Multi-operator platforms system for MaaS:

The MADRID approach

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CITIES AND REGIONS FOR TRANSPORT INNOVATION

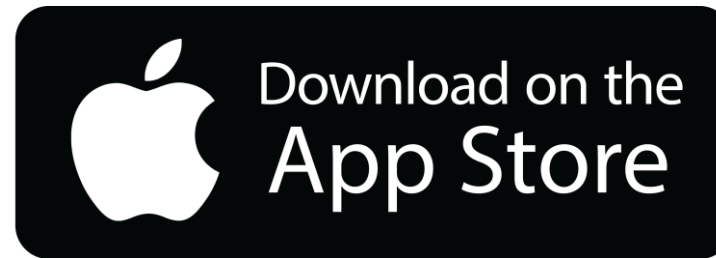regio arnhem nijmegen

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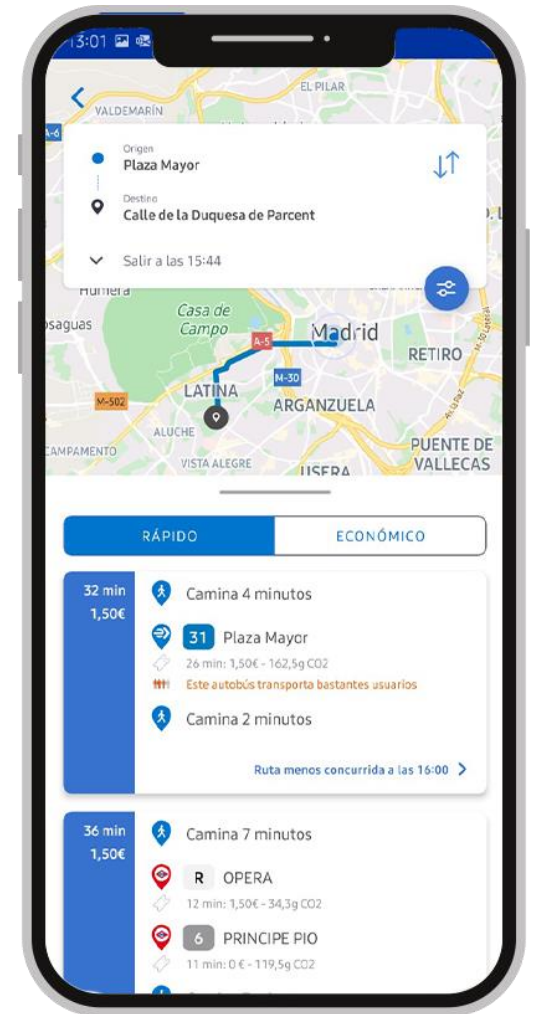**Annual Conference 2020**

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New MaaS App by EMT

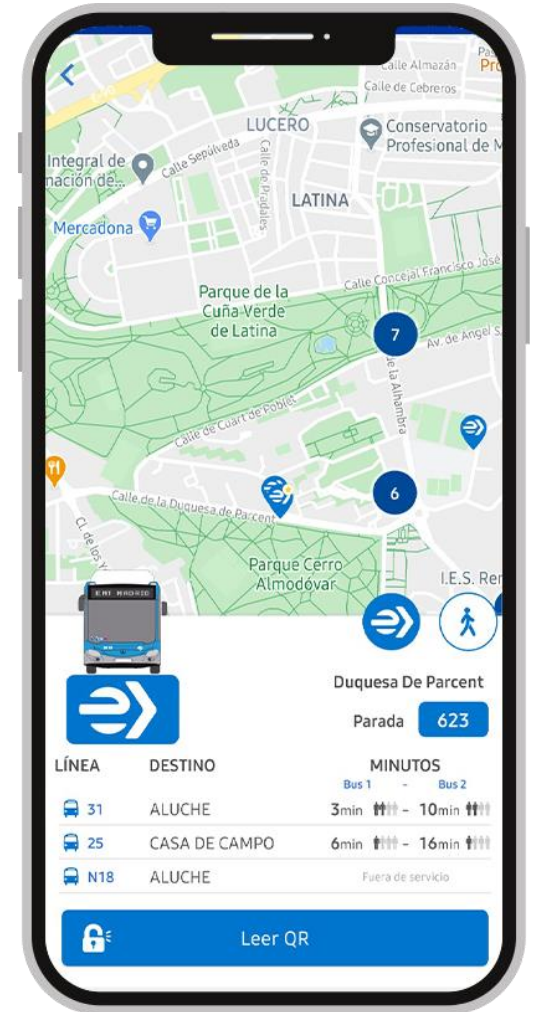Just launched today and publicly available at:

Main Features (I)

- Multimodal planner with occupancy information and low occupancy alternatives.
  - Services integrated (L1)
    - Carsharing (x3)
    - Motosharing (x2)
    - E-Scooter (x1)
    - Bikesharing (x2)
    - All the Public Transport (Buses)

Main Features (II)

- Current and next bus occupancy information at stops

- Single trip ticket for Buses payment integrated (QR)

- Full featured digital mobility identity with invoicing, payments and access methods.
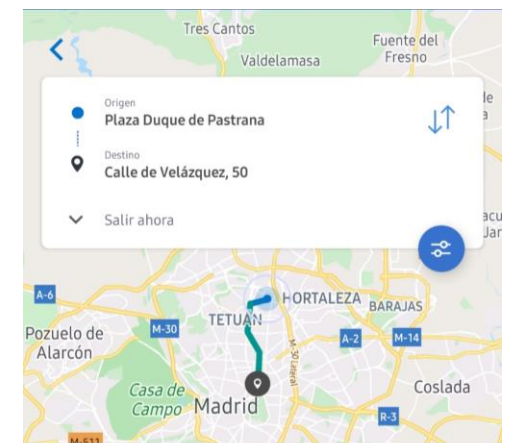
Main Features (III)

- BiciMAD, the largest bikesharing service in Madrid operated by EMT, fully integrated with payment.

Main Features (and IV)

- Multimodal trips including free floating services

What have we learnt so far?

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Lessons learned

- Multimodal engines are quite difficult to build and extremely difficult to excel. (Better buy than make)

- Integration is hard, slow and expensive. (Avoid full integrations and go for deep link for every travel mode)

- Lack of trust and technological challenges are the biggest MaaS inhibitors. (Start agreeing on vision and principles)

Our vision in the future

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Vision

- If all tickets are to be available by digital means to everyone across Europe there will be no local solutions. Only global platforms or multi-local approaches will survive.

- This is going to be much faster than anyone can expect so local or regional players MUST quickly agree on common modules, data formats, integration standard, embedded governance and digital identities and payments.

- This is going to be huge, look at the incoming players.

Have you watch GLADIATOR?

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