



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

Description of the measure and main outcomes expected

The measure consists in strengthening the visibility of new micro-mobility services and encouraging the use of active modes such as walking and biking. Stations for bike and e-scooters rental in strategic points of the territory such as train stations, around main bus lines and residential districts, will 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.

Preparation of the measure

1. Agreement with Ile de France Mobilités (IDFM)

A Proof of Concept (POC) of the feature to be implemented in Ile de France Mobilités (IDFM) app has been developed and presented to the regional Public Transport authority, IDFM. To date no formal agreement has been reached due to their lack of capacity to dedicate to the project. Most of the developments to be achieved in this measure depends on the approval and engagement of IDFM. The discussions should start again after the Olympic and Paralympic Games (OPG) period, consequently, the majority of the technical developments will be undertaken in 2025.

2. Agreement with micro-mobility providers

Commercial discussions with TIER for a full MaaS integration are currently ongoing. TIER is the mobility service provider (MSP) providing the kick-scooter sharing service in Versailles Grand Parc, as well as shared bikes in Paris. The commercial discussions aim at setting the terms of the commercial relations between TIER and Instant System, as Instant System will become distributor of the TIER service through their MSP Marketplace. It means that not only the real-time information of the available scooters, but also the booking, payment, and after-sale service, will be operated through the Instant System's Market Place platform. Since the company merged with DOTT, another MSP, at the beginning of 2024, the discussions are still at preliminary stage, regular meetings and e-mail exchanges took place, but no formal outcome has been reached until now.

The development of the MSP Marketplace has started, to be ready for the future integration of TIER. This involves the development of a new network and a specific architecture, which will be able to be deployed in any MaaS application (ongoing).

Instant System has begun to develop a Marketplace integrating various mobility services and enabling real-time data to be collected on the location of vehicles and their autonomy (free-floating bicycles and scooters), availability (places available in a car-sharing service, etc.) and the number of vehicles on the road. They can also be used to reserve, pay for and unlock a scooter or bike, or activate a shared car. These mobility services enhance the interactive map, route search and mobility use patterns. The Marketplace is designed to supply host applications (such as IDFM) with integrated mobility services.

The Instant System team is developing the Marketplace in the form of a Software Development Kit (SDK). The Marketplace SDK breaks down into a Data module and a UI (User Interface) module:



- The Data module is used to return data in a well-defined format. It is used when information from the Marketplace needs to be integrated with data from the host application. For example, the display of current bookings can combine Emy bookings and native bookings.
- The UI module enables full screen display. This module retrieves data from the Data module and builds the UI on top of it.

In Figure 1 below are presented a few mock-ups of the integration of the Marketplace SDK into the Ile-de-France Mobilités application, also developed by Instant System. In yellow and red are illustrated the new functionalities with are not yet developed (POC).

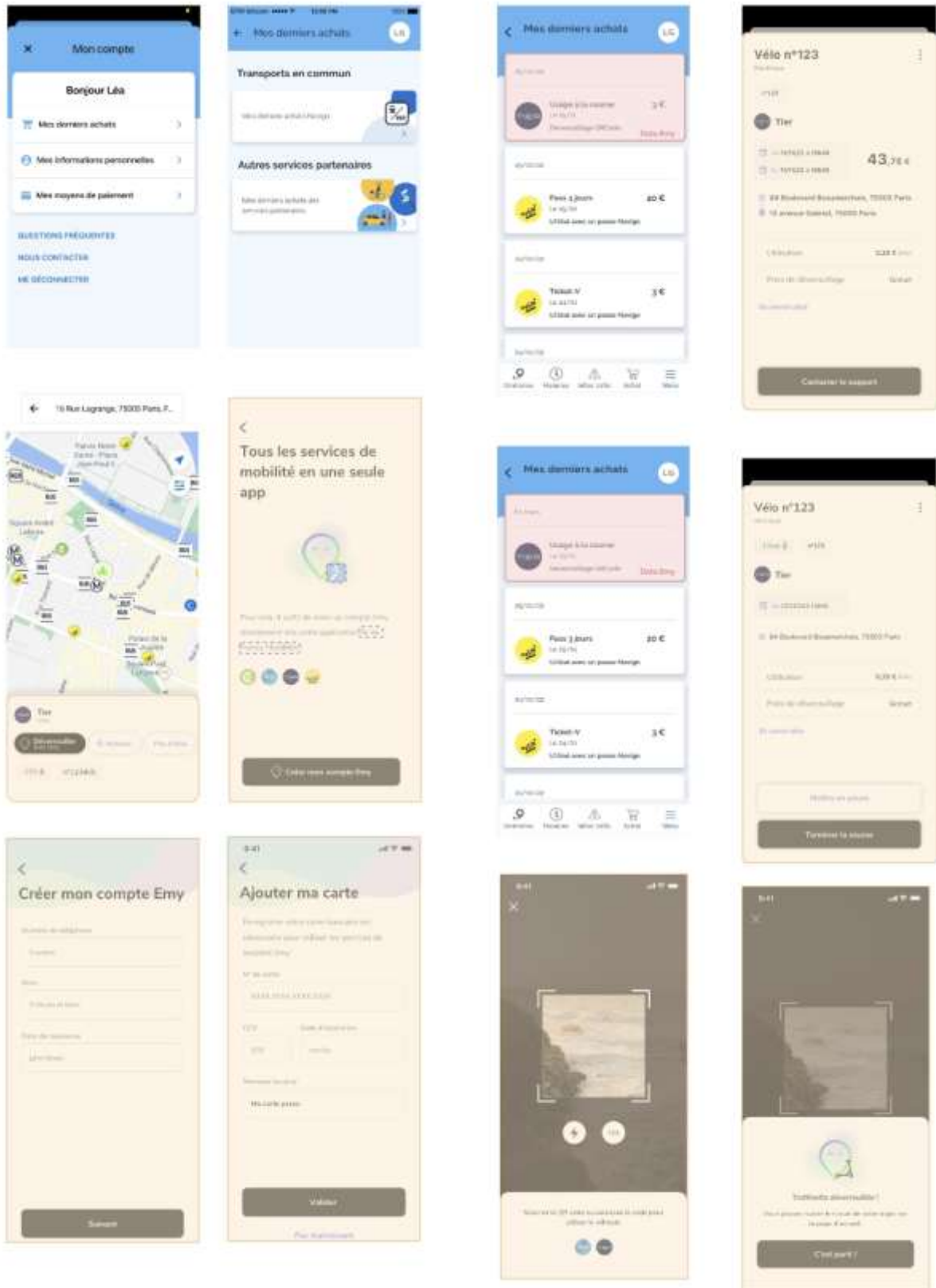


Figure 1. Mock-ups of the integration of the Marketplace SDK into the Ile-de-France Mobilités application.

Challenges & Mitigations

The major challenge is linked to the timeframe of the measure implementation, which is exactly during the Olympic and Paralympic Games in Paris, involving the PTA Ile de France Mobilités' teams at 100% of their capacities. The majority of the developments to be achieved in this measure depends on the approval and engagement of IDFM. The discussions should start again after the OPG period, from September 2024. Consequently, the majority of the technical development will be undertaken in 2025.

As mitigation measure, IS already presented a POC to IDFM, with a timeline implying the involvement of IDFM after the end of the OPG. A formal agreement is still to be reached as already mentioned in section 5.3.1.2. In Figure 2 below is the extract of the sent proposal with the proposed timeline, taking in consideration the OPG.

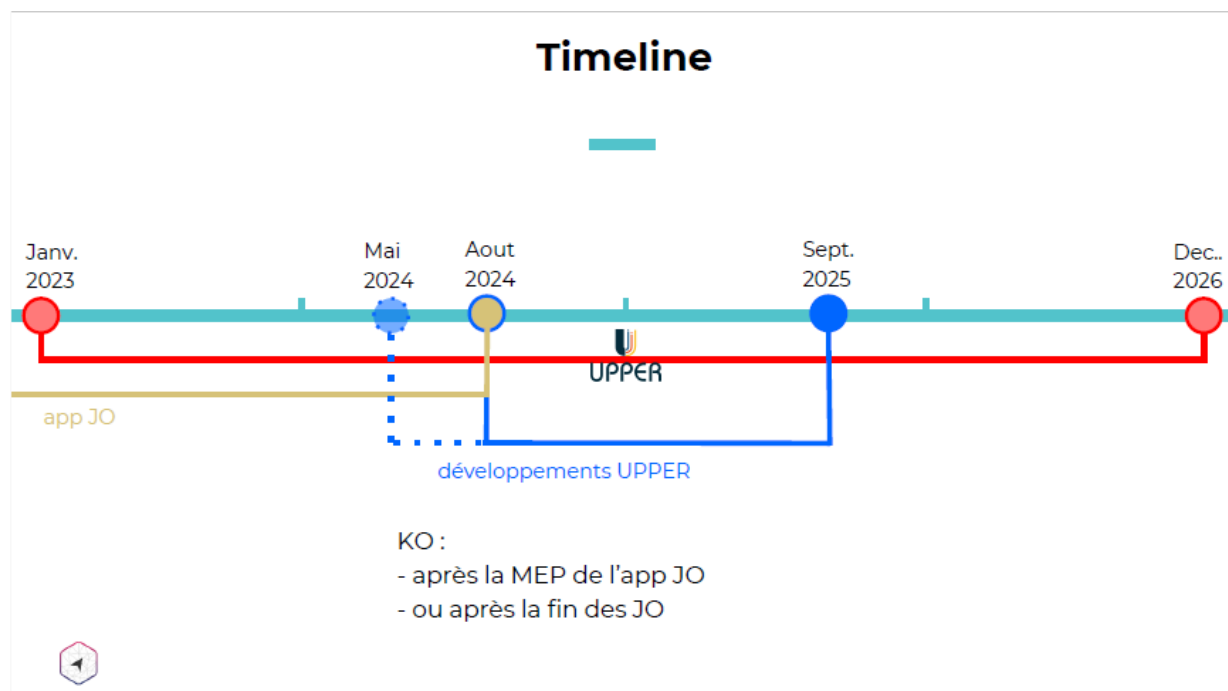


Figure 2. Timeline proposed to IDFM.

Next steps towards implementation

1. Data collection (assets)

Not started. Collection of the data source (API) for real-time passenger information, booking and payment. Data analysis.

2. Definition of technical requirements

Not started. Definition of the technical requirements for the development of the MSP Marketplace feature, and its integration into IDFM app.

3. Development of new features of IDFM

The development of the MSP Marketplace has started, to be ready for the future integration of TIER. This involves the development of a new network and a specific architecture, which will be able to be deployed in any MaaS application (ongoing). This step also involves the integration of TIER from information to payment (level3) (not started).



4. Integration of new features of IDFM

The integration of the MSP Marketplace into IDFM has not yet started. See part 4.3.1.2 for the description of the feature to be integrated.

5. Testing of the upgraded IDFM

Not started. Testing phase by beta-testers in the “IDFM lab” version