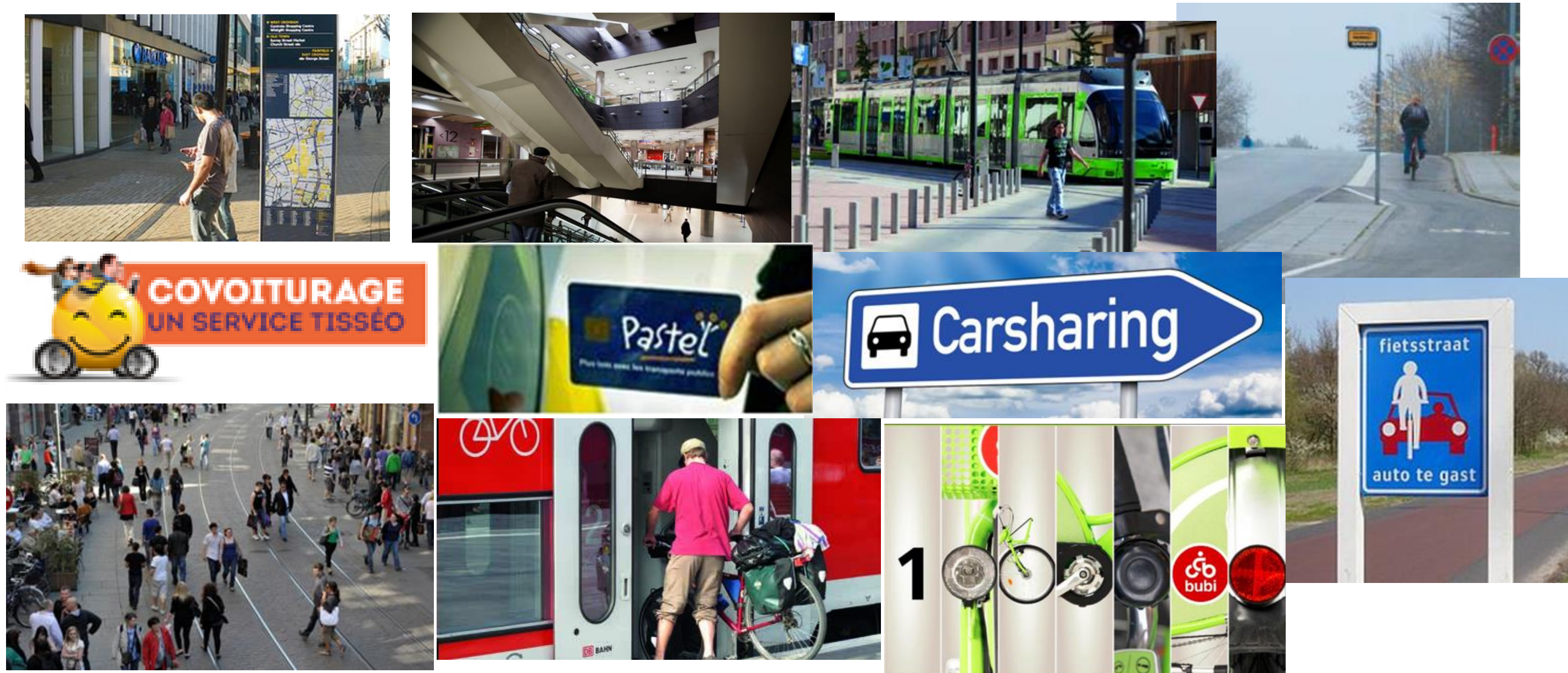


**Regulating new mobility services
for their integration into a multimodal
transport network**

Françoise Guaspare | Ile-de-France Europe

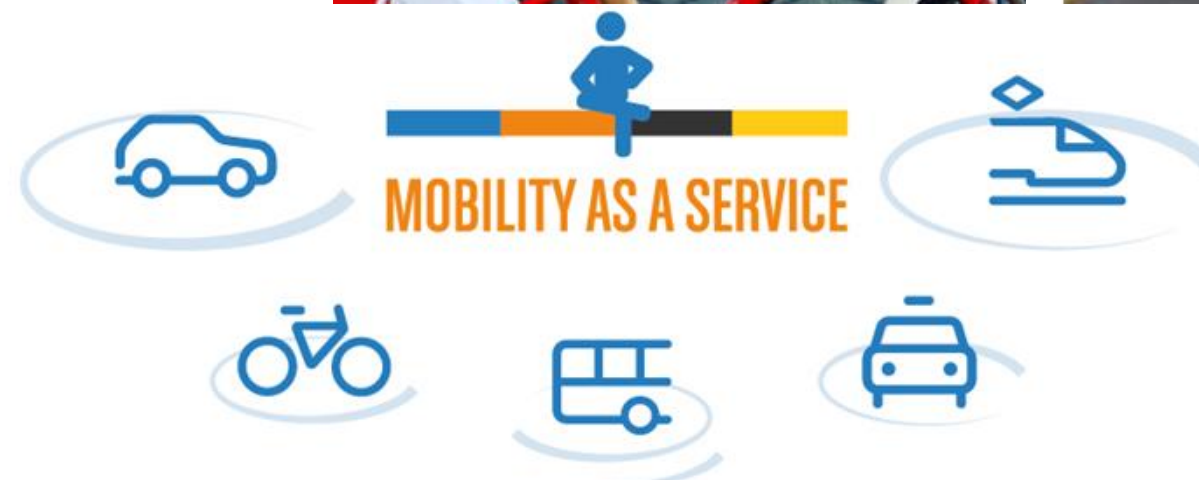


Sustainable Urban Mobility Policy



Multimodal – Intermodal – Clean – Safe – Flexible – Affordable – Connected – User-centric – Inclusive – Shared – Healthy – Seamless ...

Innovation at the heart of the new mobility ecosystem





Before free floating

Bikesharing

Become a popular means for daily transport



Carsharing

Oldest" among the shared mobility services

The case of Bremen:

fewer car trips: more use of PT, active travel

appropriate cars for purpose of journey: downsizing of cars

Better cars available: above-average emission standards

But:

Avoid over supply of CS where PT can perfectly meet demand



Ridehailing

Multiple concerns

Level playing field taxi sector

Increased congestion

Impact on public transport



From disruptive market entry to
changing discourse and increasing
dialogue



After free floating

First wave of dockless bikesharing

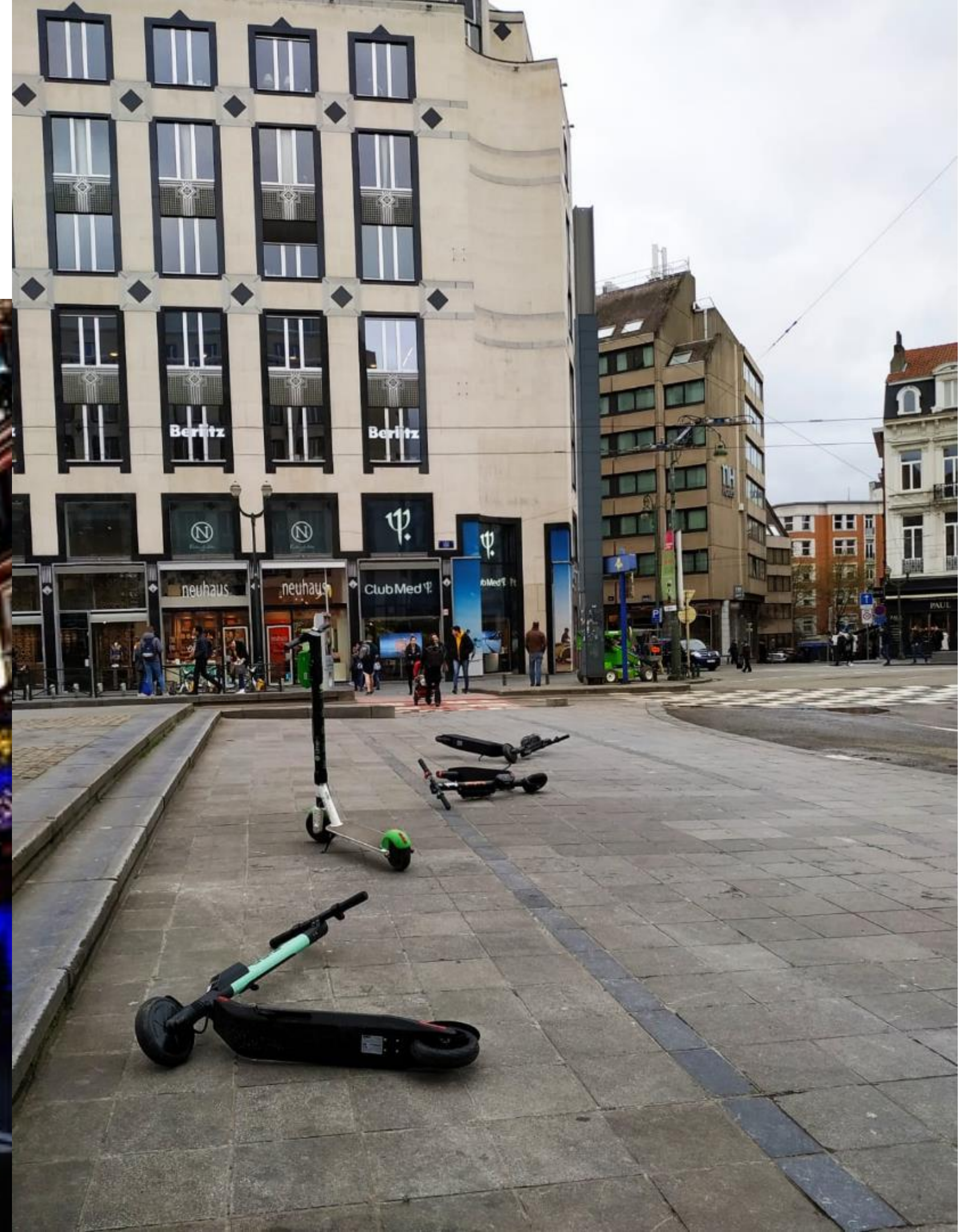
- Disruptive: lack of dialogue & cooperation with the city
 - Overnight and massive deployment
 - No prior agreement
 - No integration with local city strategy and potential competition with traditional schemes
 - Overcrowding urban space and bike parking, blocking the way of pedestrians
- Not adapted to the European market:
 - Low-quality bikes
 - Bad communication with customers

 **negative externalities requiring regulation**



e-Scooters

- Massive and fast deployment, take-up & investments
- Infrastructure: where does it fit?
- National legislation
- Safety concerns
- First / last mile
- Street clutter?



Modal shift

Survey by 6T among Lime users in Paris, Lyon and Marseille:

- 66% men
- 42% tourists or visitors
- 53% higher positions, 19 % students
- 7% rent one every day, 1/3 once a week
- 39 % of trips during the weekend
- How would trips have been made otherwise?
 - 47% on foot, 29% by PT, 9% by bike; 8% by car.

06 JUIN 2019 PAR OLIVIER RAZEMON

Une enquête inédite sur les utilisateurs des trottinettes électriques



Trottinettes et déambulateur. Paris. juin 2019.

New mobility services – shifting modes?

Complement not compete with traditional mass transit

- Specific target groups with special needs, specific areas (suburbs, rural areas, off-peak times)

Modal shift

- Not at the expense of cycling & walking or PT!

Need for data on impact of new mobility services

Need for data sharing

- with the public authority
- towards an integrated offer and MaaS





Regulate to innovate

Anticipate

Build understanding of possible impacts

Identify where innovation can deliver positive outcomes and where there are risks

Talk & cooperate – ppp's

Define measures - policy, financial, regulatory - to maximise opportunities and minimise disbenefit

Carrots & sticks

Lead by example

Need for public sector oversight

Cities and regions should be in the driver's seat!



The public authority as urban space manager



Land use planning -
densification

Prioritising modes
through space
reallocation

Pricing space

Transport
interchanges

Dynamic kerbside
management

Governance approaches

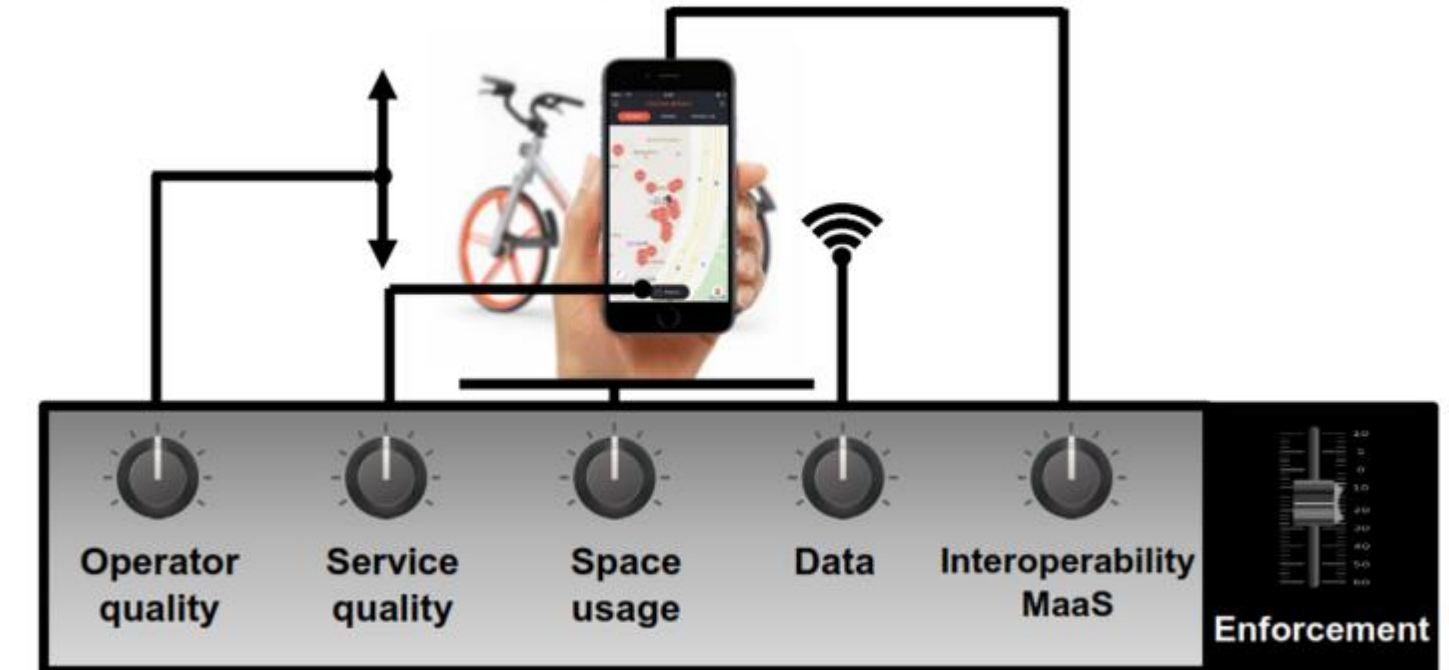
- Competitive dialogue tender (Paris)
- Memorandum of Understanding (TfGM)
- Bye-laws (Dublin, Madrid)
- Code of Conduct (London, Paris)
- Call of Interest (Milan, Bologna)
- ...



Emerging trends

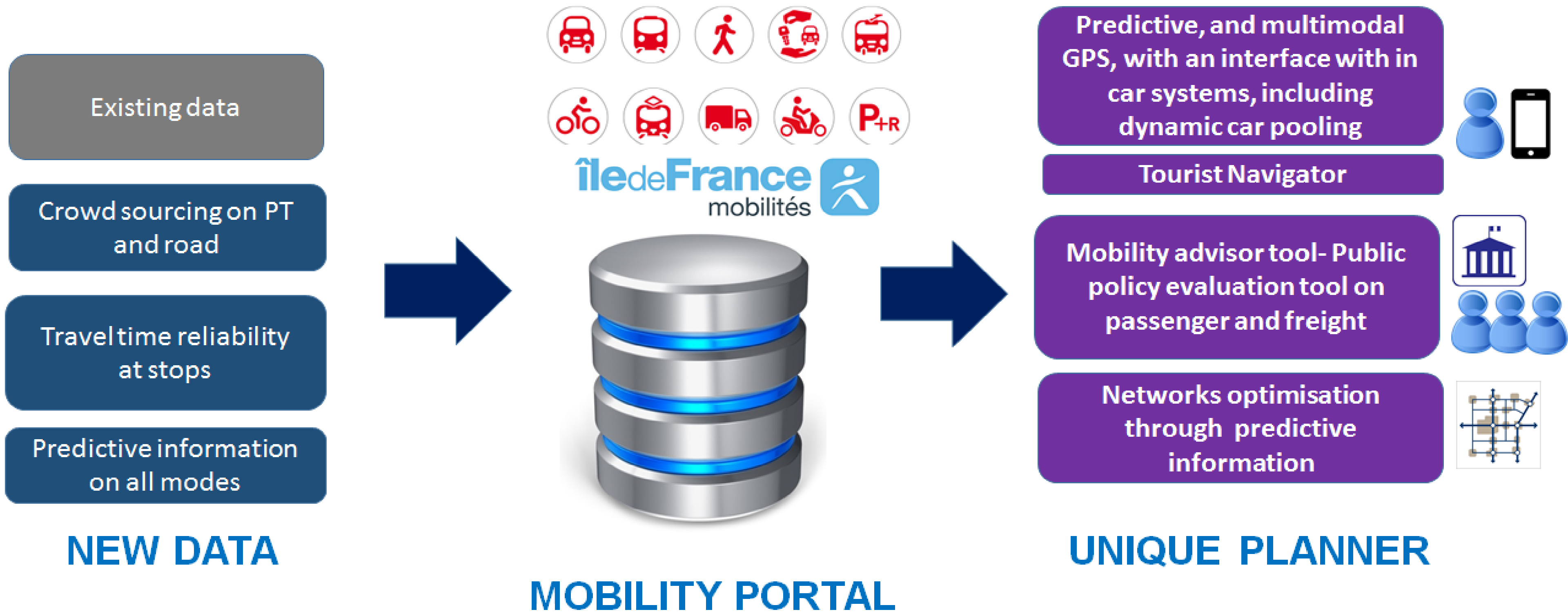
- Permits/licences, not procurement
- Performance-based fleet caps
- Caps on n° of operators
- Ensure orderly public space
 - Geofencing
 - Towards hybrid systems - microhubs
 - Designated parking zones/space
 - No parking zones
- Equitable access
 - Inclusion, communities of concern
- Open data
- Challenge: business case & pricing
 - New ppp's – subsidies?

Bikesharing policy – buttons!



Towards integration: MaaS

A SINGLE TOOL FOR TRAVEL DOOR-TO-DOOR





MaaS

A SINGLE TOOL FOR TRAVEL DOOR-TO-DOOR

Develop business models and address governance issues:
who will lead the MaaS?

Risks of a purely commercial MaaS approach:

- Dis-incentivising sustainable trips
- Higher costs for the user or transport provider and unequal services
- Creating a disconnect between the user, transport provider and transport authority





Onwards & Upwards

Mobility service operators engaging in more dialogue and cooperation

Still relatively new and unproven

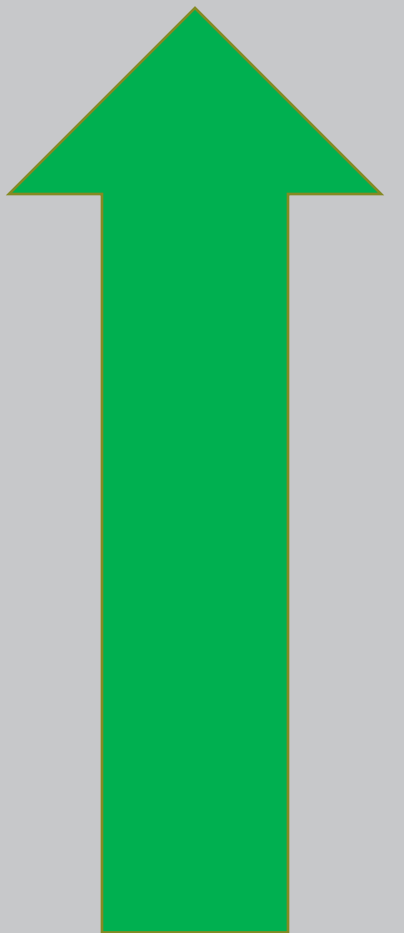
Trial & error in regulatory forms and business models - sandboxing

Ranging from cars to bikes and more modes to come?

If regulated well and integrated with mobility policy and goals, new mobility services can complement additional transport offer (off-peak, remote, target groups) or provide a first/last-mile solution.



cooperation



Thank you!

8 October 2019



ERRIN-POLIS the future of urban mobility

The integration of the new mobility services in public transport

Arnhem/Nijmegen
Brussels

Ile-de-France
Västra Götaland

Stuttgart
Zaragoza