IDF_04 'Added-value services in multimodal nodes to integrate active modes with PT'

Objectives of the measure

- **At measure level:**

The aim of this measure is to test and introduce new features withing the existing MaaS mobile application, accessible for beta tester users. New services can include micro-mobility provider(s) such as bike or e-scooter to promote their usage as a mean to reduce carbon footprint. The main objectives of the measure are:

- Increasing the awareness of the micro-mobility services that exist on the territory by testing new features within the existing regional MaaS application
- Helping users understand the impact of their mobility choices by gamifying their experience

- **Contributing to city level objectives of:**
  - Strengthening the settlement of new mobility sharing service such as bike stations and e-scooters sharing services
  - Encouraging the usage of active mobilities, especially in the region of Versailles Grand Parc by integrating micro-mobility service(s) in the regional MaaS application.
  - Reducing carbon footprints by providing alternative solutions for the first/last miles.

Description of the measure

- **Situation before**:

The shared bikes and e-scooter provider TIER has settled in Versailles Grand Parc since the beginning of 2023. Versailles Grand Parc does not have a city-level MaaS application, but their territory is covered by the regional application Ile De France Mobilité, which provides end-users with the ability to search for trips based on origin and destination. The existing application mainly focuses on providing PT routes and helps users in localizing bike sharing stations around them. The new micro-mobility service would be integrated as an additional feature to the IDFM application, providing that an agreement will be closed with Ile de France Mobilité.

This measure will be conducted closely with teams of the Regional Authority for Public Transport, Ile de France Mobilité and falls under their scope of action. The objective is to build on the existing service and test new services and features through the beta-testing version of the application.

- **General description:**

The measure consists in strengthening the visibility of new micro-mobility services and encourage the use of active modes such as walking and biking. Stations for bike and e-scooters rental in some strategic points of the territory such as train stations, around main bus lines and residential districts can be integrated in the MaaS application and promoted as alternative for the first and last mile. To this end, this alternative mobility service will be integrated in the MaaS application developed by Instant System, which will bring more consistency in the comprehension of the sustainable mobility offer for the users, more visibility to the service, and will facilitate its use and bring more users. Moreover, their use will be incentivised with personalised gamified suggestions based on the user's pollution impact.

  - **Sub-measures description**

    - **IDF_04_01:** Integration and testing of new micro-mobilites features in MaaS app, allowing the users to book, unlock, and pay micro-mobilities through the MaaS application. The integration of this new mobility service will be accompanied by Ile de France Mobilité to define the rules and policies to be adopted to adapt their existing application. To ease the integration with third parties, for instance bike sharing providers and payment gateway, this measure will contribute in defining and developing generic interfaces to ease the integration of micro-mobility in MaaS applications.

    - **IDF_04_02:** Introduction of gamified suggestions to incentivise and promote these mobility modes as an alternative to the first and last mile, and as a way to reduce the user's pollution footprint.

- **Measure outputs:**

This measure will deliver:

  - The integration of a micro-mobility service in a MaaS application.
  - A Gamified incentivisation system linked to carbon footprint awareness and suggestions of other green mobility modes
  - Key Performance Indicator on multi-modal trips compared to personal vehicles, for instance the reduction of carbon footprint etc…

- **Supporting activities**:

  - Definition of new guidelines or the adaptation of existing guidelines for the integration of micro-mobility services in a MaaS platform
  - Data collection on the usage of micro-mobility in the MAAS application with respect to GDPR

- **Interaction with other city measures: UPPER and non-UPPER measures**

This measure is related to other IDF city measures aimed at integrating the evaluation of micro-mobility to reduce the impact of carbon footprints in the first and last miles of trips:

  - **IDF_05:** Promote the use of the PT service by visitors in large events.
  - **IDF_07:** To incentivise the use of Public Transport for commuters

Target groups and/or geographical impact areas

- **Target groups:**

  - Citizens
  - Tourists
  - Mobility operators, especially micro-mobility service providers

- **Geographic impact area:**

  - Paris Ile de France and more specifically the region Versailles Grand Parc

Stakeholders

The following stakeholders will be required for the implementation of this measure:

- Ile de France Mobilité to enable the integration of MaaS features in their existing application
- Versailles Grand Parc to conduct the experiments and develop partnerships with micro-mobility service providers
- Instant System to integrate micro-mobility service and pollution impact awareness features in the MaaS application
- Micro-mobility services providers to provide access to their API and real-time data and allow the MaaS platform to suggest trips with micro-mobility services
- Payment service providers to support payment for MaaS services with the MaaS application

U-tools support

The implementation of this measure will be supported by 1 IT tool from the UPPER toolkit:

- **U-NEED** to identify potential new strategic points to deploy and relocate micro-mobility such as bikes and e-scooters.

Link to other UPPER measures

There is a close link to the measures implemented in other cities, specially:

- **OSL_06:** Develop and implement solutions for improved user experience in the first/last mile [PULL]
- **LIS_09:** To improve the integration of PT and active travel modes [PULL]
- **VAL_02:** Creation of a network of multimodal hubs [PULL]
- **ROM_03:** To adapt the PT offer and include new mobility services in multimodal interchange nodes [PULL]
- **OSL_02:** Design multifunctional hubs to increase the accessibility to public transport and active modes in strategic areas outside the centre and city accesses [PULL]
- **OSL_06:** Develop and implement solutions for improved user experience in the first/last mile [PULL]
- **LIS_07:** To create a new Multimodal Digital Mobility Services (MDMS) [PULL]
- **BUD_05:** New services to increase accessibility and convenience of PT [PULL]
- **HAN_03**: Added-value services in multimodal nodes to integrate PT with active modes [PULL]

Process of implementation of the measure

Stages	Description	Intermediate milestones
Design	- Definition of the project requirements - Agreement with IDFM to enable integrations in their app - Identification of micro-mobility partners	- MoU signed with Ile de France Mobilité - Guidelines for the integration of micro-mobility in the IDFM MaaS application - Agreement with micro-mobility partner(s)
Preparation	- Elaboration of the technical specifications of the interfaces with micro-mobility providers - Preparation of technical specifications for the integration of the gamified suggestions feature	- APIs/SDKs specifications - Technical agreement
Implementation	- Integration of micro-mobility provider in the MaaS app and data gathering	- Functional micro-mobility and gamified pollution impact awareness features in the MaaS app in test mode.