

NEW MOBILITY IMPACTS

URBANISM NEXT EUROPE
2021 

Presentation of the MaaS regional project in Ile de France

The development of multimodal digital mobility services: what's in it for cities?

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Governance



Valérie Pécresse

President of the Île-de-France Region
President of Île-de-France Mobilités Board

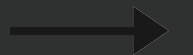


is the integrated **public transport authority** competent for all modes of transport within the Ile-de-France Region as a whole

The Ile-de-France Region

strongly supports:

- modernisation and extension of the public transport network
- the development of new modes of transport such as cycling and shared car use.
- infrastructure.



Key Figures

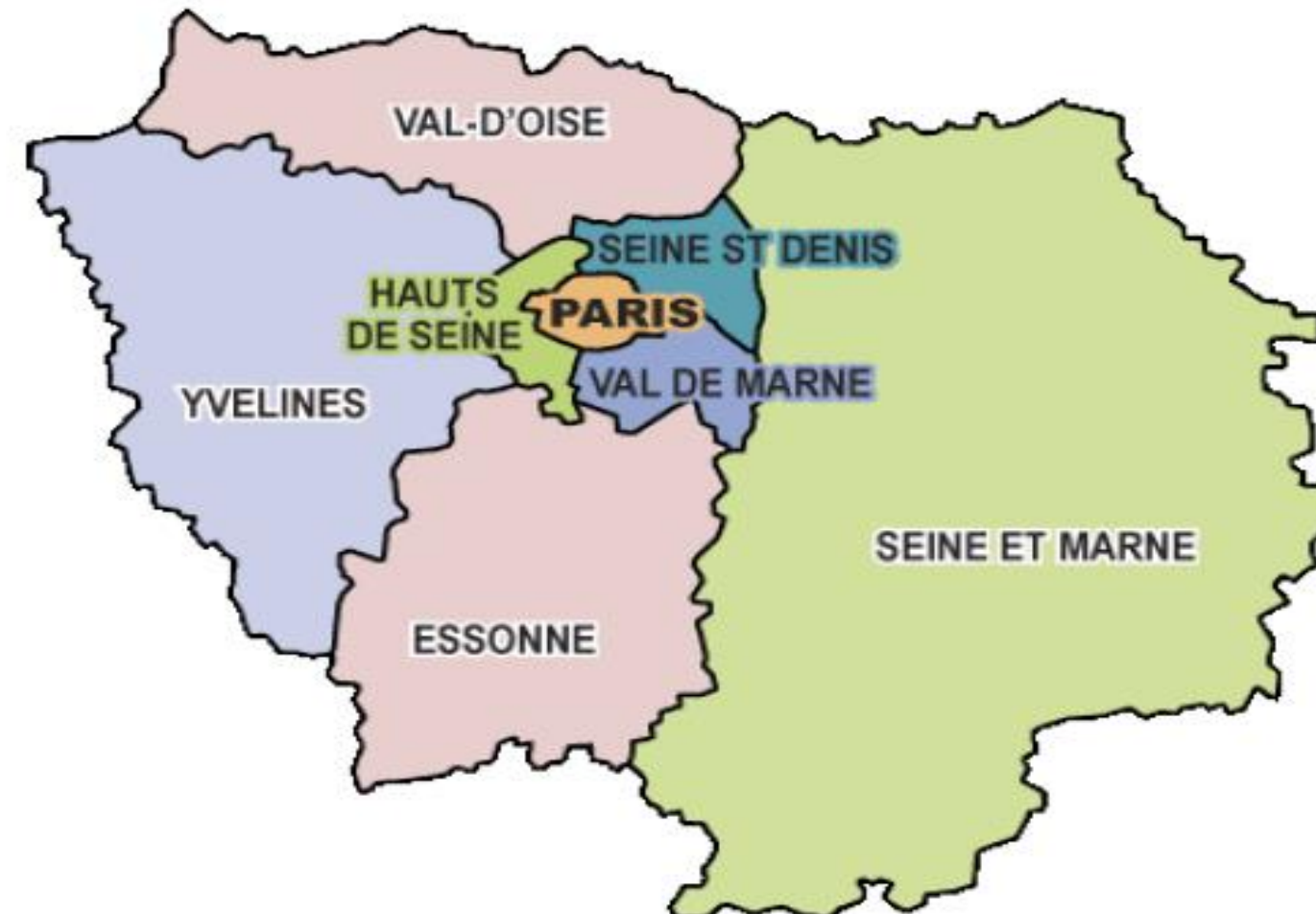
12.3 million inhabitants, almost 20% of the French population

An area 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)

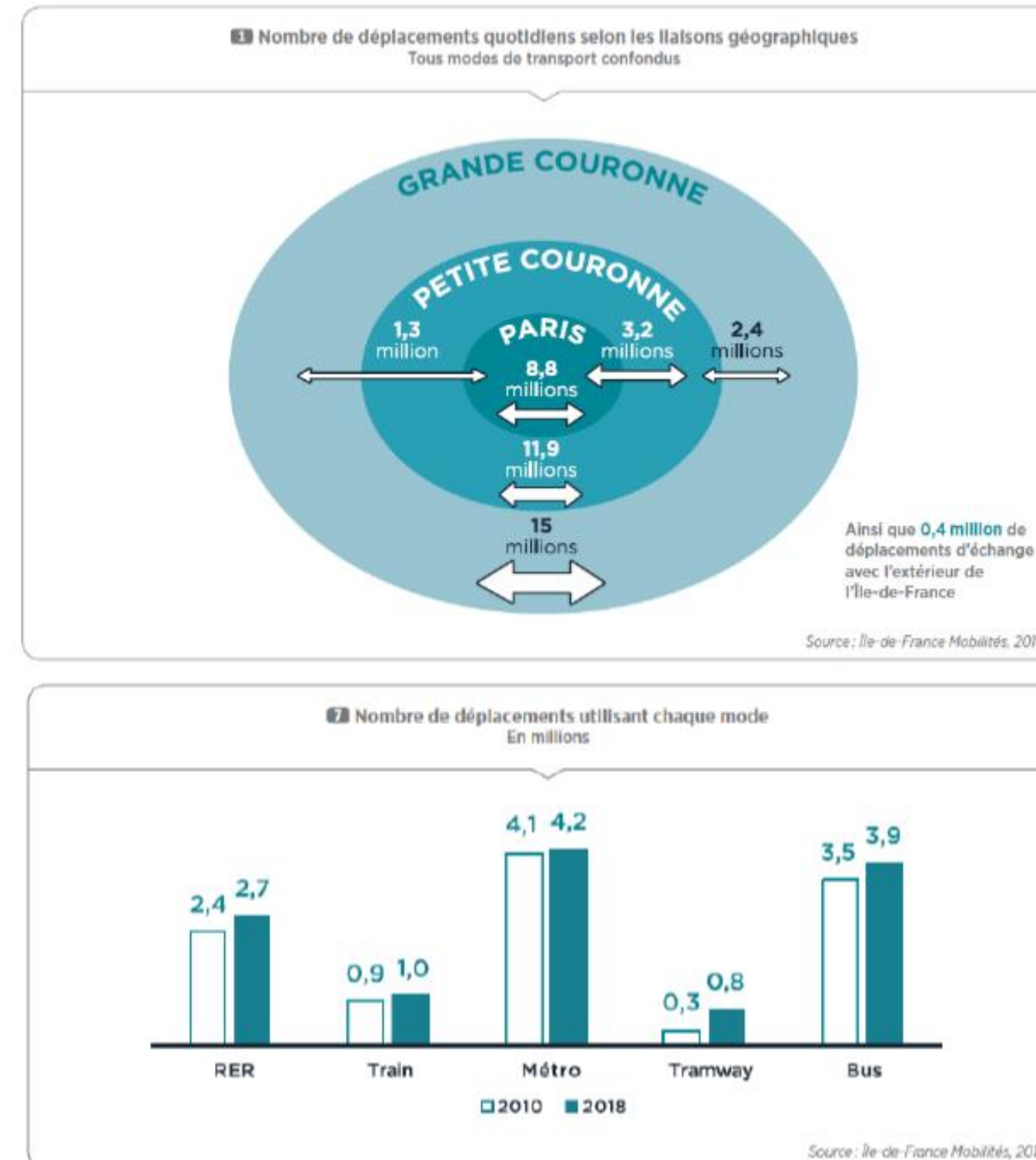


Daily travels within Île-de-France

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



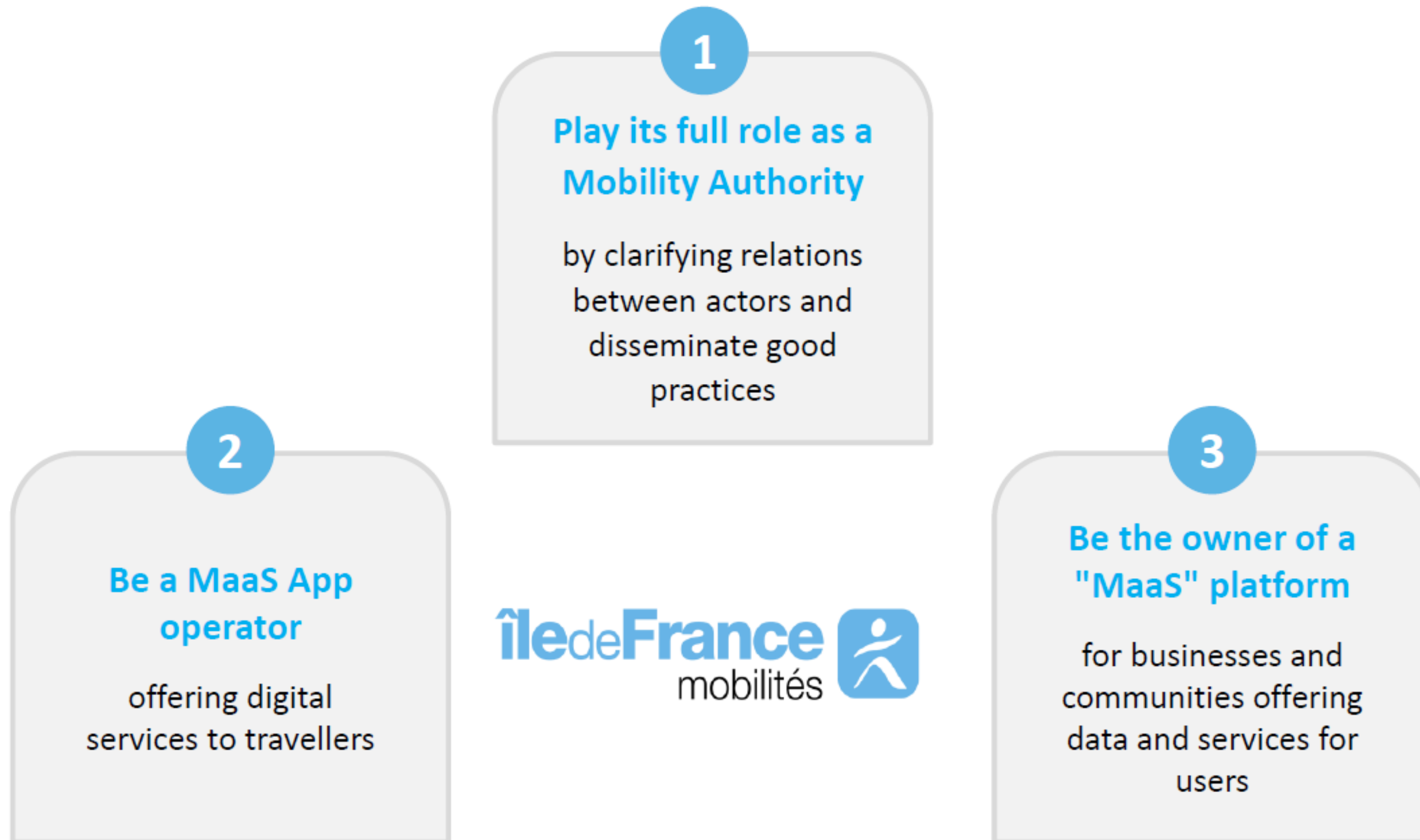
MaaS key enabler for Île-de-France Mobilités to achieve its strategic objectives



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



Île-de-France Mobilités policy is based on three main pillars



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A Reference Guide: To organize this complex ecosystem and spread good practices



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

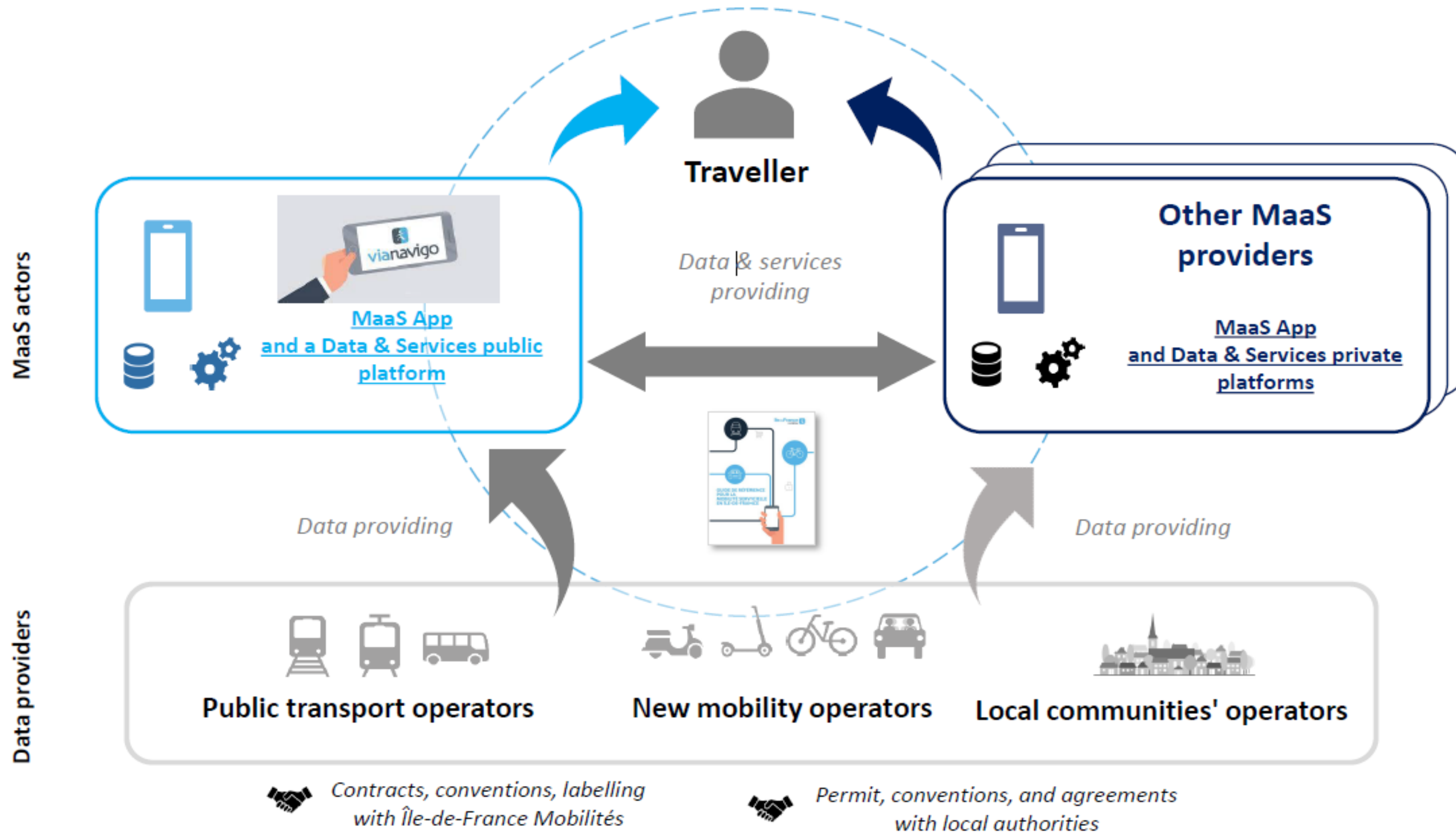


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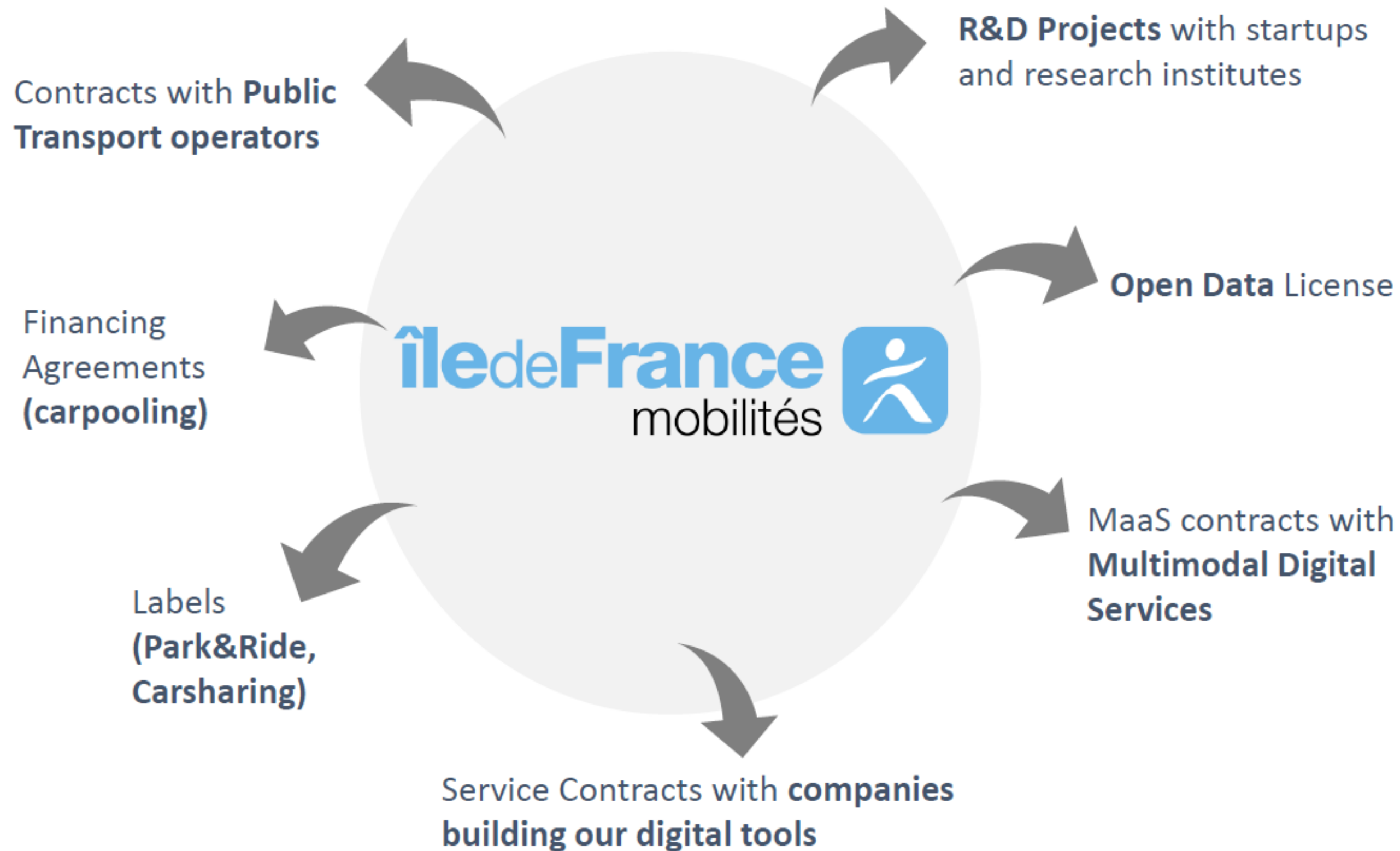
- ✓ Establish a co-constructive approach
- ✓ Organize multilateral meeting with stakeholders



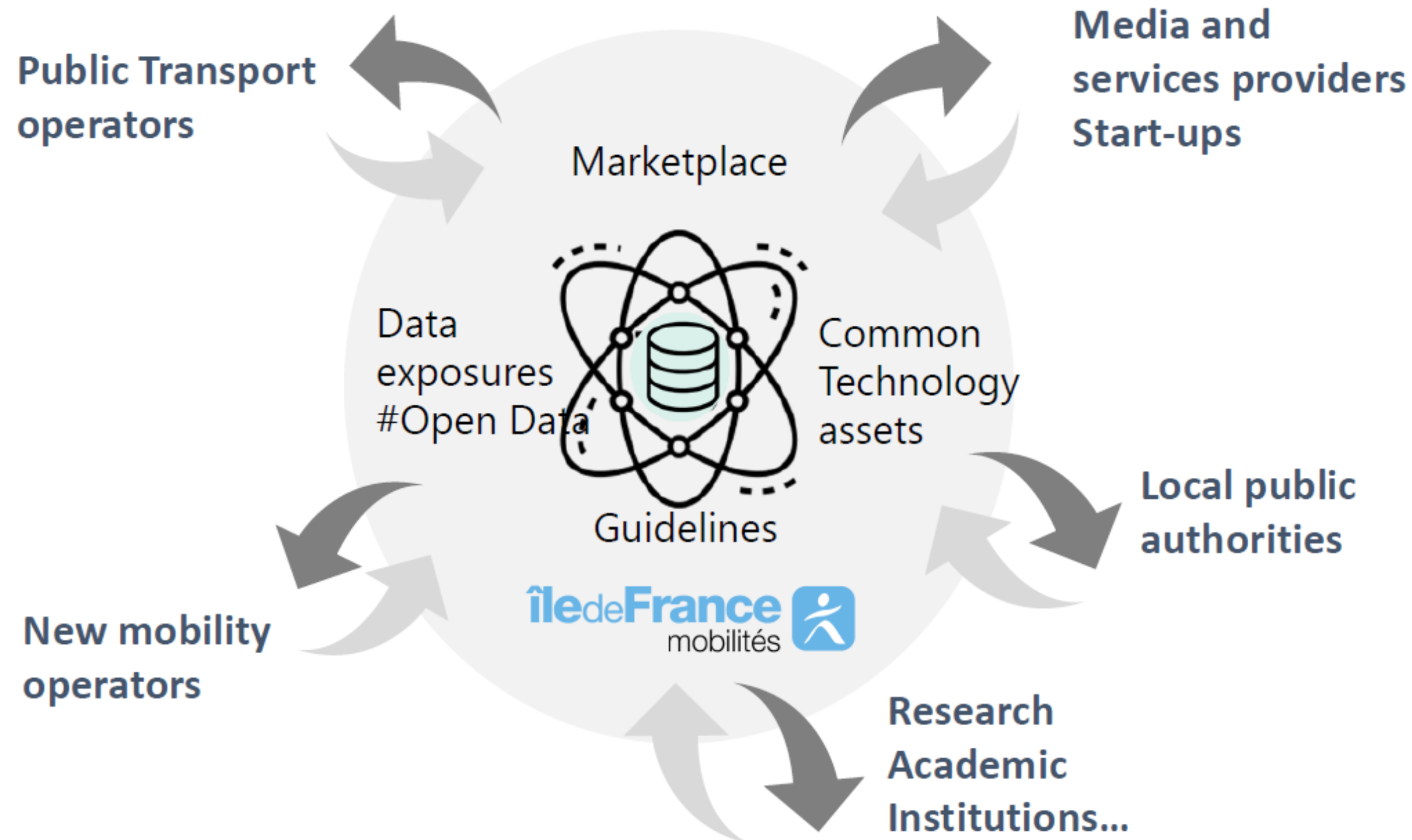
A reference guide: first collaborative step to regulate and coordinate the regional MaaS ecosystem relationships



MaaS Contracts & Partnerships with the Private Sector



Île-de-France Mobilités MaaS platform: key assets to partner with private mobility players



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





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Thank you!

Do you have any question?

Ask **Françoise Guaspare** francoise.Guaspare@iledefrance-europe.eu

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