Insights from the Public Transport sector on the EU Multimodal Digital Mobility Services (MDMS) initiative

Minna Soininen,
Director, Finnish Public Transport Association
Chair of UITP EU Committee
At UITP, we are working to enhance quality of life and economic well-being by supporting and promoting sustainable transport in urban areas worldwide.
IN EUROPE

We represent the perspective of local passenger transport services by all sustainable road, rail and waterborne modes towards the EU

+450 PUBLIC TRANSPORT OPERATORS AND AUTHORITIES

FROM ALL EU MEMBER STATES

+15 EXPERTS
Urban mobility: more and more options

collective use

PRIVATE ACCESS

PUBLIC ACCESS

private use

MASS PUBLIC TRANSPORT: TRAIN, TRAM, BUS, METRO, WATERBORNE...

DEMAND-RESPONSIVE TRANSPORT

RIDESHARING

RIDE-SOURCING

SHARED TAXI

RENT-A-BIKE (A-CAR)

BIKE-SHARING

SCOOTER-SHARING

TAXI

CAR-SHARING

BIKE

PEDESTRIAN

(COMPROMISE) CAR

CARPOLLING

CHARISTERED SERVICES
MaaS: where are we?

Expectations

Innovation Trigger

Trough of Disillusionment

Peak of Inflated Expectations

Slope of Enlightenment

Plateau of Productivity

MaaS?
Political dimension (EU)

Commission reasoning:

\[ \text{MaaS} = \text{MMTIS} \quad \& \quad \text{MDMS} \]

- Mobility as a Service
- Data sharing, travel information
- Ticketing, booking, digital sales
Joint paper of UITP, POLIS & EMTA

• What are the risks and opportunities of the upcoming EU legislation on MDMS?
• To present a sector perspective
• To provide input to the EU Commission


2021
Main principles

1. Recognising local diversity and the principle of subsidiarity
2. Delivering public policy goals and a viable market through effective governance
3. Leveraging the fare structure to achieve sustainability, equity and effective governance (PT to set conditions for resale)
4. Guaranteeing fairness: rights and obligations for all
5. Forestalling market asymmetry through data reciprocity
6. Ensuring proportionality of necessary investment and expected benefit
7. Respecting the collaborative nature of public transport
8. Recognising potential needs for customer protection action
In conclusion...

UITP welcomes the EU’s initiative, provided that...

• ... it is proportionate (e.g. no obligation for the urban level; subscriptions excluded / can be sold voluntarily)
• ... it does not lead to data-rich platforms and data-poor public transport companies
• ... it does not make public transport more expensive (i.e. no high commission fees)
• ... it promotes the most sustainable mobility options
Thank you!