

## Objectives of the measure

- **At measure level:**
  - Define the city and metropolitan transport authority strategy on MDMS/MaaS platforms;
  - Guarantee that the strategy to follow will assure that Lisbon metropolitan citizens will be able to access MDMS/MaaS platforms that allow for digital trip planning, ticket purchase and, if possible, vehicle and platform access validation;
  - Design and implement new features of MDMS/MaaS platforms, in case the local ones need improvement to guarantee that self-preferencing and commercial related preferencing do not take place;
  - Study and define a user-friendly MDMS/MaaS platform to address trip planning, ticket purchase and vehicle and platform access validation;
  - Ensure access to MDMS/MaaS platforms for Lisbon citizens.
- **Contributing to city level objectives of:**
  - Simplify the use of sustainable transport modes;
  - Guarantee citizens access to at least one MDMS/MaaS platform ;
  - Avoiding self-preferencing and commercial related preferencing by MDMS/MaaS platforms.

## Description of the measure

- **Situation before:**

In Lisbon metropolitan area there are a few MaaS platforms being used, owned by different companies and with different functionalities, but all trying to reach the same goal: provide information to the mobility and transport network users, trying to get market and at the same time trying to generate business by selling mobility services.

Some MaaS Apps, like Moveit, CityMapper or Google are very advanced in route planning, as they incorporate all PT network and some new innovative mobility services, allowing for good route planning but not selling tickets or services yet.

Other Apps, like UBER, BOLT or BIRD have a different strategy, as they started providing a mobility service (ride-hailing or shared services), using the platform to sell it, and are building the route planner and aggregating other services, thus providing less interesting route planning but already selling services.

The city and transport authorities do not provide relevant MaaS services and have not yet decided on the strategy to follow. At this moment, TML is represented by its president in the Multimodal Passenger Mobility Forum Expert Group that is helping the EC to design the new MDMS directive.

- **General description:**

The measure will develop the following way:

- Definition of the type of MDMS/MaaS platforms that the Lisbon metropolitan area and its mobility and transport network should have, so that users can get easy to use digital trip planning, ticket purchase and, if possible, vehicle and platform access validation;
- Analysis of the existing MDMS/MaaS platforms operating in the Lisbon metropolitan area, and verification of whether they guarantee a quality and transparent (non-commercial biased) service to transport users;
- Study on how the local MDMS/MaaS platforms can be improved and define what features need to be designed and implemented;
- Design and implementation of the features of MDMS/MaaS platforms.

- **Sub-measures description:**

- **LIS\_07\_01:** MaaS solution insights and possible features design, depending on twinning activities: Decide on the strategy to follow regarding MDMS/MaaS platforms from the city and transport authorities perspective, building on twinning activities and the experience of the UPPER remaining cities;
- **LIS\_07\_02:** Studies for new features of MaaS APP: Following the decision, design and develop new features of MDMS/MaaS APP.

- **Measure outputs:**

This measure will deliver:

- Report on the status of MDMS/MaaS platform global state of the art; the characterization of the MDMS/MaaS platforms existing in Lisbon metropolitan area; and a discussion of several scenarios to follow, with advantages and disadvantages, to help decision making;
- Eventual design and development of new features of MDMS/MaaS APPs, if the decision goes in this direction.

- **Supporting activities:**

- Meetings with Lisbon stakeholders, including: the PT and interface users, the 18 Lisbon metropolitan area municipalities, the owners/managers of the existing MDMS/MaaS platforms, PT operators and mobility service providers;
- Eventually, there will be campaigns to promote the use of MDMS/MaaS platforms.

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

This measure is related to other measures in Lisbon:

- **LIS\_08:** To implement campaigns and partnership initiatives;
- **LIS\_09:** To improve the integration of PT and active travel modes;
- **LIS\_10:** To improve the quality and efficiency of the bus service.

## Target groups and/or geographical impact areas

- **Target groups:** Users of the metropolitan mobility and transport network.
- **Geographic impact area:** Lisbon metropolitan area.

## Stakeholders

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

- **Passengers:** Lisbon metropolitan mobility and transport network users;
- **Municipalities:** Representatives from the 18 Lisbon metropolitan municipalities;
- **Service providers:** the owners/managers of the existing MDMS/MaaS platforms;
- **PTOs:** Operators whose services will be included in the new MDMS solution;
- **New mobility service providers:** sharing and ride-hailing services

## U-tools support

The implementation of this measure will be actively supported by two IT tools from the UPPER toolkit:

- **U-TWIN:** This tool may be used to represent the Lisbon metropolitan mobility and transport network, and help decision-makers analyse the strategy to follow and the MDMS/MaaS platforms features to develop;
- **U-GOV:** TML will evaluate the possibility of using U-GOV as a tool to get feedback from public and stakeholders on the improvement of interface conditions.

## Link to other UPPER measures

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

- **VAL\_05:** New Multimodal Digital Mobility Services (MDMS) with a focus on accessibility and inclusion;
- **ROM\_06:** Innovative features into the MDMS system according to the mobility patterns and needs of users' groups;
- **IDF\_04:** Added-value services in multimodal nodes to integrate active modes with PT;
- **OSL\_08:** Increase visibility of sustainable modes of transport and measuring effects by integrating in MaaS-solutions;
- **MAN\_05:** Modernize and increase the attractiveness of digital sales channels and private sector partnerships;
- **BUD\_02:** To create new mobility packages of Multimodal Digital Mobility Services;
- **BUD\_04:** To improve the route planner to increase the user satisfaction;
- **LEU\_03+04:** Use of social traffic management for personal travel advice to individual users & to complete the MDMS system with an open data platform and new mobility services.

## Process of implementation of the measure

Stages	Description	Intermediate milestones
<b>Design</b>	Definition of MDMS/MaaS platforms features and requirements.	- Decision on the type of MDMS/MaaS platforms that Lisbon should have.
<b>Preparation</b>	Survey of existing MDMS / MaaS platforms operating in the Lisbon metropolitan area. Assessment of possible improvements on the local MDMS/MaaS platforms, and definition of minimum requisite features.	- Report on characterisation and diagnose of Lisbon existing MDMS/MaaS platforms.
<b>Implementation</b>	Design and implementation of features of MDMS/MaaS platforms.	- Deployment of MDMS/MaaS platforms features.

## Sub-measures and preliminary indicators

Measure	Sub-measure (if applicable)	Impact indicators
LIS_07	LIS_07_01: MaaS solution insights and possible features design, depending on twinning activities.	<ul style="list-style-type: none"> <li>- Number of MDMS/MaaS platforms;</li> <li>- Number of MDMS/MaaS platforms users;</li> <li>- Number of trips planned through MDMS/MaaS platforms;</li> <li>- User satisfaction with MDMS/MaaS platforms.</li> </ul>
LIS_07	LIS_07_02: Studies for new features of the MaaS APP.	<ul style="list-style-type: none"> <li>- Number of users that used the new;</li> <li>- MDMS/MaaS platforms features.</li> </ul>