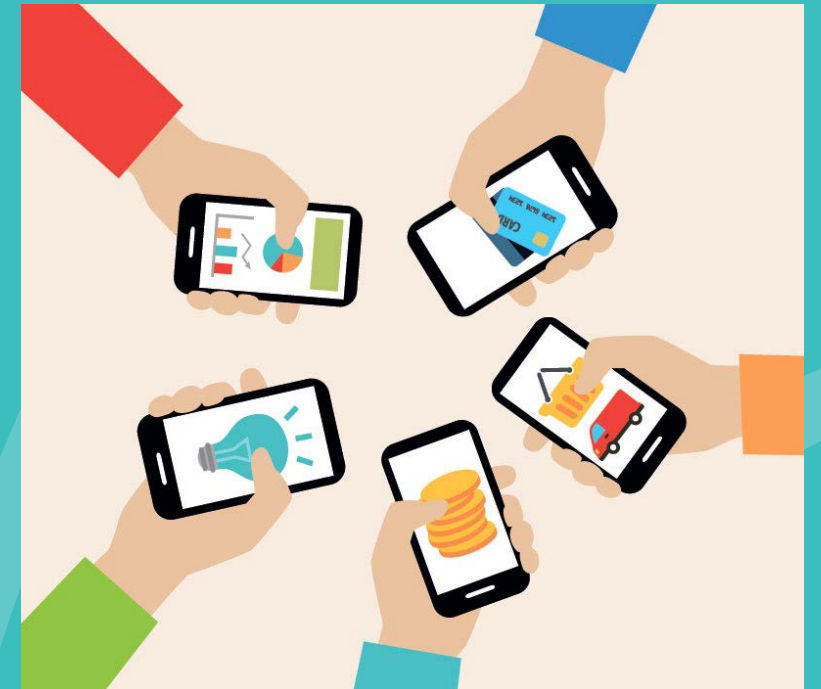# Where we are & where we are heading – a user perspective

Christopher Irwin, European Passengers' Federation

MyCorridor Workshop :
Mobility-as a-Service across borders
February 9, 2018 @9:30 am - 2:30 pm

Time for a paradigm shift

- Urbanisation

- Multi-modality

Urbanisation

- 75% of EU's population lives in urban agglomerations – and rising
- 85% of EU's GDP generated in urban areas

- Barriers to successful urban development:
  - Congestion
  - Land use
  - Pollution

- New behaviours emerging?

Multi-modality

- Enabling more efficient mobility
- The potential of digitalisation
- Matching supply and demand more sustainably

Success factors for MaaS

- Extent of application
- Accessibility
- User focus
- Trustworthiness

Extent of application

- Modes covered
- Topics/Information covered (location, price, quality, etc)
- Territory covered

Accessibility

- Technical platforms
- User skill sets needed

User focus

- Success of MaaS hinges on success of end service accessed
- Driven by real-time data reflecting user needs rather than operator needs
- Dependable

Trustworthiness

- Lessons from EU Computerised Reservation Systems' *acquis*?
- Regulation 2299/89, (now replaced by Regulation 80/2009):
  - Non-discriminatory
  - Transparent
  - Up-to-date
  - Accurate
  - Non-exclusive

Ethical issues

- Competition and the erosion of choice?

- Controlling the message

Competition and the erosion of choice?

- Matching supply and demand on an uneven playing-field
- App-based ride-hailing *versus* public transport service

- Empowering consumers through information access
- Tailoring mobility provision to users' needs

Controlling the message

- Monopoly suppliers of other's information?
- Monopsonist acquirers
- Accounting for Big Data
- Open data
- Regulation and Innovation
- The cross-border dimension

Thank you!