IDF_05 'Promote the use of the PT service by visitors in large events'

Objectives of the measure

- **At measure level:**

The aim of this measure is to promote the use of public transport and alternative mobility services through to the Olympic Games which will gather a large number of users.

- Helping participants of the Olympic Games in finding the appropriate routes to go from/to the Olympic Games events, by including multimodal planner trip in the dedicated mobility application.
- Enabling the accessibility of public transport – and of such big events – to persons with disabilities thanks to the MaaS application.

- **Contributing to city level objectives of:**
  - Limiting traffic congestion in cities and/or areas hosting events related to the Olympic and Games by limiting the number of private vehicles.
  - Enabling and fostering the use of active mobility modes to citizens with disabilities

Description of the measure

- **Situation before**:

Traffic congestion is a daily challenge in Ile de France, most specifically during big major events. The Olympic and paralympic games 2024 are expected to gather several millions of participants, the majority of which coming from outside Ile de France and abroad. A MaaS app is being developed to foster the use of public transport to the participants as a way to control and reduce traffic congestions.

- **General description:**

This measure aims at promoting active mobility trips during the Olympic Games. The main objective of this measure is to help cities involved in the Olympic games to regulate the traffic and ease the transfer of participants from/to events locations. To that aim, the major outcome will contribute to build a dedicated MaaS application offering a multimodal journey planner (with PT and other active modes) in the MaaS app, as well as accessibility services.

  - **Sub-measures description:**
    - **IDF_05_01**: Helping participants of the Olympic Games in finding the appropriate routes to go from/to the Olympic Games events, by including multimodal planner trip in the dedicated MaaS application
    - **IDF_05_02**: Enabling the accessibility of public transport – and of such big events – to persons with disabilities thanks to the MaaS application.

- **Measure outputs:**

This measure will deliver:

- The possibility to search for multi-modal trips suggesting active transport modes (depending on the requirements that will be defined) in a dedicated MaaS application focused on Olympic Games.
- A feature enabling PT accessibility to persons with disabilities (such DRT, PT infrastructure detection system, or accessibility of the application – depending on the requirements that will be defined).

- **Supporting activities**:

Promotion of the use of MaaS applications by the city stakeholders (cities hosting the Olympic Games) in the communications promoting the event.

- **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:** Added-value services in multimodal nodes to integrate active modes with PT [PULL]
- **IDF_07:** To incentivise the use of Public Transport for commuters

Target groups and/or geographical impact areas

- **Target groups:**
  - Olympic and Paralympic Games participants
  - City stakeholders
- **Geographic impact area:** Ile de France (cities hosting Olympic Games events)

Stakeholders

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

- **Versailles Grand Parc** to promote new the mobility app in communications related to the Olympic and Paralympic Games
- **Instant System** to integrate the active mobility and accessibility services

U-tools support

The implementation of this measure will not be supported by IT tool from the UPPER toolkit.

Link to other UPPER measures

This measure is similar to UPPER measures implemented in other cities, especially:

- **OSL_08:** Increase visibility of sustainable modes of transport and measuring effects by integrating in MaaS-solutions [PULL]
- **LIS_07:** To create a new Multimodal Digital Mobility Services (MDMS) [PULL]
- **TES_05:** To enhance the information provided through adapted services for different groups of passengers [PULL]

Process of implementation of the measure

Stages	Description	Intermediate milestones
Design	Definition of the requirements	- Technical requirements and guidelines -
Preparation	Definition of the technical specifications	- Functional and technical specifications
Implementation	Implementation, tests and launch	- Demo testing results - New features integrated in the app.

Sub-measures and preliminary indicators

Measure	Sub-measure	Impact indicators
IDF_05	**IDF_05_01**	- Number of users of the mobility app - Number of calculated journey using active mobility modes during the Olympics and Paralympics Games 2024 in Paris and city stakeholders (compared to expected)
IDF_05	**IDF_05_02**	- Number of users activating the persons with reduced mobility options - Number of participants with reduced mobility to the Olympic and Paralympic Games 2024 in Paris and city stakeholders (compared to expected).