

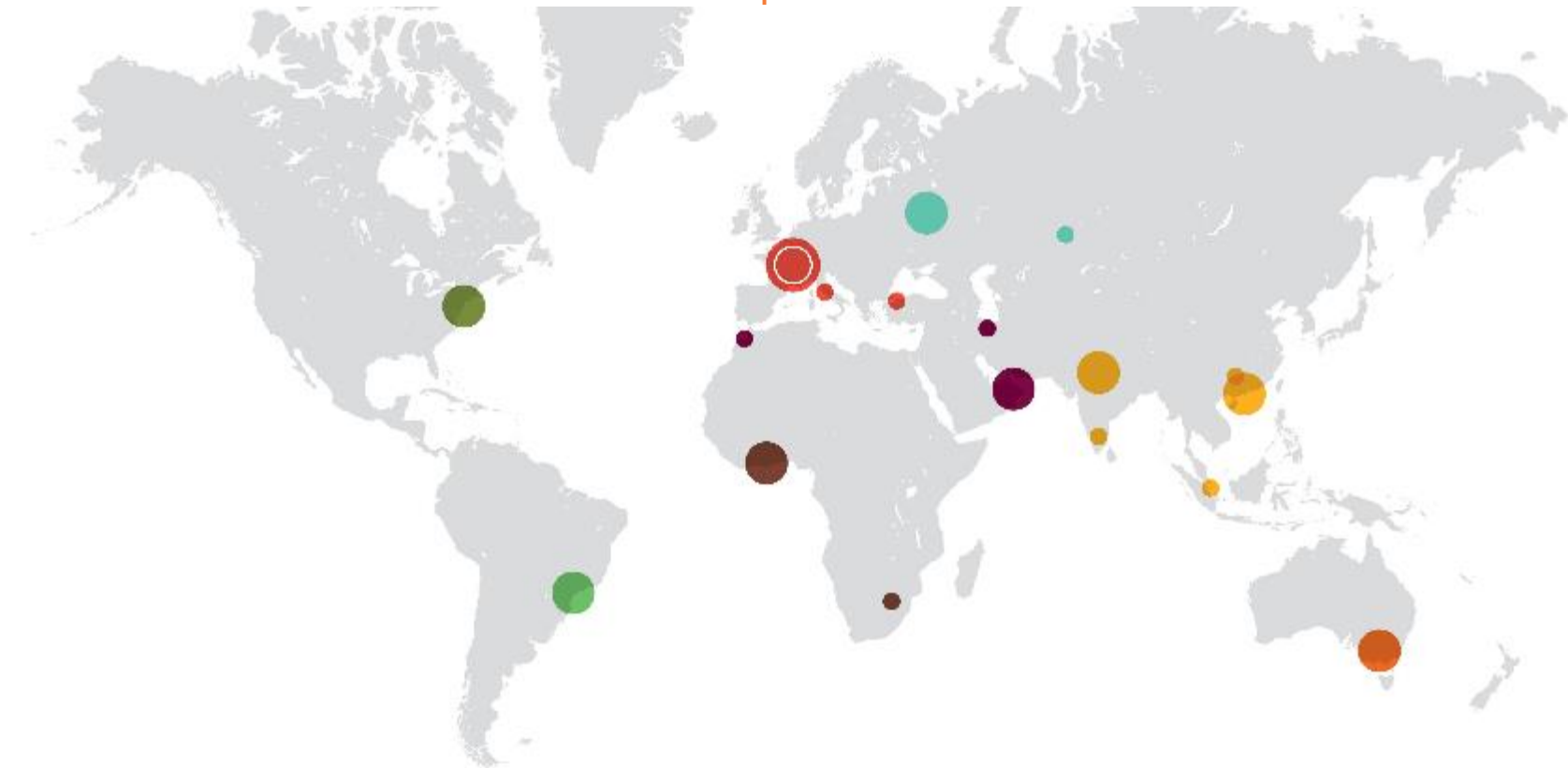


# **TOMORROW'S MOBILITY – THE INNOVATIVE ROLE OF PUBLIC TRANSPORT**

**Caroline Cerfontaine**  
**Senior Manager Combined Mobility**  
**UITP**

# A WORLDWIDE ASSOCIATION

16 offices, 2 centres for transport excellence



## EUROPE

- Brussels, Belgium | UITP Main Office, Europe Regional Office, Central & Eastern Europe Liaison Office
- Rome, Italy | Liaison Office
- Istanbul, Turkey | Liaison Office

## EURASIA

- Moscow, Russian Federation | Regional Office
- Astana, Kazakhstan | Liaison Office **NEW**

## ASIA-PACIFIC

- Hong Kong, China | Regional Office
- New Delhi, India | Regional Office
- Bangalore, India | Regional Office
- Shanghai, China | Liaison Office **NEW**
- Singapore | Centre for Transport Excellence

## AFRICA

- Abidjan, Ivory Coast | Regional Office
- Johannesburg, South Africa | Liaison Office

## AUSTRALIA & NEW ZEALAND

- Melbourne, Australia | Regional Office

## LATIN AMERICA

- São Paulo, Brazil | Regional Office

## NORTH AMERICA

- New York, United States | Regional Office **NEW**

## MIDDLE EAST & NORTH AFRICA

- Dubai, United Arab Emirates | Regional Office & Centre for Transport Excellence
- Casablanca, Morocco | Liaison Office **NEW**
- Tehran, Iran | Liaison Office

# UITP : A DIVERSE GLOBAL MEMBERSHIP

**1500 member companies**

- Operators (all modes, incl. shared mobility)
- Authorities
- Policy decision-makers
- Research institutes
- The sustainable mobility supply and service industry
- Associations

**18,000 contacts**

**96 countries**



**UITP unites the sustainable mobility community**

# UITP TAXI PLATFORM

## TAXI AT UITP

The UITP Taxi Platform brings together regulators, operators, transport network companies and the industry.

The platform provides a forum in which UITP members interested in the latest developments within the taxi sector can share knowledge and explore business opportunities.



# UITP TAXI PLATFORM

## What we work on:

- ✓ Observatory of Transport Network Companies (TNC's)
- ✓ Taxi regulations around the world
- ✓ Benchmarking of KPIs related to taxi regulations and operations
- ✓ Integration of taxis with public transport
- ✓ Taxi driver training
- ✓ Electric taxis

...and much more!

## OUR MEMBERS INCLUDE...

Grab

Land Transport Authority

OLA

الهيئة العامة للطرق والنقل  
ROADS & TRANSPORT AUTHORITY

RTA

SMRT

Transport  
for London

# UITP TAXI PLATFORM

## Upcoming activities:

- ✓ 9 – 11 May 2018 - [Hong Kong + Shenzhen, China](#) Taxi Platform Meeting & Technical Visit
- ✓ September 2018 – Taxi Platform Meeting & Technical Visit in [São Paulo, Brazil](#)
- ✓ 3-5 September 2018 - Training Programme on Transport Network Companies, [Brussels Belgium](#) part of the UITP Diploma Programme on New Mobility Services
- ✓ Training Programme on Autonomous Mobility 15-17 October 2018, [Lyon, France](#)
- ✓ 2019 UITP Taxi Seminar, [Kuala Lumpur, Malaysia](#)

# ONE OF THE GREATEST CHALLENGES FOR CITIES : MOBILITY

- Urbanisation, changes in society, digitalisation, growing mobility demand, air quality
- Green, smart and sustainable mobility is part of the **top priorities** for urban decision makers
- New innovative services** are on everyone's lips, but still at small scale, need to ensure alignment to match cities goals



# PT IS THE BACKBONE OF INTEGRATED URBAN MOBILITY

- **High quality public transport** is the only alternative able to fulfil the lion's share of trips by using a minimum of space
- Without public transport, other sustainable & innovative mobility services cannot **offer an affordable alternative to car ownership**



# LET'S WORK TOGETHER...

- Better match of supply and demand with new mobility services
- Difficulty to efficiently serve less densely populated areas
- Need for extended operational times
- Traveller's perspective : ever more complex mobility needs

**Public Transport on its own is not able to compete with the private car in terms of flexibility and convenience**



# SOLUTION

**Combined Mobility is the answer!**

**Flexibility + convenience = Door-to-door solution**

**Public transport +**

Car-sharing

Bicycle and bike-sharing

Walking

Ride-sharing

Taxis and shared taxis

Ride-hailing

On-demand transport

...



# THE ROLE FOR TAXIS

**Principles for a city :**

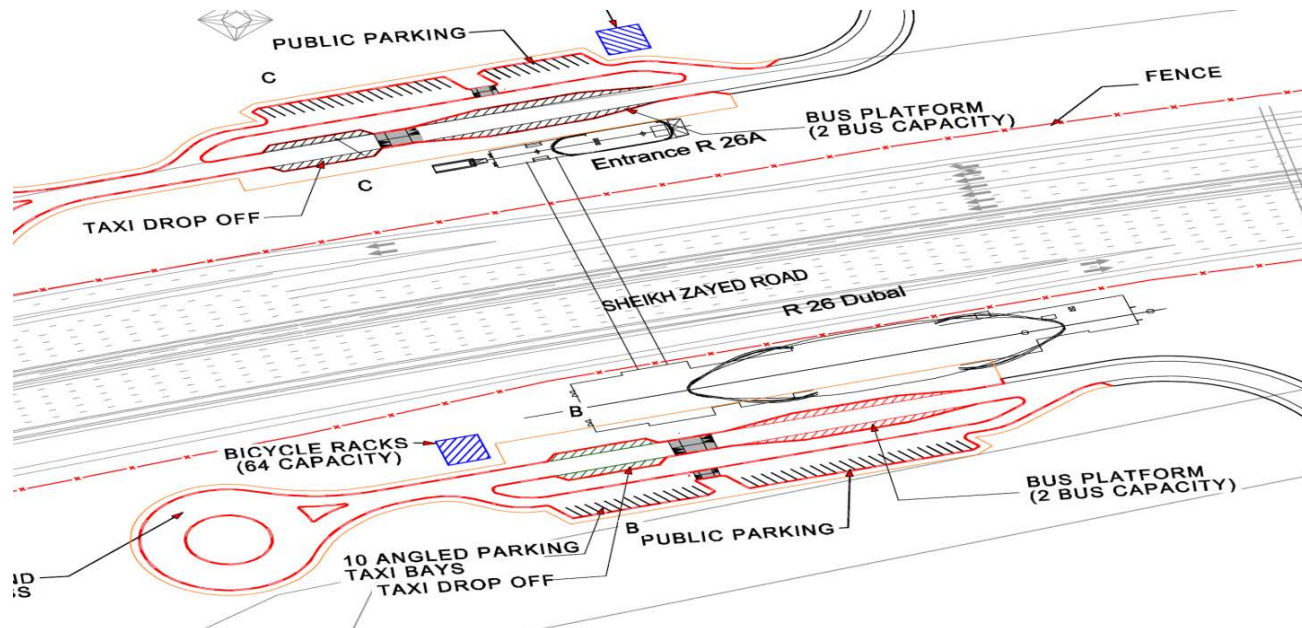
**accessible, safe, green, affordable, equitable, inclusive mobility**

Taxis :

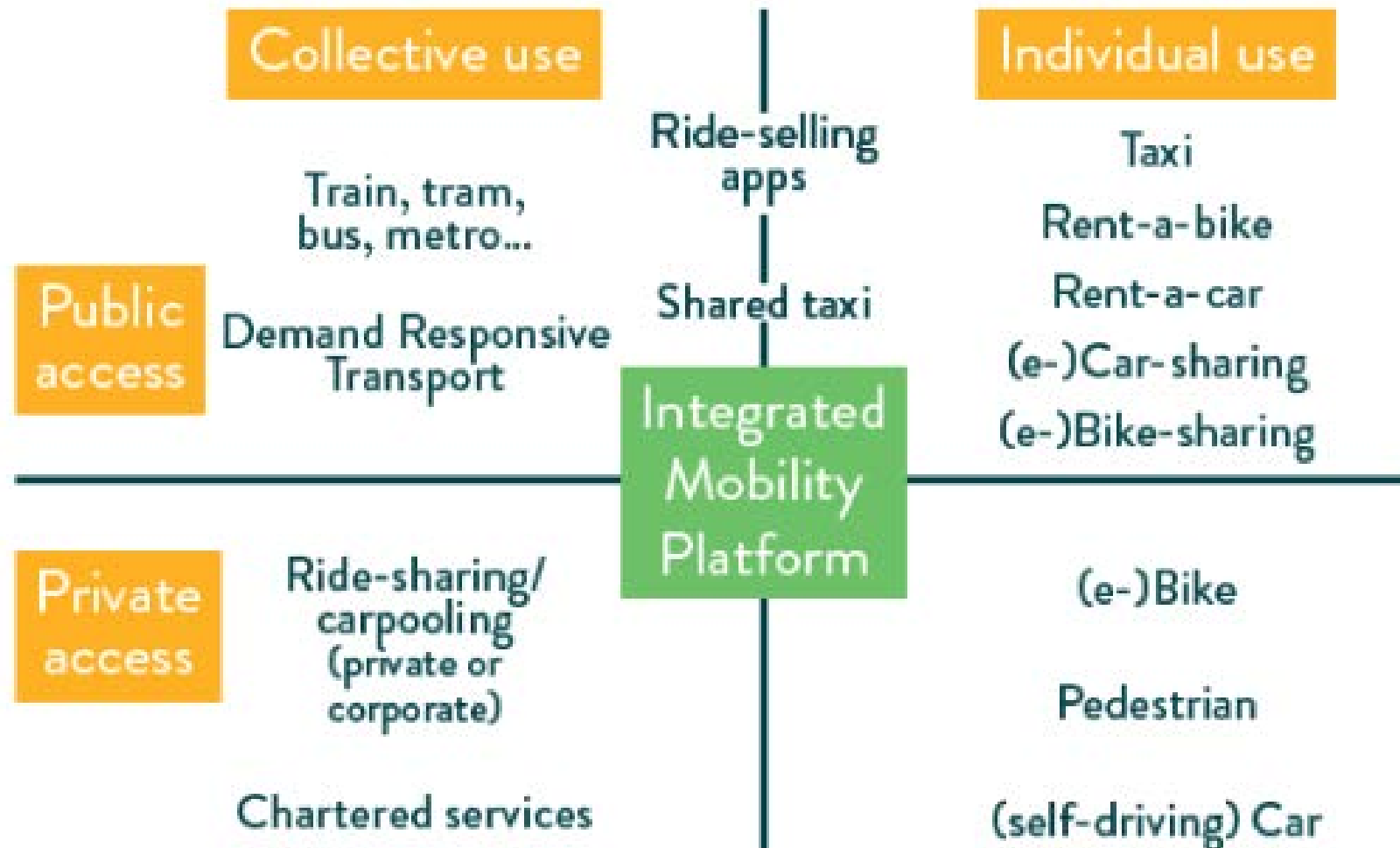
- Essential element of the multimodal urban transport system
- Complementary to public transport : First/last mile, low PT supply, social role
- Taxis = PT
- Help to reduce need for car ownership

# MODAL INTEGRATION –

- GOVERNANCE & PLANNING
- TICKETING & FARE
- PHYSICAL INTEGRATION
- INFORMATION INTEGRATION
- MAAS

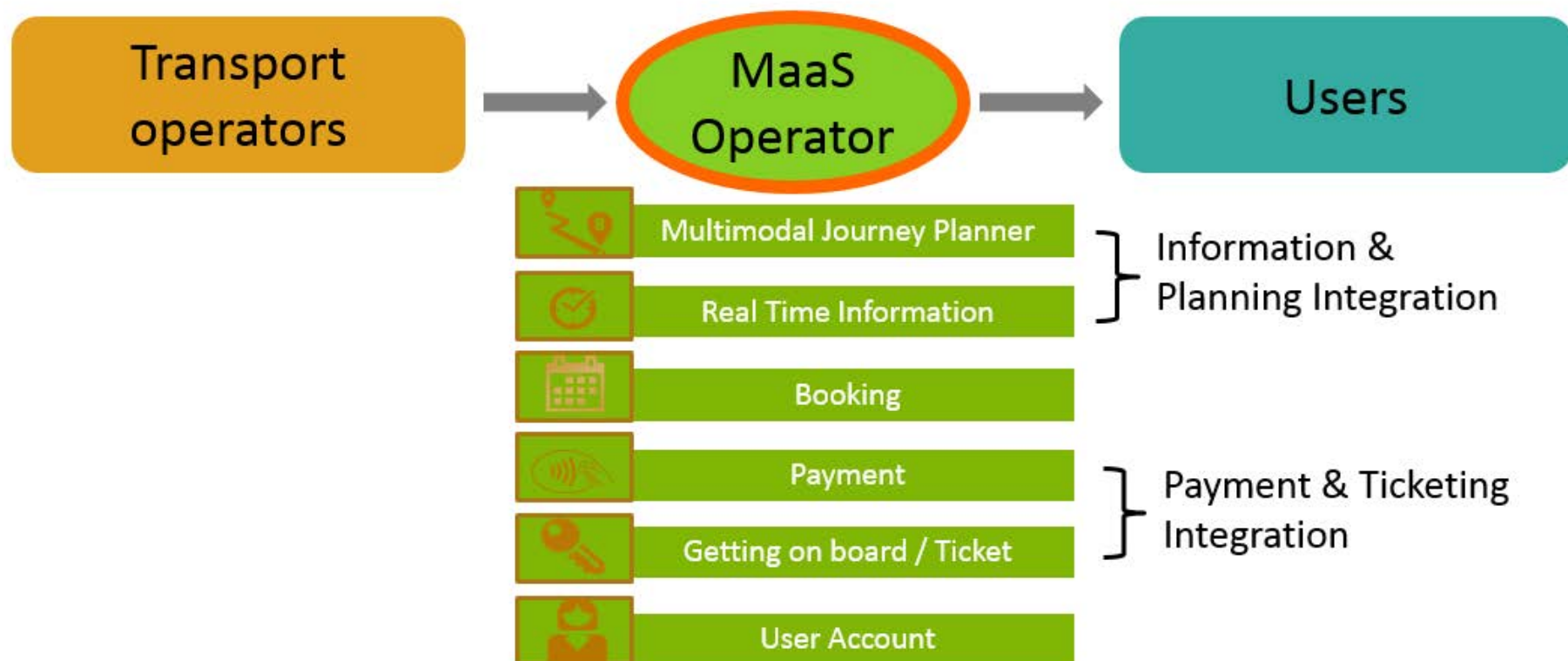


# WHAT IS MAAS ?

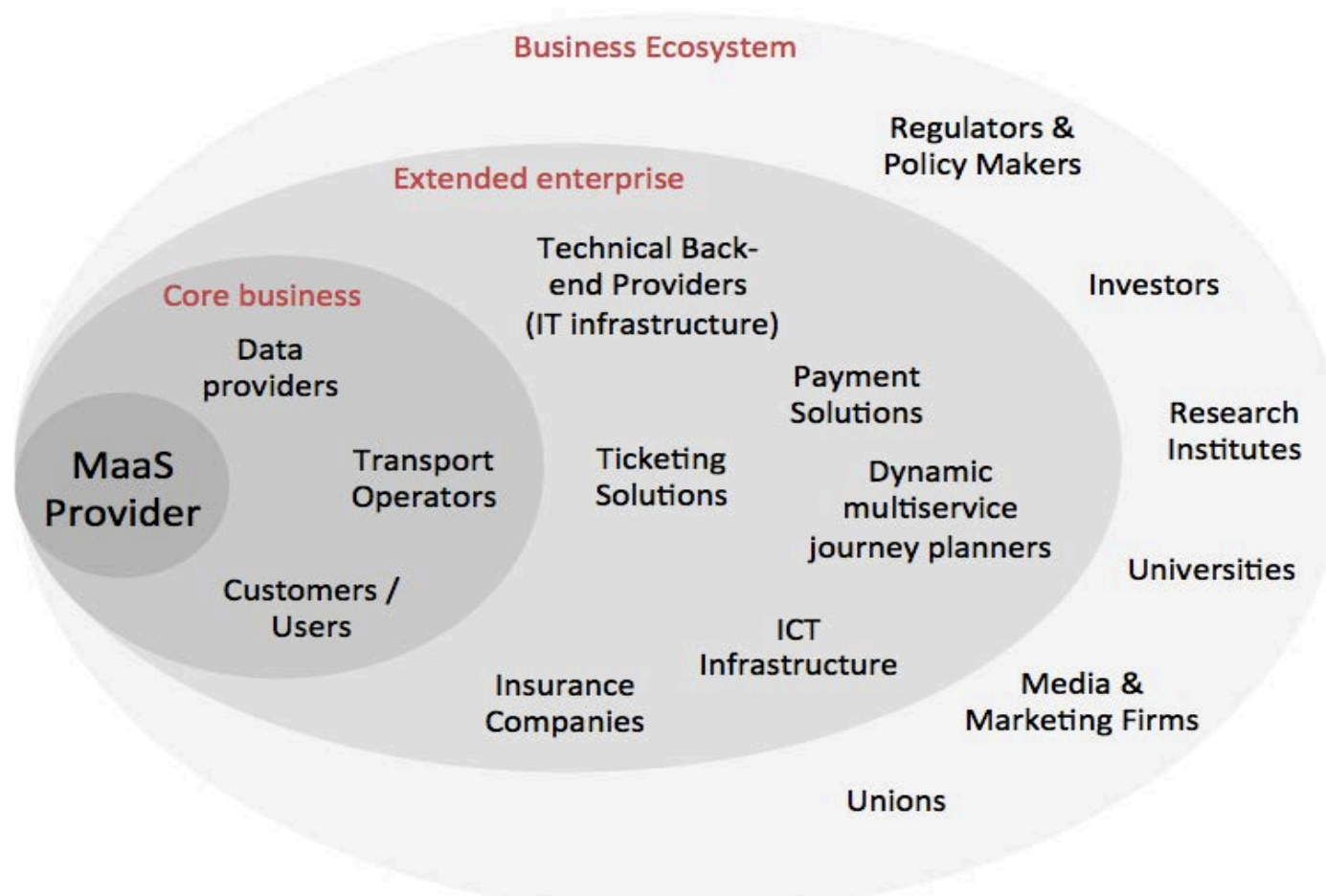


# WHAT IS MAAS?

Mobility as a Service, MaaS, is the **integration and access to different transport modes in one single digital mobility offer**. This offer should include tailor made travel suggestions based on user needs, available anytime and offering integrated **planning, booking, payment as well as en route information**.



# THE MAAS BUSINESS ECOSYSTEM



MaaS requires a business ecosystem where multiple organizations act in **collaboration**, mixing the traditional boundaries of business sectors and companies, and involving users in the co-creation.

# MAAS : AN ALTERNATIVE TO CAR-OWNERSHIP

Without a private car, households change their habits



Impact of carsharing on customers of stationbased services that got car-free and live in innercity areas, bcs 2016

# ROLE OF THE INTEGRATOR/ MAAS PROVIDER

Not who will be the integrator but **who can make it fly?**

## Positive effects

- mode shift
- car ownership
- mobility options
- air quality
- transport equity
- energy use
- ...

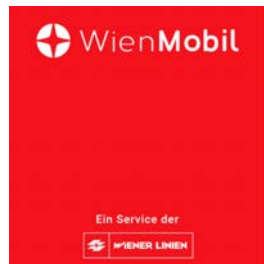
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## Utilization

number of users

# MAAS AND PUBLIC TRANSPORT

## WHAT ROLE FOR PUBLIC TRANSPORT ?



Local integrator



National integrator

KVV.mobil  
powered by  
Moovel



Partner

Mobility  
provider

National  
technical  
integrator



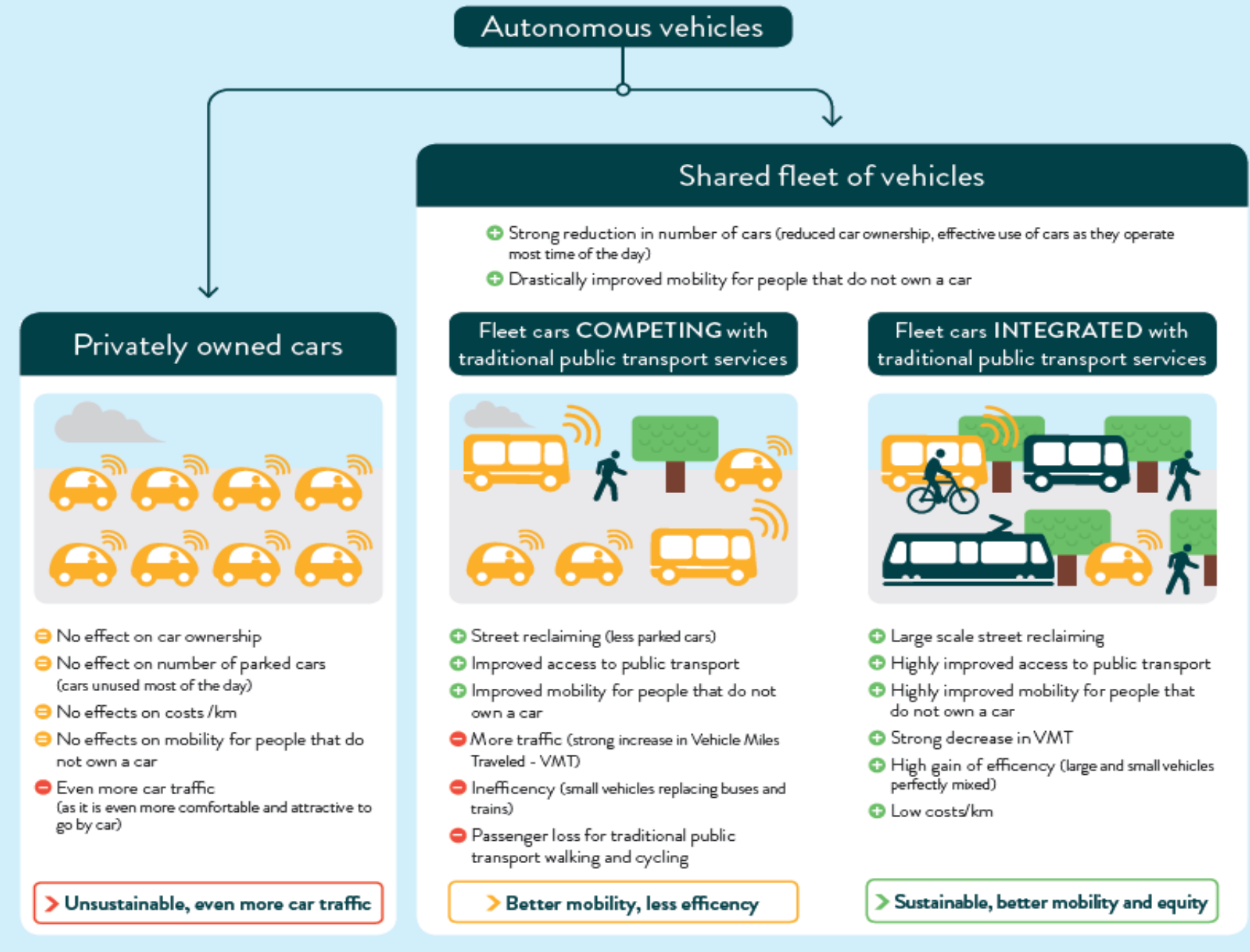
UITP

# PUBLIC TRANSPORT AS INTEGRATOR



- MaaS generates **more revenue (more customers)**
- **Reduction of transactional costs**
- **Intermodal mobility data analytics creates value**
  - Better understanding of customer needs
  - Optimisation/ better network planning
- **MaaS as a political tool** to reach public policy goals
- **Important investment into the future (AV)**

# Autonomous vehicles will only help to meet public policy goals if they come as shared fleets integrated with public transport



# THANK YOU!



Do not hesitate to get in touch

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