# Policy Briefing 1

1. PriMaaS Vision

The Mobility-as-a-Service (MaaS) is a recent concept whose main objective is to change the way people travel and pay for mobility services. The provision of transport services is one of the key pillars of strategic importance for regional authorities. Therefore, regional policy instruments can play a valuable role in supporting the introduction of MaaS and simultaneously ensuring these new platforms will contribute to low carbon transport policy-goals, social inclusion and increased levels of accessibility.

The main vision of PriMaaS is to promote the integration of traditional collective transport modes with personal and innovative ones by creating equitable mobility services truly focused on citizens' needs. Regional and national policy instruments should be adapted to promote a fully integrated intermodal approach between all transport services, namely by using data provided and gathered in real time about both travel demand and travel supply. At the same time, multiscale policy instruments should ensure that the more comfortable and affordable travel options for any individual to get from A to B has also minimum carbon levels.

PriMaaS aims at increasing inter-organizational collaboration and building trust among key stakeholders (transport authorities, operators, providers of mobility services and consumers protection organizations). At the end of the 1st phase, 4 policy briefings and 6 action plans will be available to support policymakers and prepare regional policy instruments to a new arising paradigm in the transport sector.
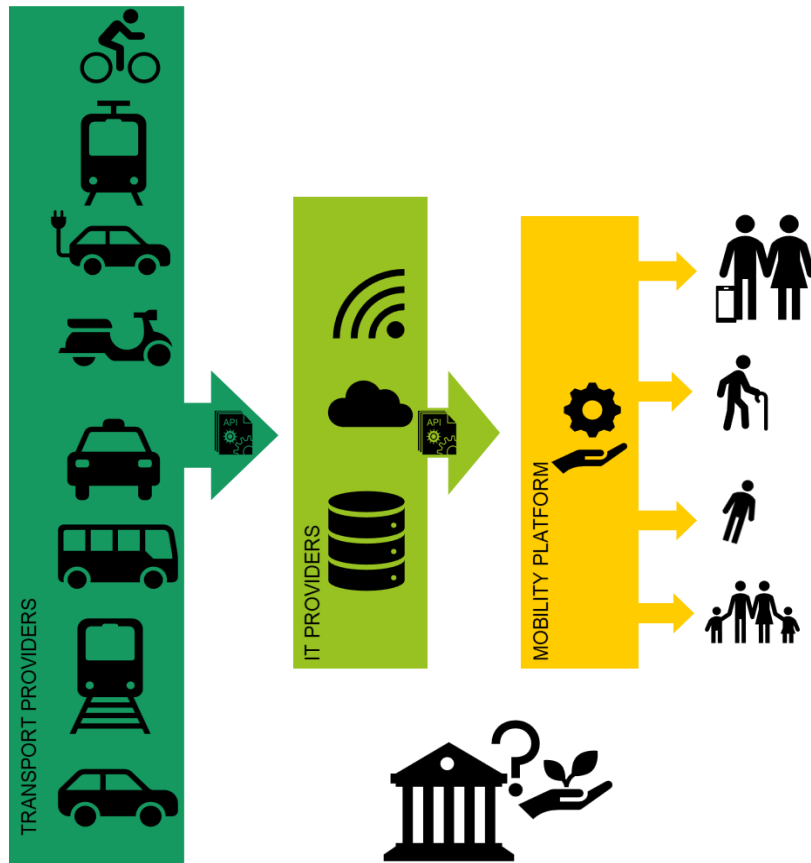
2. Current MaaS Development in Coimbra Region

There are 15 operators, (3 public and 12 private). The higher level of integration of modes includes trip planning information for foot, bus, and train and real time parking lot areas. However, there is no integration of services for booking and/payment level. The SMTUC operator contributes to achieve some social goal such as Usage of parking lots revenue to mitigate the cost of public transport; easy access to public transport for people with low income.

3. Relevance of the regional policy support for the development and implementation of Low Carbon MaaS in Coimbra Region

The ISTD embodies the "strategy" for Coimbra Region, which involves the strengthening the cohesion policies among the partners with the aim of ensuring the region as a competitive and strong identity. Its main objective is to mobilize economic, social, cultural and institutional agents and reinforce the policy of the region and the Intermunicipal Community (CIM).

The ISTD is developed in three priority areas: Valorization and Management of Endogenous Resources, Innovation and Human Capital, Cohesion and Social Inclusion - encompassed by two transversal areas, namely, Urban Network and Territorial Structuring, and Network Governance and Efficiency of Administration. PriMaaS objectives are clearly in consonance with the structuring initiative of the respective action plan of the ISTD: "IE09: Mobilidade e logística" – Mobility and Logistics.

CIM-RC believes that actions associated with "IE09: Mobility and Logistics" are very important and should be more effective in what concerns the promotion of interoperability and intermodality, namely through innovative MaaS platforms in the Coimbra Region and in the surrounding regions that are under different Transport Authorities. Since certain competences of the CIM RC arose in a subsequent period to the strategy defined for the Coimbra Region, the PI needs to be updated and improved accordingly.

4. Recommendations for regional policymakers to improve the current policy environment

Tampere exchange of experience event highlight

The Finish Act on Transport Services was presented in the 1st Building Capacity Workshop. This document "brings together transport market legislation and creates the preconditions for digitalisation of transport and new business models". Its main goal is provision of "customer-oriented transport services" having the Public transport as the backbone, including Public-Private-Partnerships towards a more efficient transport system.

Regardless of the mode of transport, a provider of passenger mobility services shall ensure that essential, up-to-date data on its services is freely available from an information system (open interface) in a standard, easy to edit, and computer-readable format. At minimum, this essential data shall include information on routes, stops, timetables, prices, availability and accessibility. A competent authority shall ensure that its activities promote interoperability of the ticket and payment systems (rail and road) when procuring mobility services or ticket or payments systems associated with them.   In summary, a checklist for market access should ensure:

- Easier market access
- Access to essential data
- Interoperability of ticketing and payment systems
- Enabling, technology neutral rules
- Unfragmented legislation

While there is agreement on basic steps required to foster the concept of MaaS (e.g. open data, interoperable payment systems and having public transport as the backbone of the ecosystem),

the challenge of using MaaS as an efficient tool to respond to societal goals is still not consensual. This topic will be addressed in next policy briefings and during the next exchange of experience events.