

Public sector governance of MaaS

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Network of local/regional authorities for innovative and sustainable transport solutions

85+ members



Full members
Associated members



Environment & Health



Traffic Efficiency



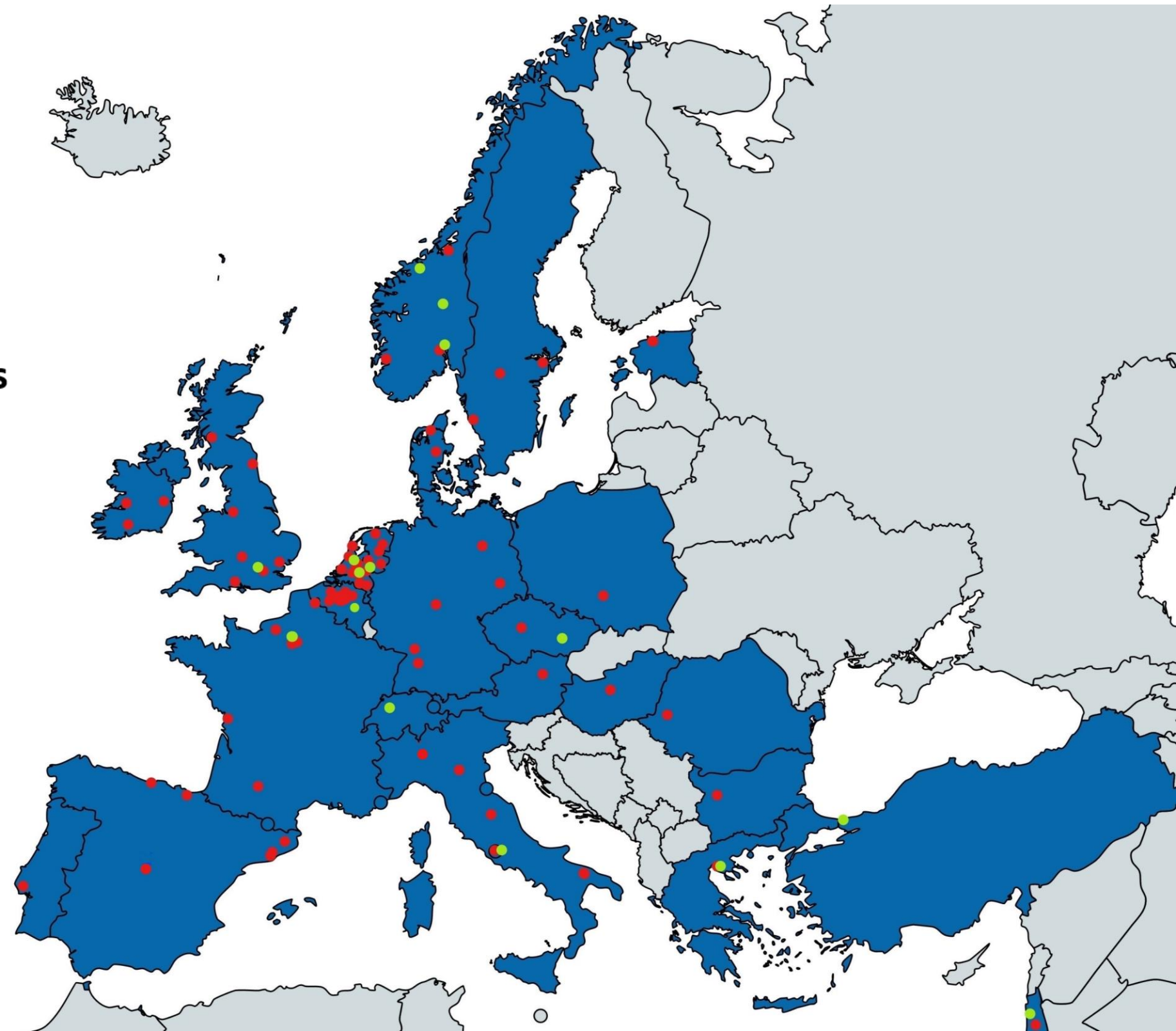
Access



Road Safety & Security



Governance



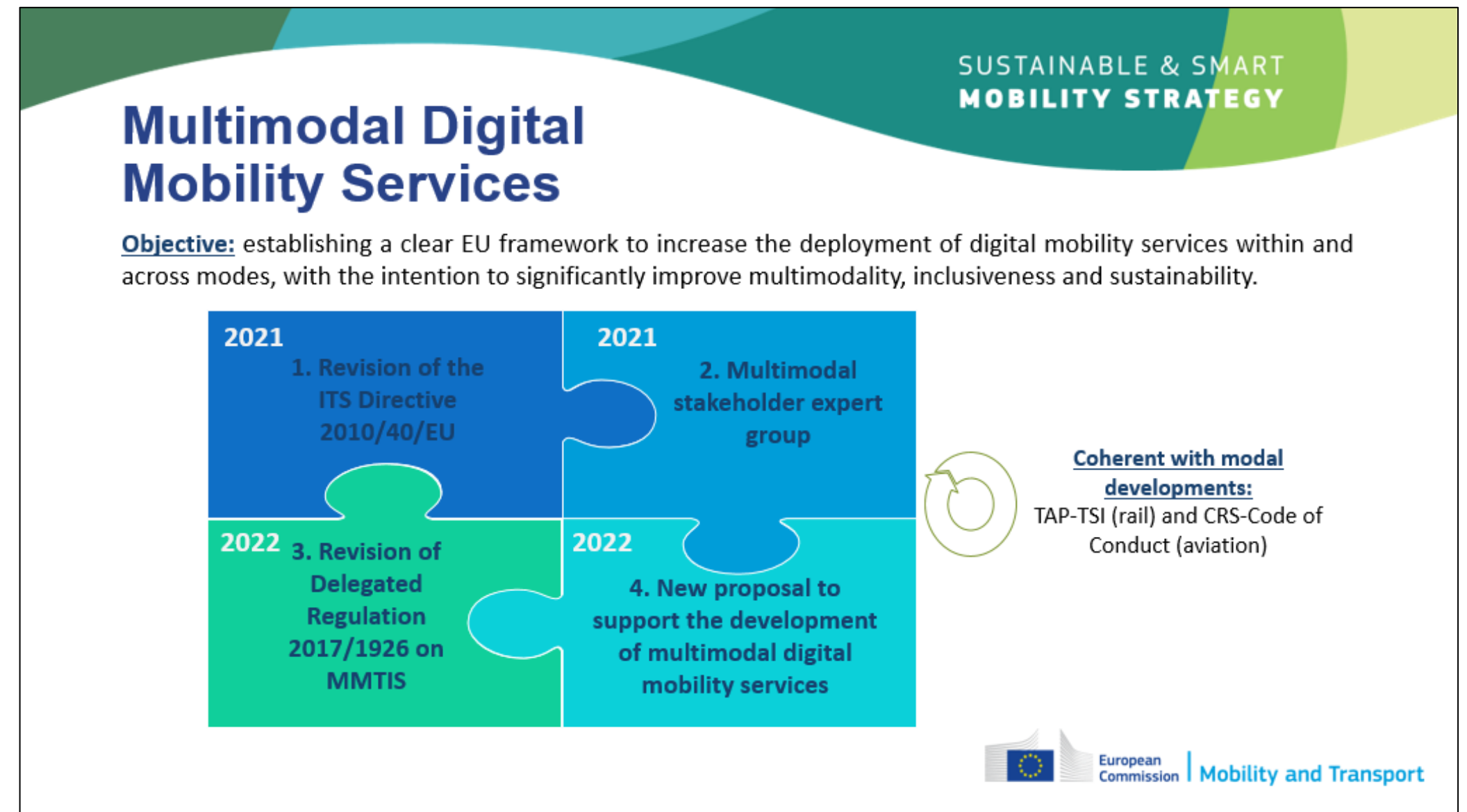
EU policy context

MaaS deployment hindered by inability to resell trips of public transport services

- Countries legislating to allow third party resale of transport services/tickets
- Pressure from MaaS providers & some MSs for EU legislation

EU may adopt regulation requiring transport operators to allow resale of tickets

- Under ITS Directive
- Current discussion about terms & conditions



Source: Jani Erkkilä (DG MOVE), *Integrating alternative modes in EU-wide multimodal travel information services standardisation challenges* workshop (19.03.2021)



MaaS governance paper

Polis, UITP and EMTA advocating for a public values-driven governance model

- Principles of a such a model are described in the paper released in February 2021
- 8 principles, including 4 governance principles



JOINT OPINION ON EU-WIDE INTEGRATED TICKETING

SUMMARY

To steer business, innovation potential, and investment towards effective sustainable mobility outcomes without upsetting the current, successful organisation of public transport in Europe and undermining its important position as the backbone of our mobility future, any revision, or new development of European mobility regulation should be based on the below principles. This also applies to the current review of the ITS Directive and any ensuing regulation.

1. Recognising the importance of local diversity and the principle of subsidiarity

Acknowledge the instrumental role and strengthen the capacity of public authorities (local and regional authorities and transport authorities) to achieve European Green Deal and digital objectives, in view of their experience and their central role as integrator, their local knowledge, and their legitimacy as elected officials.

2. Delivering public policy goals and a viable market through effective governance

To establish a fair and viable market, and to ensure public authorities can implement their sustainable and equitable mobility policy objectives, oversight and powers to orchestrate this market need to remain with the legal and democratically elected institutions that will inherit the problems of a potentially malfunctioning mobility system: local and regional transport authorities.

3. Leveraging the fare structure to achieve sustainability, equity and effective governance

To advance digital integration, the EU should encourage and enable local and regional (transport) authorities to describe the conditions for resale of publicly produced and funded transport and infrastructure services and define non-discriminatory contracts for interested resellers.

4. Guaranteeing fairness and rights and obligations for all

To ensure fairness and a balanced market development, any regulation or policy initiative must be applicable to all types of mobility operators and not be limited to public undertakings. It must allow any type of integrated mobility service to emerge, not restricting MaaS provision to a commercial business case, and ensure all vendors are subject to the same rules and regulations (e.g., passenger rights, accessibility information).

5. Forestalling market asymmetry through data reciprocity

Ensure authorities and mobility operators are allowed to demand travel data as a condition of providing access to their ticketing system. This data should flow automatically as opposed to upon request.



Principles I

1. Local diversity and subsidiarity

- No one size fits all

Context specificity of mobility requires a strong role for public authorities in steering MaaS developments

2. Delivering policy goals & market viability through governance

- Mobility services market and digital services market are complex and naturally deficient markets
- Adverse effects of commercial MaaS platforms will become the problem of local and regional authorities
- Sustainable travel behaviour is naturally at odds with the general business interest of commercial integrators
- Public sector is effective at addressing market defects

Public sector should retain governance of MaaS market (oversight and orchestration through setting conditions for access to public space, transport service infrastructure & public transport service resale)

3. Ticket pricing as a tool

- Public transport fare structure is a successful policy tool to deliver sustainable mobility and equity goals
- Transport ticket sales are not a commercial activity as fares are not market-based

Public authorities should retain right to describe public transport resale conditions in a non-discriminatory manner and to ensure users benefit from the fare subsidy



Principles II

4. Fairness and rights and obligations for all

- MaaS discourse regarding need for EU policy action is currently imbalanced – rights and obligations, rights and responsibilities

MaaS providers should be subject to the same legal obligations (passenger rights, accessibility info)

Any EU policy/regulation should apply to all transport service providers/operators

MaaS should not be restricted to a commercial business case

Transport operators/authorities should be able to condition ticket resale on data sharing

MaaS providers should not be allowed to focus on services with highest revenue potential

5. Data reciprocity

- Ticket sales and validation provide an important source of data for planning purposes
- MaaS could lead to data-poor authorities/operators and data-rich MaaS platforms (data asymmetry)
- MaaS providers view data as a commercial asset

Data reciprocity should be at the heart of any contract with a MaaS provider



Principles III

6. Proportionality of investment

- Enabling transport payment by means of a MaaS app requires more than building a ticketing API
- Transport authorities making big investments is hard to justify in COVID times

Given the uncertainties around MaaS uptake and contribution to sustainable mobility goals, physical and digital ticketing infrastructure investments should be proportionate and shared

7. Collaborative nature of public transport – impact on public service contracts

- Nature of PSO contracts (exclusive rights and financial compensation) and why they are needed
- Exclusive right **is not** a monopoly and financial compensation **is not** a subsidy to operators
- Maintain prerogative of transport authorities to award exclusive rights and financial compensation to PTOs

Any ticketing legislation should not weaken collaborative nature and contract between PTA and PTO, nor the ability of PTAs to award exclusive contracts

8. Consumer protection

Existing regulations (passenger rights, accessibility, etc) should be assessed in relation to digital platforms

Creation of a dispute body/ombudsman should be considered to deal with consumer protection issues



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