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Mobility as a Service: What's in it for the (rail) passengers?



Delphine Grandsart // EUROPEAN PASSENGERS' FEDERATION // www.epf.eu

## The European Passengers' Federation (EPF)



- Founded in 2002
- European umbrella federation of national and regional passengers' organisations
- 37 member organisations
- 21 countries
- <u>www.epf.eu</u>







- Represent passengers' views at the European level all modes: rail bus & coach – air – maritime – urban transport – new mobility services
- Campaign for comprehensive and stronger (multi-modal) passenger rights across all modes
- Achieve a better door-to-door (multi-modal) travel experience
- Tackle transport poverty and ensure an accessible and inclusive (public) transport offer, also in rural areas
- Put end-users at the centre when new mobility services are developed





MaaS should be the best value proposition for its users, by helping them meet their personal mobility needs and by offering a high quality, affordable and disinterested alternative for private car use

## **POTENTIAL BENEFITS:**

- Personalised offer
- Greater choice
- Flexibility
- Convenience ease of use
- Saving time & money





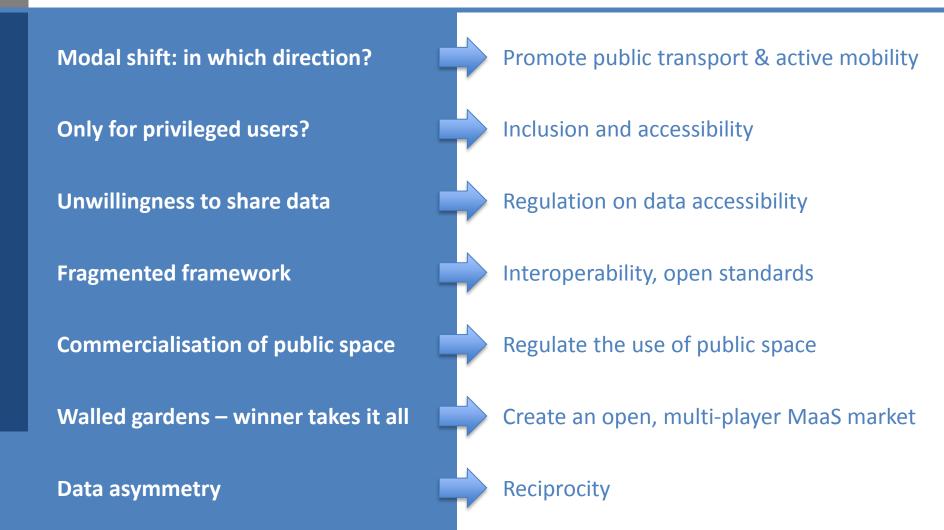


- Extent of application (modes information territory)
- Trustworthiness: transparent, unbiased information
- Reliability: of information (realtime) and services
- Simplicity & user-friendliness (reduce cognitive load)
- Attractive pricing
- Protection in case something goes wrong
- Privacy & data security!



## **Challenges and risks**









- Public authorities have a crucial role to play
- Create an open and inclusive MaaS ecosystem
- Focus on end-users' needs (safety, security, convenience, inclusivity and trustworthiness)
- More (neutral) research needed on (the effect of MaaS on) user behaviour

## MAAS ALONE WILL NOT SOLVE EVERYTHING!

- MaaS will only integrate the existing offer
- Investment in public transport, walking and cycling needed
- Not only digital, but also physical integration of modes
- Fair pricing of all modes: internalisation of external costs
- Liability: harmonisation of passenger rights
- EU-wide regulation on data access is desirable







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