

Mode Shift Starts with Financial Incentives and Smart Regulation

Kim Watts - Program Manager, Passenger Transportation

30 November 2022



COALITION FOR
Reimagined Mobility

Transportation Policy that Puts People First

reimaginedmobility.org

A Vision for the Future

- A future of mobility that is connected, autonomous, shared, and electric
- A future that leverages technology to prioritize people and the planet
- A future that makes better use of our resources through circular economy
- Mobility is an opportunity to approach the green and digital transitions together



ReMo's Policy Research on Market Regulation

- Global study of financial incentives & regulation in passenger mobility
- Financial incentives – who gets them, how they stimulate innovation, how they affect the choices people have.
- Electrification of private mobility is critical, but we also need connected, autonomous, multimodal and SHARED electric mobility.
- **We have to strategically manage and support the supply of urban mobility.**

In addition to sticks, we need more carrots

Mode shift is positively impacted by **improving the supply, accessibility and reliability** of shared & active modes.



So what's the right kind of smart regulation?



COALITION FOR
Reimagined Mobility

Transportation Policy that Puts People First

1 - A Mobility as a Service Directive

PROBLEM

- ❑ Existing transport regulations overlap or conflict & cannot embrace multimodal CASE services
- ❑ Existing regulatory systems designed for linear economy, but a system-level network approach is needed

SOLUTION - A new EU Directive requiring all member states to overhaul their national transportation laws.

- ✓ Agnostic definition of mobility services,
- ✓ Services must be digitized with integrated ticketing
- ✓ Potential for a MaaS Transport Pass

MaaS
Mobility as a Service



2 - Mandate regulatory sandboxing for new mobility applications

PROBLEM

- ❑ Regulatory sandboxing and experimentation policies are not compulsory.
- ❑ There are no standardized reporting and knowledge capture mechanisms in place.

SOLUTION

- ✓ The EU mandates regulatory sandboxing & standardized reporting specifically for CASE mobility applications.
- ✓ A Regulatory Sandbox Act, or include in ReMo MaaS Directive proposal



What is sandboxing?

- 'Sandboxing' means regulation that directly permits experimentation and flexibility.
- Sandboxing lets regulators to partner with innovators to mitigate the risks of novel CASE technologies, to develop data-driven, evidence-based policies.
- Usually achieved through an 'experimentation clause' in law that lets regulators exercise discretion.



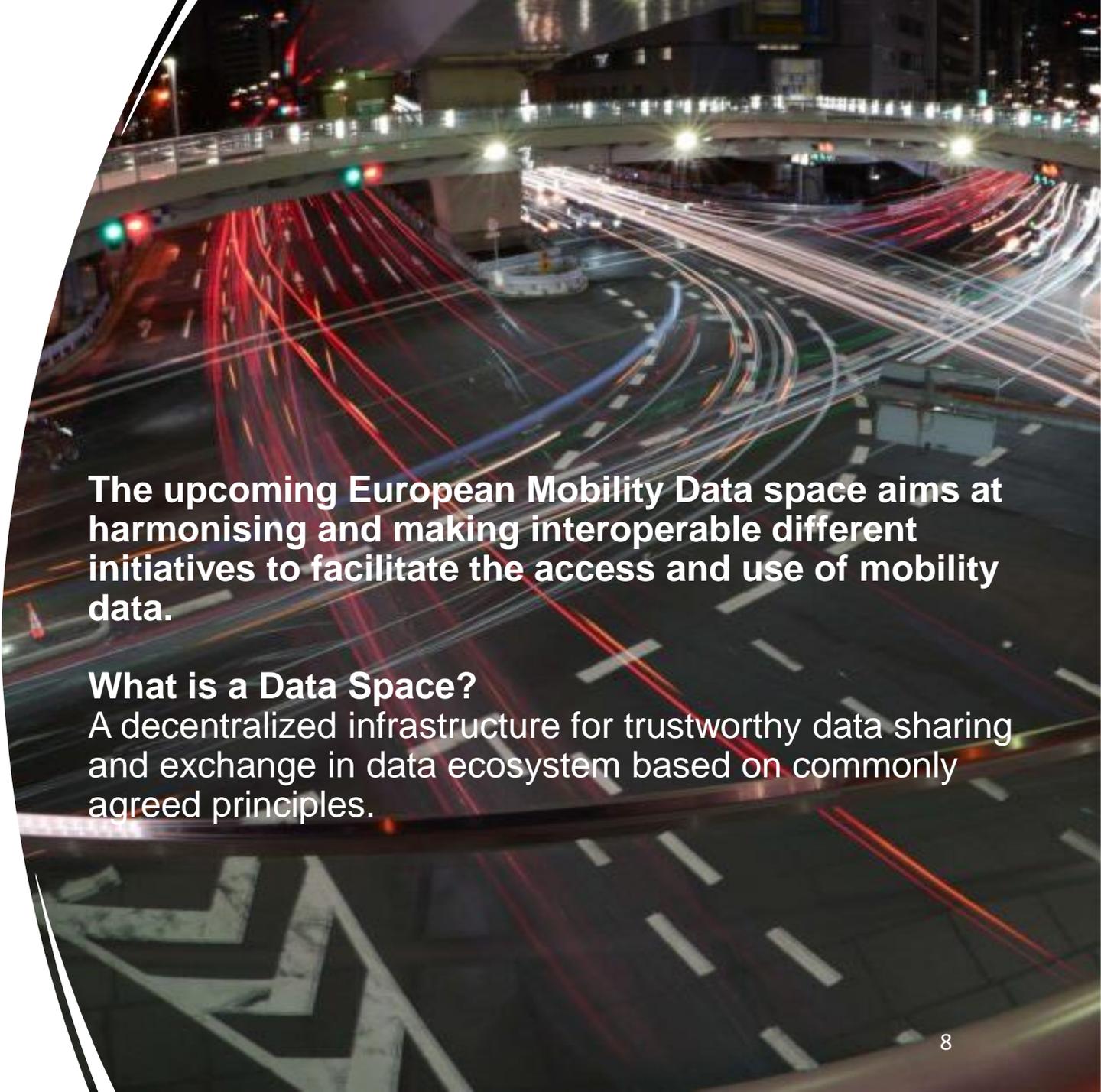
3 - Neutral data standards to underpin European Mobility Data Spaces

PROBLEM

- ❑ Bold vision for European Mobility Data Spaces will be let down by a lack of clear data use architecture.

SOLUTION

- ✓ Ensure Mobility Data Spaces allow existing industry-led mobility standards & models to flourish.
- ✓ Mobility Data Spaces must support transition to more efficient resource use.



The upcoming European Mobility Data space aims at harmonising and making interoperable different initiatives to facilitate the access and use of mobility data.

What is a Data Space?

A decentralized infrastructure for trustworthy data sharing and exchange in data ecosystem based on commonly agreed principles.

What's next?

We urgently need policy dialogue on these issues:

1. MaaS Directive
2. Regulatory Sandboxing Act
3. Neutral Data Standards for EU Mobility Data Spaces

Thank you! 😊

kwatts@reimaginedmobility.org



COALITION FOR
Reimagined Mobility

Transportation Policy that Puts People First

reimaginedmobility.org