



ECCENTRIC

Mobilising Mobility: MaaS – CIVITAS delivers!

Madrid Region local approach to MaaS

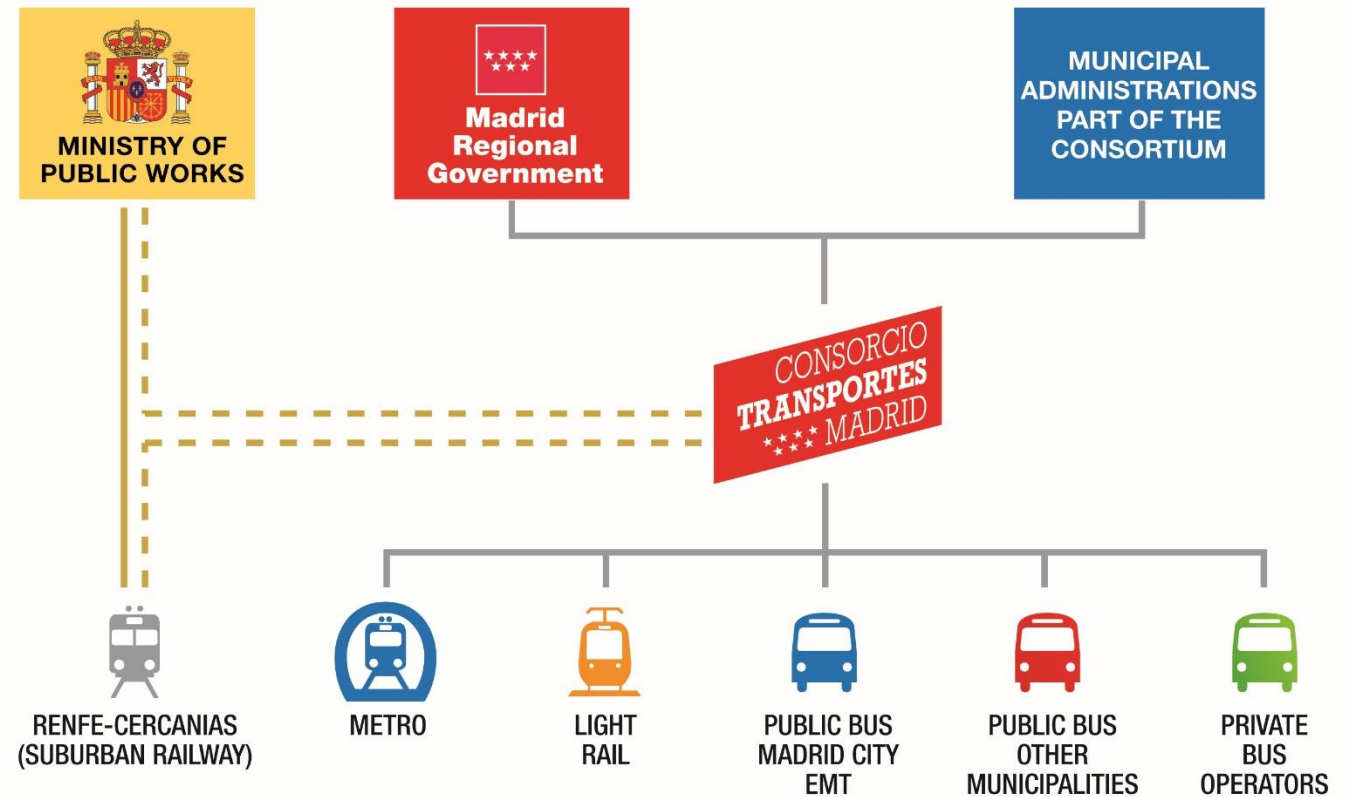
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MADRID REGION: A COMPLEX MOBILITY ECOSYSTEM



CRTM AND THE USERS

**Multimodal
public
transport users**
who need
dynamic, timely
information at
system level for
the
**optimization of
their trips**



Given
**particularised
solutions to
users** as a key
factor of CRTM
strategy



**Mobility
as a
Service**



- CRTM Multimodal Mobility Portal (**ECCENTRIC**)
- MaaS Governance Models study





- Demonstrating and testing the potential of integrated and inclusive urban planning and sustainable mobility measures
- Increasing the quality of life of all citizens in urban areas with a focus on suburban districts
- Enhancing clean, silent and CO2 free city logistics

CIVITAS ECCENTRIC PROJECT. CRTM MULTIMODAL MOBILITY PORTAL

Challenges and risks faced during the design and development phase



Technical



- Requirement definition for the integration of information of public transport services on the consolidated database → information provided by more than 30 different companies

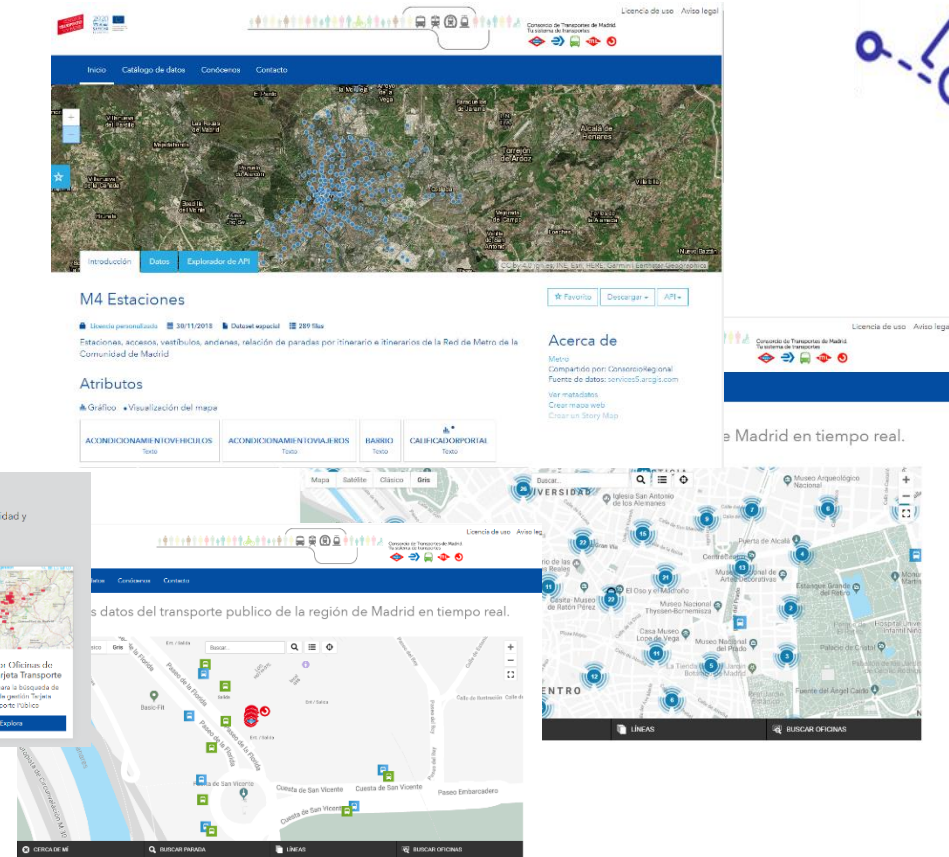
Politic & strategic



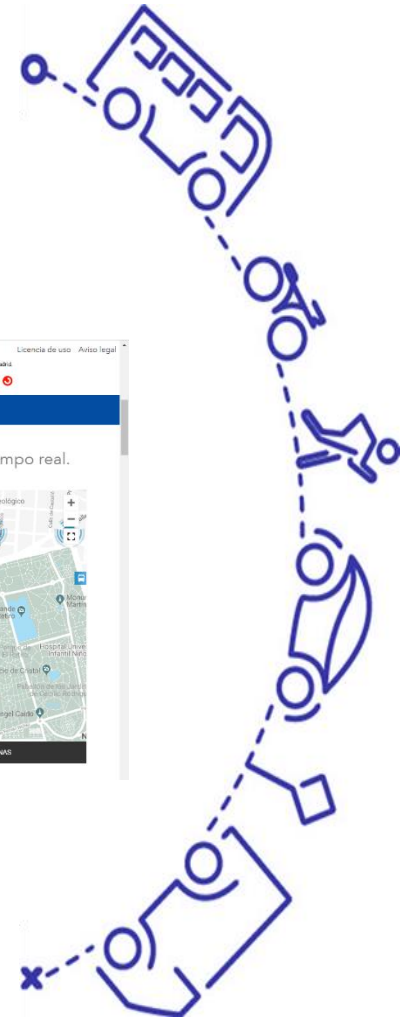
- Political decisions that not allow to integrate some data on the platform
- Strategy of different companies reluctant to open their data

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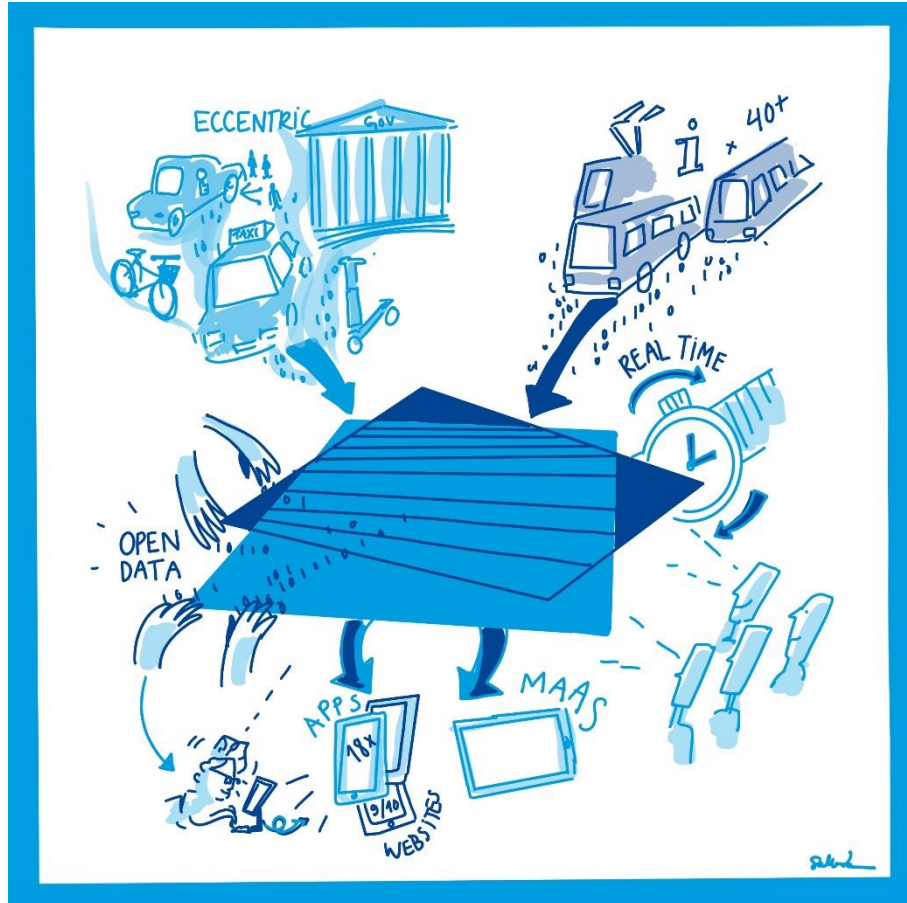
Aggregator of all the mobility information of the region. Users can access to all the mobility information available on the territory from a unique portal



<https://datos-movilidad.crtm.es/>



CIVITAS ECCENTRIC PROJECT. CRTM MULTIMODAL MOBILITY PORTAL



Conclusions and lessons learned

- Queries to the portal increased by 11% since its creation
- Support the development or improvement of more than 18 mobile apps and 9 websites providing information on the mobility system in Madrid.
- Involvement from the beginning decision makers of the organisation (directors, politicians...)
- Detailed analysis of all the data available (amount of data, quality, sources...)
- Deep analysis of technical and functional requirements
- Attention to data protection issues when published on open data format

BENEFITS

Public transport authorities and MaaS

RISKS

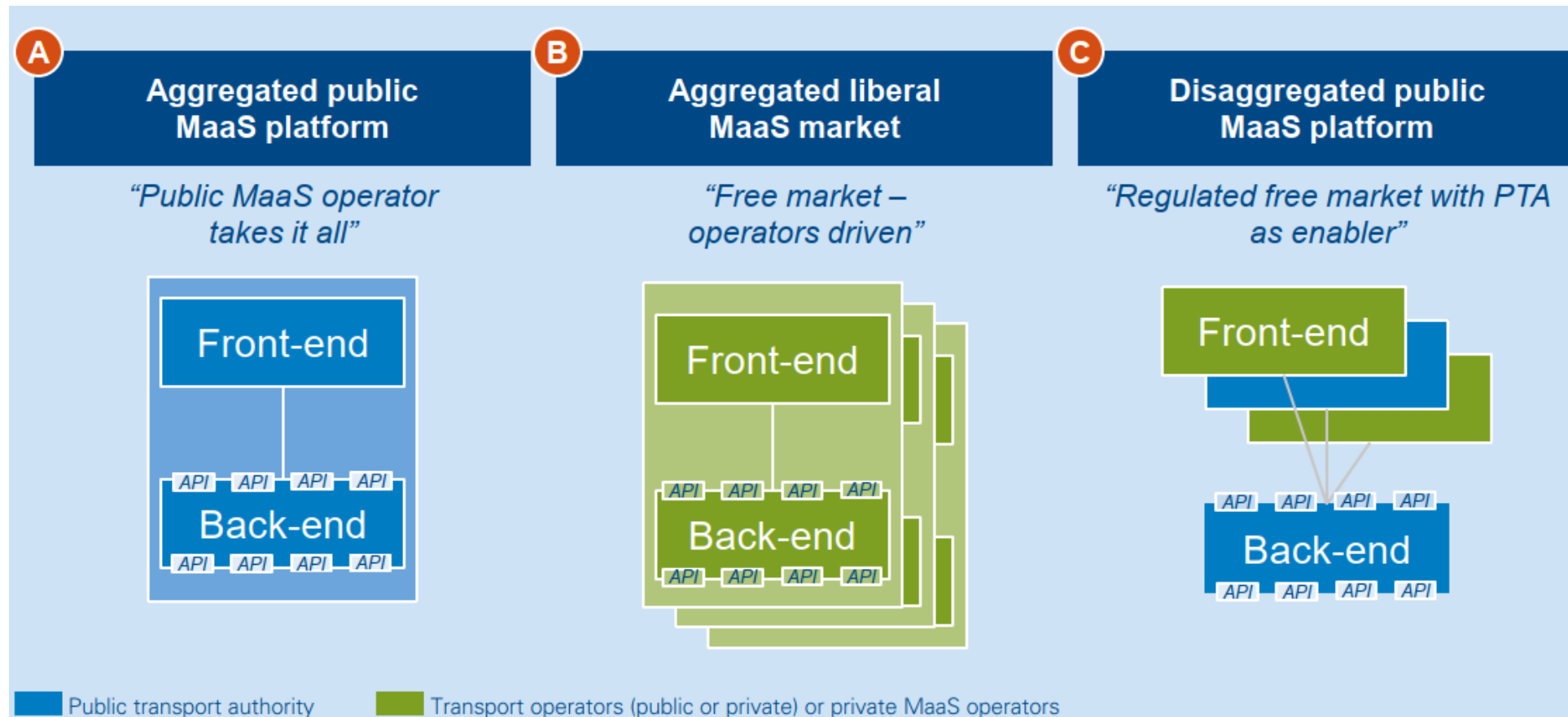
- Increase public transport demand
- Reduce car dependency
- Improve PT image
- Improve visibility of PT network
- Accurate information for a dynamic planification to the demand
- Tool for analysing in depth mobility policies
- Decision making for the improvement of transport infrastructures
- As MaaS operator: management and use of data, manage relation between agents, leadership of MaaS

- Users can change from public transport to sharing modes
- Users can change non- motorised modes of transport (walking and cycling) to other ones
- Reduction of public transport visibility due to commercial activity of private sector
- In case of not being MaaS operator: lose image and reputation, lose control of public transport data management, MaaS could not be aligned with global transport policies

MAAS GOVERNANCE MODELS STUDY

- Public transport authorities are a key actor on the MaaS ecosystem and the definition of a Governance Model particularised for the necessities of a territory is fundamental for the proper MaaS implementation
- CRTM is doing a study for Madrid Region MaaS governance model
- Phases of the study already done
 - MaaS: risks, opportunities and challenges
 - Analysis of MaaS actors roles and ecosystems
 - Benchmarking international → more than 10 cities and regions of the world have been analysed
 - Study of different governance models

MAAS GOVERNANCE MODELS STUDY



- Particularised benchmarking conclusions to Madrid Region environment
- Choose and evaluate the appropriate model to Madrid Region characteristics
- Study of different pilots that test the model and their strengths and weaknesses before an upscaling
- Implement a mature MaaS on the whole region completely adapted to the necessities of authorities, operators, users and any other agent involved

WHAT'S
NEXT?



Thank you!



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