Accelerating new mobility: bringing it forward

Mobility as a Service in Paris & Île-de-France Region

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2020 Annual POLIS Conference

Session 7B "Mobility as a Service "

Wednesday 2nd December

îlede**France**
mobilités

Key Figures

- **12.3 million inhabitants,** almost 20% of the French population

- An aera of **12,012 km²** (77% of which is rural)

- **31% of the GNP & 4.6% of the EU GDP (ahead of Greater London and Lombardy)**

- No. 1 employment catchment area in Europe & 2nd largest place for major companies (worldwide)

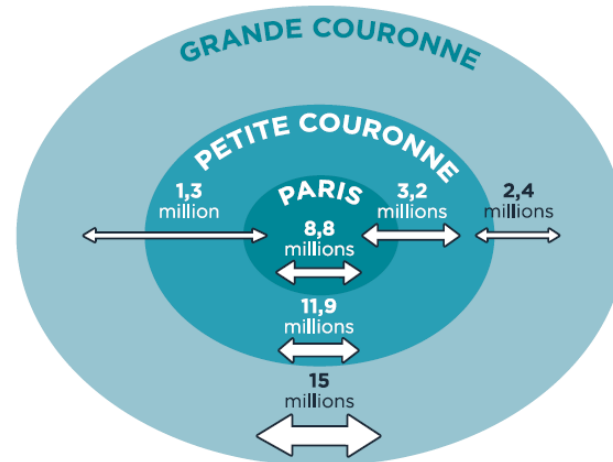- No. 1 tourist destination worldwide (46 million visitors)
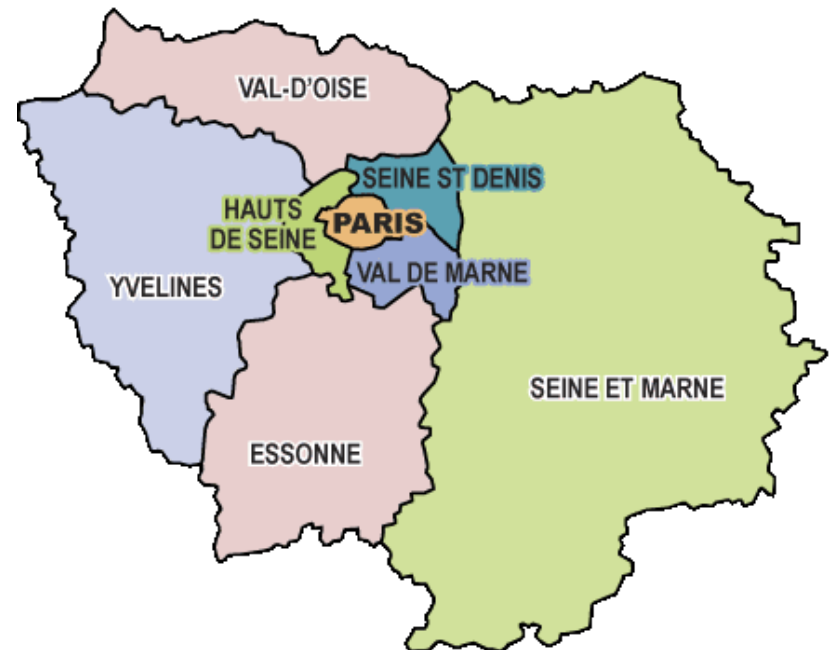
Daily travel within Île-de-France

- **43 millions trips per day including all modes of transport** (source: 2018 Mobility Survey)

- **9,4 millions trips per day in public transport (+14% compared to 2010)**

- 70% of those trips are made outside Paris. The trips between Paris and the suburbs represent only 10% of all daily trips
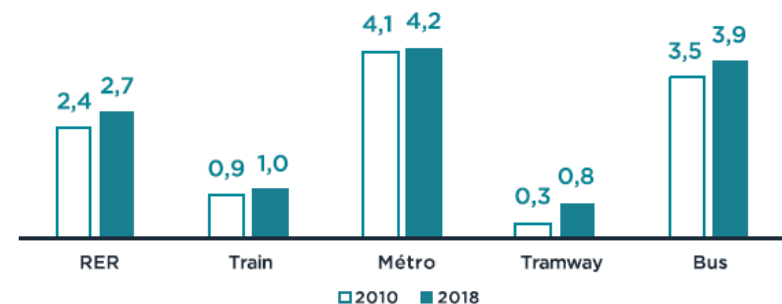

1 Nombre de déplacements quotidiens selon les liaisons géographiques
Tous modes de transport confondus

GRANDE COURONNE
PETITE COURONNE
PARIS
8,8 millions
1,3 million
3,2 millions
2,4 millions
11,9 millions
15 millions

Ainsi que **0,4 million** de déplacements d'échange avec l'extérieur de l'Île-de-France

Source : Île-de-France Mobilités, 2019

7 Nombre de déplacements utilisant chaque mode
En millions

	RER	Train	Métro	Tramway	Bus
2010	2,4	0,9	4,1	0,3	3,5
2018	2,7	1,0	4,2	0,8	3,9

□2010 ■2018

Source : Île-de-France Mobilités, 2019

Mobility as a Service is a key enabler for Île-de-France Mobilités to achieve its strategic objectives

1. **Improve services to travellers** with a seamless and personalized experience

2. **Improve customers and behaviour insights and knowledge** to better guide public mobility policies

3. **Promote innovation** for sustainable and inclusive mobility

MaaS brings new opportunities for many private and public actors, which creates much complexity

To organize this complex ecosystem and spread good practices, Île-de-France Mobilités has thus decided to built a Reference Guide on key subjects, based on external consultation

Mobility offers

- ✓ **Organize multi ad intermodality**
- ✓ **Promote sustainable and inclusive mobility**

Media and traveler's Information

- ✓ **Propose a public MaaS App for Paris Region**
- ✓ **Guarantee the reliability of travellers' information**

Innovation

- ✓ **Organize and participate to innovation events and competition**
- ✓ **Promote sharing innovation**

Data and services

- ✓ **Accelerate data opening and sharing, and develop accessible and reusable digital services**
- ✓ **Positioning IDFM as a trusted third party**

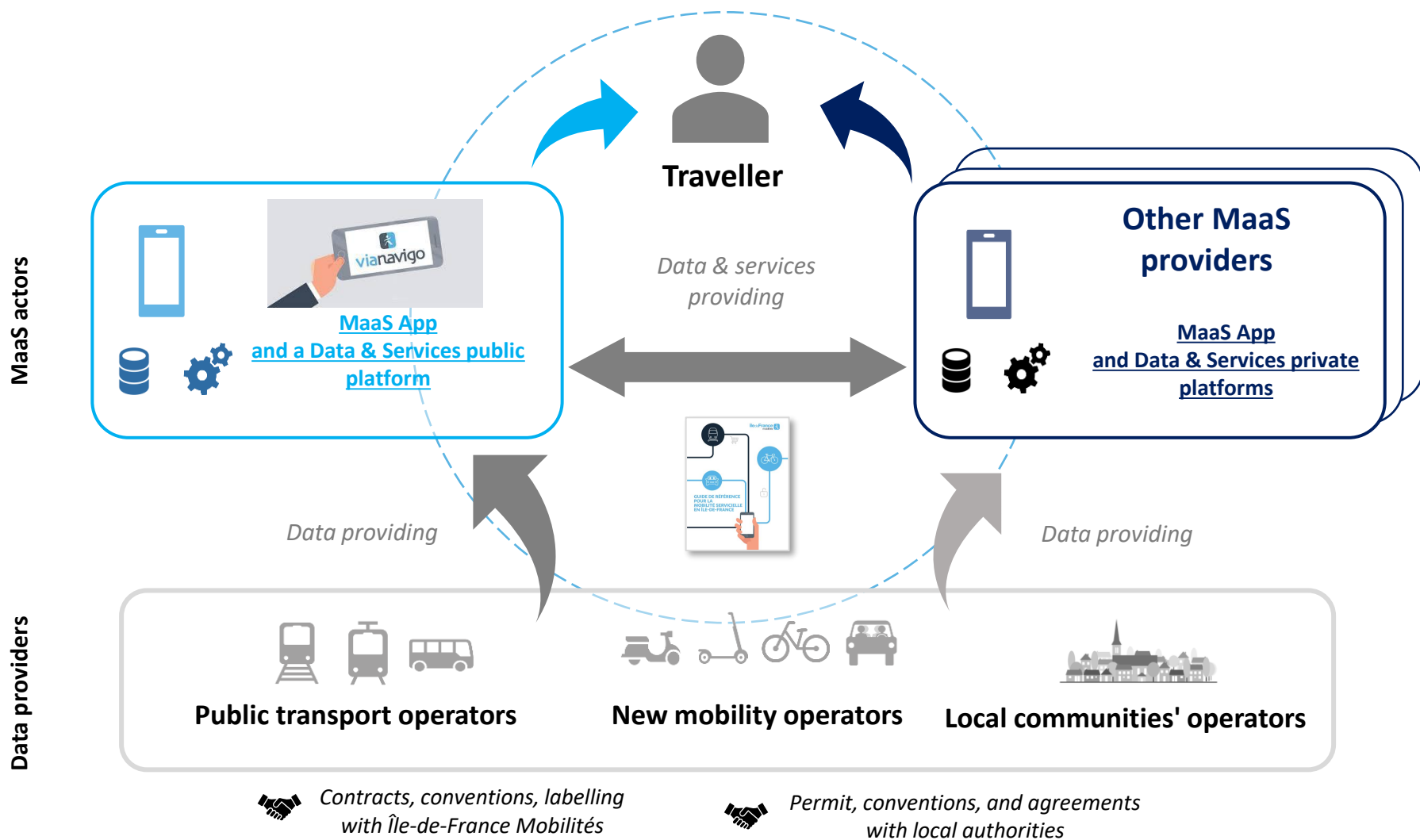## Pricing and distribution

- ✓ **Guarantee the comprehensibility and the completeness of offers**
- ✓ **Ensure the best user experience**

Governance

- ✓ **Establish a co-constructive approach**
- ✓ **Organize multilateral meeting with stakeholders**

This reference guide is a first collaborative step to regulate and coordinate the regional MaaS ecosystem relationships

MaaS actors

Traveller

Data & services providing

MaaS App and a Data & Services public platform

Other MaaS providers

MaaS App and Data & Services private platforms

Data providing

Data providing

Data providers

Public transport operators

New mobility operators

Local communities' operators

Contracts, conventions, labelling with Île-de-France Mobilités

Permit, conventions, and agreements with local authorities

The MaaS App of Île-de-France Mobilités will cover different modes of transport when integrating R&D projects and third-party application

Motorbikes

Scooters

Walking / Indoor guide

Car sharing

Private bike

Carpooling

Public transport

Public transport on demand

Île de France mobilités

Où allez-vous ?

Taxi and private passengers' cars

Individual car

Multimodal predicted calculator

Park-and-ride service

Information	Purchasing	Validation	Customer relation
Real time information	Mobile payment	Smartphone validation	

Services available *Innovation project* *Independent App*

Île de France mobilités

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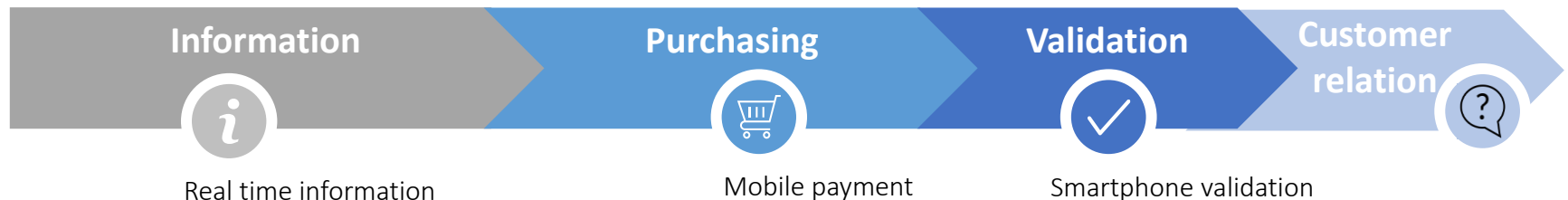
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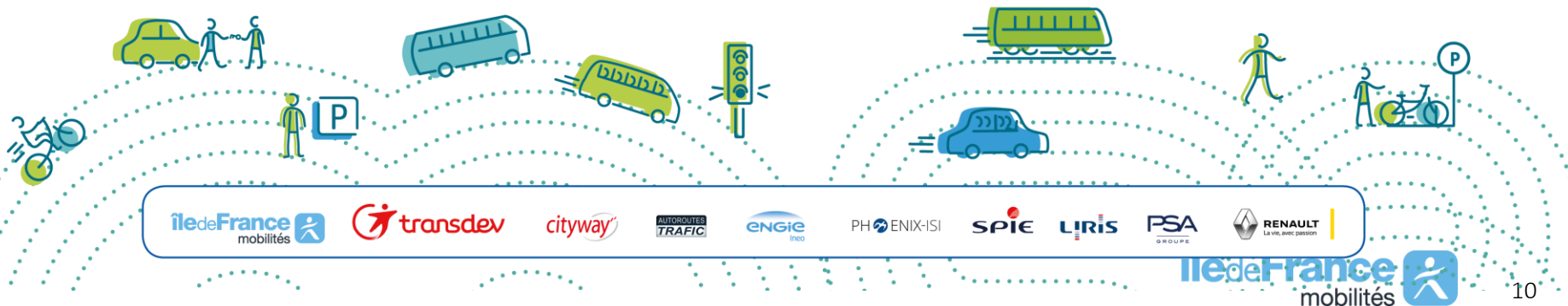
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Case study : a R&D project to promote innovation & improve our MaaS strategy

1. R&D to test and develop innovative solutions for the MaaS users

2. Working with the private sector to help develop those innovations

3. When the experimentation has been assessed, we work on an integration in our MaaS platform