ Change in daily distance survey in Zürich (%)



2) Digitalisation and urban mobility

Apps and MaaS as a magic wand?

- ▶ Opening data & new mobility providers are powerful leverage to change mobility patterns => multimodality
- ▶ Multimodal apps are source of reducing general cost of transport => toward smart & seamless mobility
- ▶ Until now most successful apps are mono-modal & number of users remains weak

2) Digitalisation and urban mobility

The cost of multimodality

- ▶ Apps reduce transaction cost of multimodality but not total cost, esp. time cost (waiting, parking, changing mode)
- ▶ Changing routine of mono-modality is not obvious & car dependency is difficult to reduce in less dense parts of agglomerations
- ▶ If urban accessibility & amenities are “common good”, its regulation implies new constraints on commuters.

2) Digitalisation and urban mobility

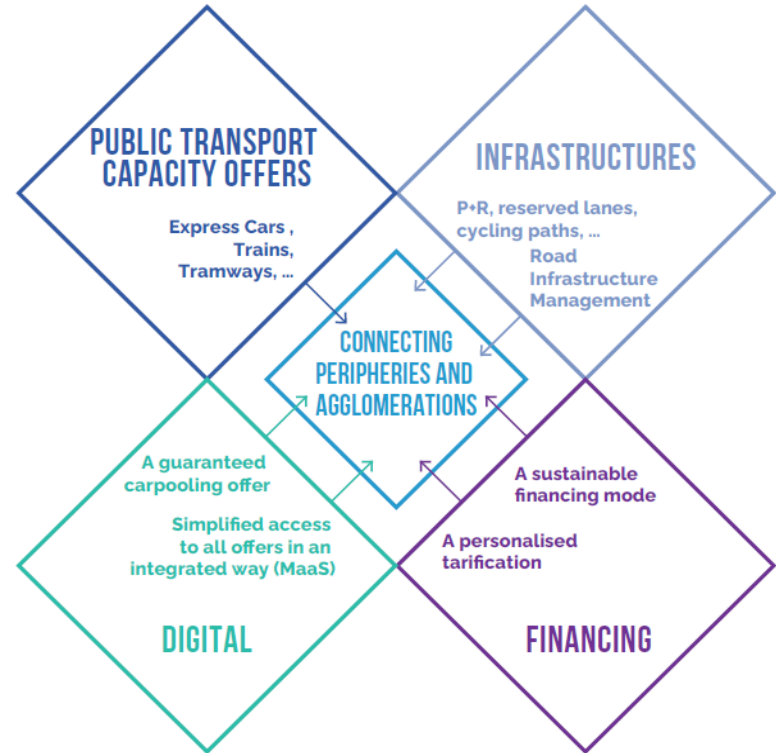
Market power and dominance effects

- ▶ Risk of asymmetrical opening of data & ticket sales (at expense of PTAs)
- ▶ Given market power & dominance effects in Single European Railway Area, how can issues of dominance effects in the European Data Space be addressed? (Public vs private data)
- ▶ Who is in charge of making data local “public good” helping to achieve sustainable urban mobility?

3) Turning PTA into OMA

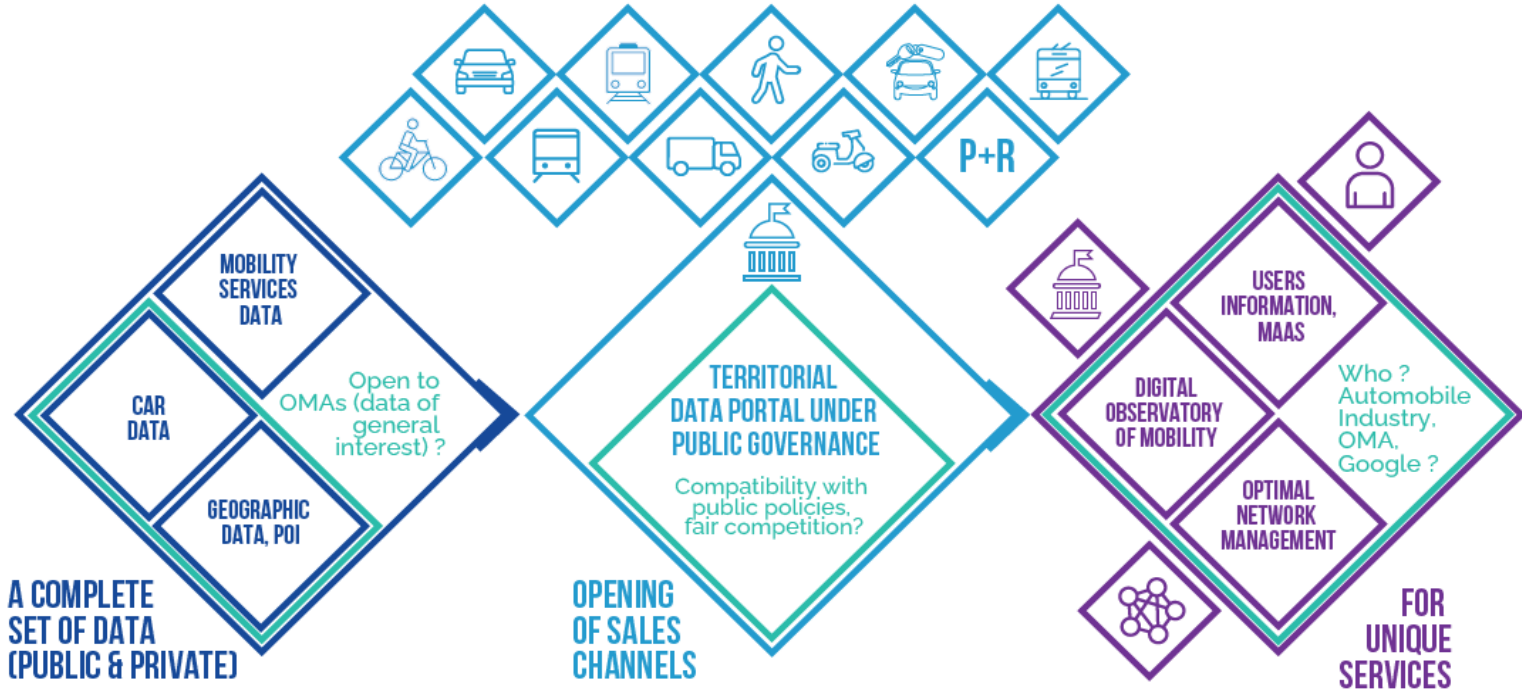
MaaS: a new scope for PTAs

- ▶ A PTA is only in charge of financing & providing PT supply
- ▶ An OMA also in charge of road traffic management & checking digitalisation is serving goal of sustainable mobility



3) Turning PTA into OMA

Data and PTA as a trusted third party



A COMPLETE SET OF DATA (PUBLIC & PRIVATE)

OPENING OF SALES CHANNELS

FOR UNIQUE SERVICES

3) Turning PTA into OMA

A new scope for public authorities

- ▶ Immediately giving OMAs management of road traffic & possibility to create territorial data portal under public governance promotes fair & efficient regulation of urban mobility
- ▶ It's a way to implement user-payer & polluter-payer principle & to address financing issues of urban mobility

CONCLUSIONS

- ▶ According to EU Commission “Cities are and should therefore remain at the forefront of the transition towards greater sustainability”, then...
- ▶ PTAs must be turned into OMAs
 - With support of local public authorities (one single regulator, local data portal, pricing, financing, etc.)
 - Also with support of new rules at national & European levels to help OMAs transform data into effective “local public good”

THANK YOU

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