

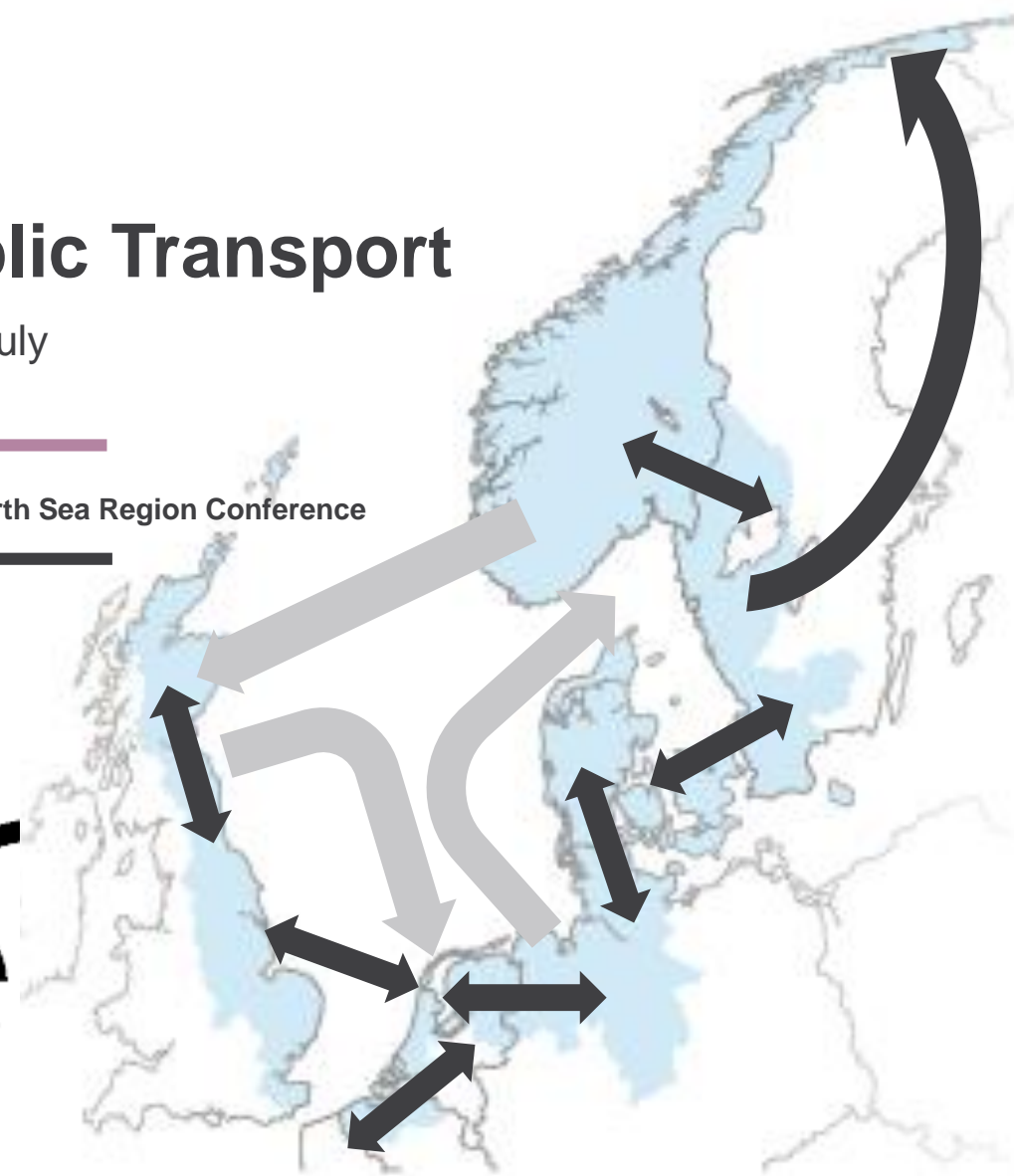
Expression of Interest: **Stronger Combined – beyond (regional) Public Transport**

Combined mobility solutions to achieve truly
rural Mobility-as-a-Service solutions

READING VERSION(2017-06-25), Göttingen, Interreg North Sea Region Conference

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Higher mobility needs and low reliability in public transport and **no common approach to address societal changes** and transport sector innovation

Demographic change and increasing *cost per trip*, but few common solutions

How to deal with declining populations and declining societal services in rural areas ? And the increased need of additional CO2-intensive car trips to access groceries, packages and leave the kids at recreational activities? Can different societal services be combined to improve the overall offer to residents? Are urban mobility options applicable on rural areas? Are Dutch business models and solutions applicable in Norway?

Mismatch between service offer and passenger requirements

Can authorities and regional public transport deal with the ever-increasing costs of maintaining services? Or attract new users without competing with the car in terms of flexibility and accessibility of services? Which target groups are relevant – work commuters, business travelers, vulnerable groups, temporary visitors? Which incentives would facilitate people to use public transport? Are Swedish user preference experiences valuable in Scotland?

Authorities struggle to define their role in the mobility revolution

Who is in the driver's seat for the digitalisation of public transport sector and operations? How far do the roles (and responsibilities) of public transport authorities go in the mobility revolution? Into service provision, information and/or financial streams? How do they make proper use of buzzwords such as combined mobility, Mobility-as-a-Service, apis and big data? Are UK Mobility-as-a-Service solutions useful for commuting between Denmark and Germany?

Public transport authorities aim to develop a **joint and verified approach** to address combined mobility services

Join forces and strategies to enable flexible, efficient and combined flows of people and goods and Mobility-as-a-Service alongside public transport in rural, remote and isolated areas in the North Sea Region

- Create the physical and technical conditions and locations for attractive combined mobility solutions that serve passengers and cargo/goods in sparsely populated areas;
- Develop a guideline for public transport authorities on how to stepwise transform the traditional earing structure into an innovative business model fit for combined, flexible and accessible forms of mobility, in particular Mobility-as-a-Service;
- Test, demonstrate and disseminate ground-breaking guidebook examples including combined mobility for rural residents and employees, mobility hubs, pooling of electric leasing cars and ID-based ticketing

Four-step guideline: focus on four interrelated steps to enable Mobility-as-a-Service integration in public transport

1. Establish combined mobility solutions

- a. **“Combined rural vans”** that fill numerous societal tasks in transportation of regular passengers, vulnerable groups (elderly, sick, migrants, young), tourists, outdoor equipment, post, medicine and cargo in rural areas with declining population;
- b. **Mobility hubs** that create physical and technical conditions for public mobility development and third party access to hubs, e.g. where passengers and cargo can change between different mobility services, including electric shared vehicles and bikes, and collect packages, groceries or similar deliveries at a pick-up point;

2. Explore traveler incentives

of the major target groups of combined mobility solutions, in particular citizens traveling for business, work commuters, tourists that visit national parks and vulnerable groups, by identifying potential added values to design the service in a maximally attractive way;

3. Share vehicles and mobility

to allow other people or municipalities to use electric leasing cars that are parked near mobility hubs/commuter train stations (lease taker should commute to work) to be used during daytime (lease-givers are good cooperation partners to standardise the service) and explore cost incentives in such solutions;

4. Digitalise administration and ticketing

by preparing the public transport sector for the mobility revolution and Mobility-as-a-Service through standardization of platforms and enabling of user-friendly, adaptive administration of passenger and cargo mobility to allow information and payment streams across mobility providers and countries as well as simplified payment options, e.g. driver’s license or credit card used for ticketing.

Rural residents **contribute to and rely on transnational flows** of passenger and cargo transports and mobility

- **The rural parts of the North Sea Region is de-facto well-integrated across borders and regions:**
 - Infrastructure (e.g. many commuter and cargo corridors are interlinked with tunnels and bridges);
 - Work commuting and migration (e.g. rural Swedish citizens work in rural regions of Norway);
 - International package deliveries (e.g. rural Danish citizens order clothes from Germany);
 - Tourism (e.g. rural Norwegian residents go hiking in national parks in Scotland)
- **Joint approach to similar challenges** instead of locally adapted separate solutions:
 - synergies in business model development
 - why invent the wheel over and over again when experiences are available in neighbouring regions?
 - best practices for zero-emission and autonomous vehicles
- **Private mobility provider attractiveness requires coherence** in standard and platforms to facilitate
 - (increased) cross-border passenger and package flows
 - (efficient) integrated passenger and cargo transports
 - (useful) innovation and development by private Mobility-as-a-Service providers

SWECO



Stronger combined consortium

- Public transport authorities
- Regional authorities
- Transport partnerships
- National promoters
- Research organisations



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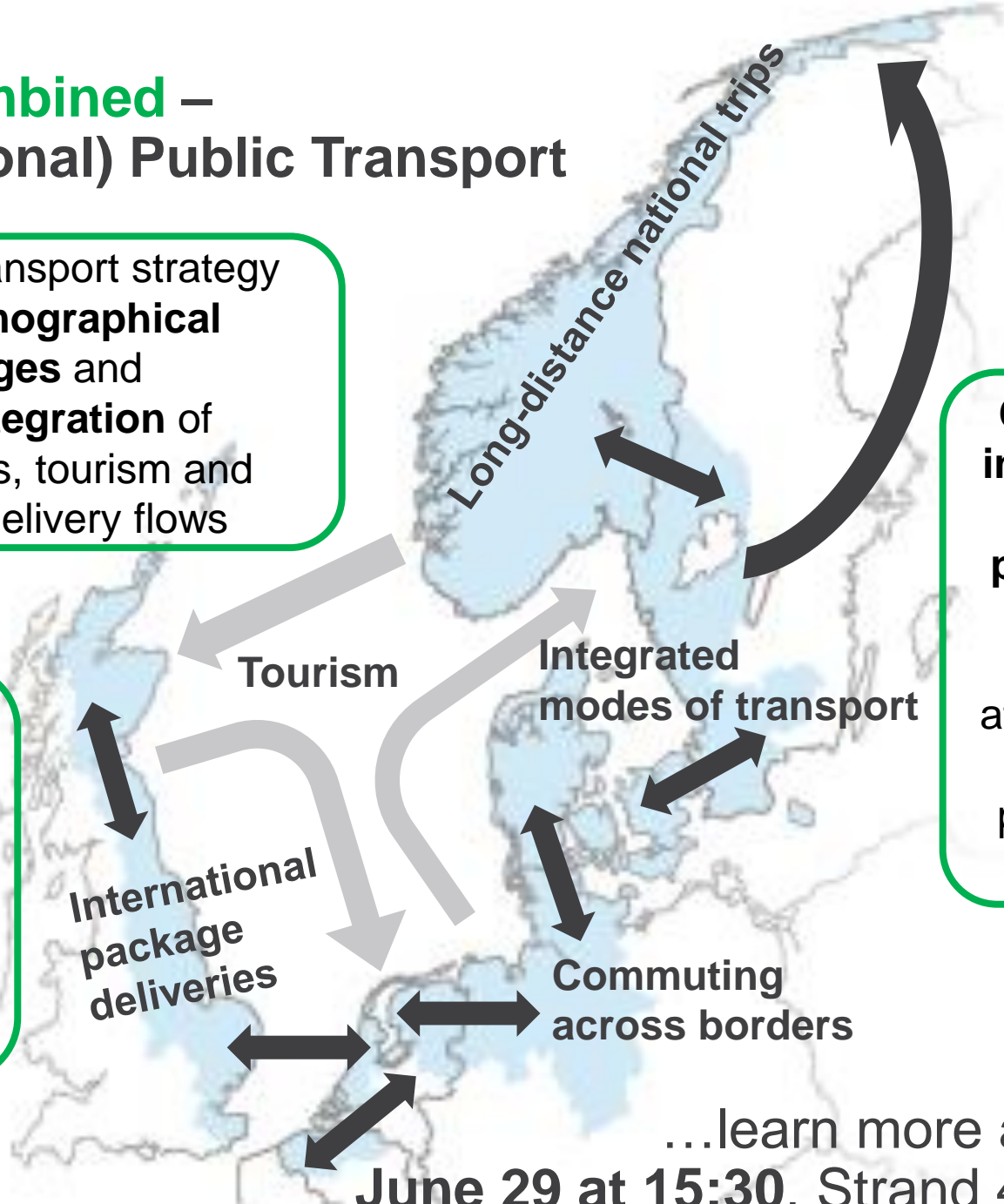


Stronger Combined – beyond (regional) Public Transport

A joint public transport strategy towards **demographical challenges** and **regional integration** of labour markets, tourism and people and delivery flows

Digitalisation and Mobility-as-a-Service – cooperation is key to turn buzzwords into useful solutions

Coherence in standards and platforms is a pre-requisite to attract private service providers to the region



...learn more and join us!
June 29 at 15:30, Strand 4, Room 29