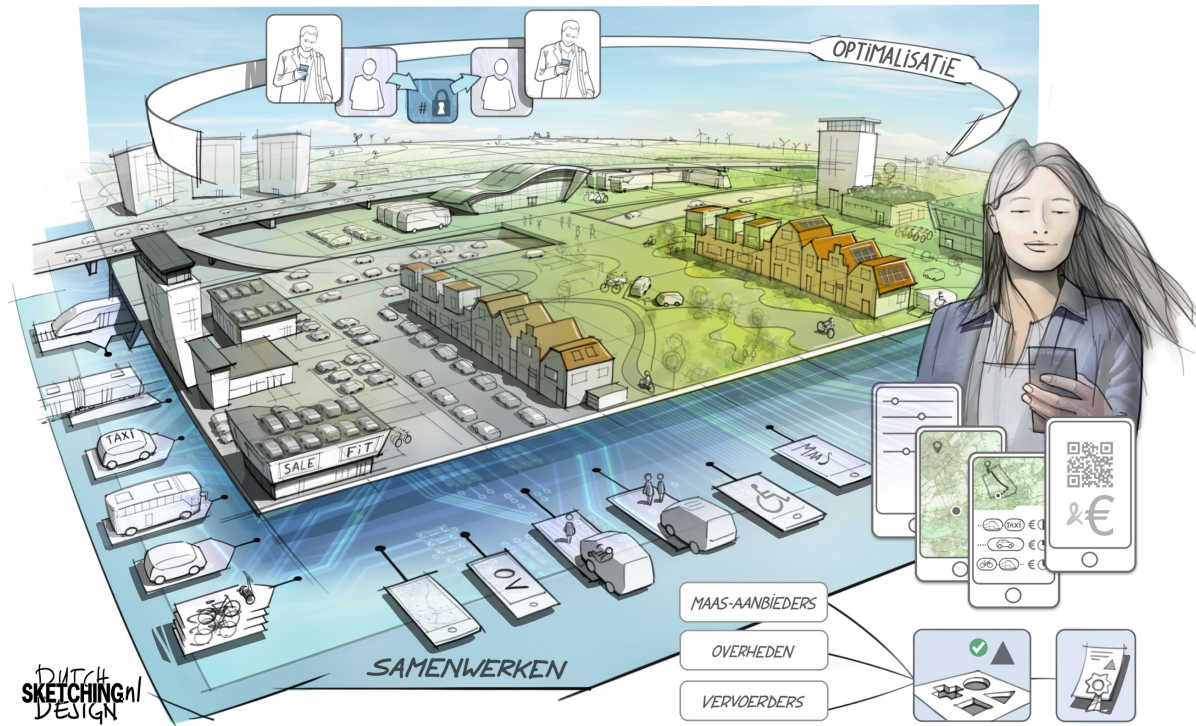




Mobility as a Service – regional pilots

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1. MaaS pilot Rotterdam: 'Rotterdam-The Hague Airport'

Local authority: Municipality of Rotterdam and Municipality of The Hague.

Introduction: Rotterdam-The Hague Airport is faced with a large accessibility issue. The airport is currently only easily accessible by car; 78% of the visitors to Rotterdam The Hague come by car. In addition to (inter)national travellers, this also concerns people who work at the airport, or companies that are located around it. The airport would like to experiment with new mobility solutions. MaaS can enable a seamless and smooth door-to-door journey, improve the accessibility of the airport and increase the level of service for the traveller. The MaaS service provider creates transparency in the demand for mobility, which can lead to the development of new products or the adaptation of services.

Approach: The MaaS pilot will start with a focus on Rotterdam-The Hague Airport. The airport already has specific knowledge about the different types of passengers using the airport and how to reach them (e.g. airlines and travel professionals). This is valuable knowledge that will be made available to the MaaS service provider and to which the travel advice can be adapted. The (inter)national traveller is a separate target group because, for example, they usually travel with luggage and therefore do not want to use all types of mobility services. Another specific target group is the employees working at the airport or at the surrounding business park. Some of the employees must be present at the airport at times when the public transport system is not in operation. Both groups must be able to use the same MaaS service.

Although the focus of the pilot will be on the airport as the place of origin and destination, the MaaS service will also be available to other residents of Rotterdam and The Hague. To this end, the MaaS service will initially be expanded to an economic top location in Rotterdam and The Hague that has a relationship with the airport. The pilot project will investigate to what extent MaaS can contribute to 4 social goals: traffic efficiency, space efficiency, environmental efficiency and social efficiency. The MaaS service provider is therefore both good for the airport and good for society. For the time being, we assume that there will be one MaaS service provider within this pilot project. Should this not be feasible in practice, we will keep open the possibility of recruiting a second MaaS service provider.

The MaaS provider will be given the opportunity to scale up nationally at its own pace, for example within the airport sector (Schiphol, Eindhoven Airport and Lelystad Airport). If a national data platform is to be used in the pilot project, we assume that the government will make this available on time.

2. MaaS pilot Amsterdam: 'Starting with and in Zuidas'

Local government: Municipality of Amsterdam, Amsterdam Transport Region

Introduction: Many large (partly national and international) companies are based in Zuidas (the southern axis). Many of their employees use the (lease) car for daily commuting and business travel. The volume of traffic on the motorways around Amsterdam and in public transport has increased sharply in recent years. From the second half of 2019, there will be serious traffic disruptions as a result of the work on Zuidasdok (conversion of the A10 motorway south and the Zuid railway station). At the same time, there is considerable (partial) transport provision in the city and region. Employers are looking for ways to keep their company accessible, without their staff becoming dissatisfied with the policies they have implemented. MaaS has the potential to be a serious alternative to the (lease) car and to offer the public transport traveller a better travel experience because (sub)modalities fit well together and travel can be better distributed over time.

Approach: The employers in the Zuidas have been working closely together for many years through a wide range of public-private partnerships (including the Zuidas Accessibility Task Force, Hello Zuidas and Green Business Club). They indicate that they would like to work together to stimulate the market to adopt a MaaS solution that serves their key objectives (sustainability, employee satisfaction, accessibility and flexibility). The requested MaaS service must primarily focus on bundling and providing access to (existing and future) offers. They are prepared to include a MaaS service as standard (in addition to) their mobility policy if it makes a proven contribution to their goals. The major employers in the Zuidas can thus act as launching customers for a business-oriented MaaS service that is regionally and nationally scalable.

In addition to the pressure on accessibility at the Zuidas, Amsterdam is also faced with the major challenge of keeping the city liveable. This mainly concerns the reduction of the number of cars in public spaces. MaaS can also play a role in this. Amsterdam is working on this by focusing on more partial mobility solutions and incentives for residents. The MaaS pilot will start in the Zuidas, and will focus primarily on business use (supplemented by private use by business customers). As a growth model further into the future, a B2C offer aimed at the residents of the city will be given as a dot on the horizon. The MaaS provider will be given the opportunity to scale up nationally at its own preferred pace.

3. MaaS pilot Eindhoven: 'Sustainability'

Local authority: Municipality of Eindhoven

Introduction: The South East Brabant Accessibility Agreement focuses on Smart Mobility and co-modality. Also, in the Climate regulation Eindhoven 2016 has been determined that the aim for the municipality as an organization is, to realize a CO₂ emission-free and 100% sustainable organization by 2025. These two things together mean that the Municipality of Eindhoven wants to experiment with MaaS. It wants to organise a MaaS pilot project in which the focus is on sustainable and emission-free mobility movements.

Approach: In principle, the MaaS service has been available to everyone in the Eindhoven region from the very beginning. Eindhoven will, however, specifically focus on the use of the MaaS service for all business mobility movements of its own employees (this involves about 1,500,000 km annually, of which about 810,000 km are with employees' cars). The aim is for all business kilometres to be covered without emissions by 2020. For the concrete operation of the MaaS service this means that if the employees of the municipality want to plan/book/pay for a trip, they will only be shown travel options that are sustainable and CO₂ emission-free. A small group of employees from various departments within the municipality was started so that scope is provided for rapid optimisation to succeed and to limit risks such as capacity shortages, followed by scaling up to all employees within the municipality and to other companies in the region via, among other things, Brainport's regional employer approach. A number of large employers are already showing interest and it is expected that they will join soon after the start of the service. The MaaS service will be available to all target groups, including companies in the region, but in principle also to residents of the region, target group transport where possible; after all, all transport is included in the MaaS service (the employees of the Municipality of Eindhoven only get to see the 'sustainable selection' of this). It is up to the MaaS service provider to include all transport that meets the sustainability criterion of Eindhoven in the offer (i.e. to engage those specific carriers/mobility services that can provide this). The MaaS provider will be given the opportunity to scale up nationally at its own pace.

4. MaaS Pilot Limburg: 'Borderless mobility Limburg'

Local government: Province of Limburg (together with Maastricht Accessible)

Introduction: The mission of the Province of Limburg is to facilitate 'borderless mobility'. This involves not only mobility across national borders, but also the removal of boundaries between different modes of transport. Partly due to the lack of (multimodal) cross-border alternatives and payment systems, car use in Limburg is very high. MaaS is seen as a possible solution to achieve borderless mobility, to offer passengers ease of payment and flexibility, and to reduce car use.

Approach: The approach of the pilot project in Limburg is to start on a small scale, with companies that are already covenant partners of Maastricht Accessible. This is done in order to be able to eliminate risks at the beginning of the project. The MaaS service is made available to everyone after proof of concept. As much transport as possible will be included in the service. Several of the now 42 large Maastricht covenant partners have indicated that they would like to participate in the MaaS pilot project. This increases the chance that the provider will be able to acquire 2,000 customers in the short term as well as the chance of rapid scaling up to other companies and target groups in Limburg and beyond. In addition to the efforts of employees, Limburg also sees opportunities for MaaS for visitors in the province (many Germans and Belgians who come by car) and residents of new regional developments. The MaaS provider will be given the opportunity to scale up at its own preferred pace.

An important aspect is that many of the trips in Limburg are cross-border. This means that it is essential to include foreign transport providers in the MaaS service. Limburg will actively support the chosen parties in this respect. With the Belgian and German partners, lines are already short and initiatives are already in place that pursue the same goals.

5. MaaS pilot Groningen-Drenthe: 'Accessibility for rural areas'

Local government: GR Public Transport Groningen Drenthe (in cooperation with the provinces of Groningen and Drenthe)

Introduction: In the autumn of 2017, target group transport was put out to tender on behalf of 32 Groningen and Drenthe municipalities and the Groningen Drenthe public transport agency by a joint venture, Public Transport. The transport of children, students and transport covered by the Participation Act will be phased in until 1 August 2018. In addition, the provinces of Groningen and Drenthe, via the public transport agency de Hubtaxi (replacement for the regional taxi), and the neighbourhood buses in this area are part of this cooperation. Different local transport systems are also being introduced. A conscious choice has been made to put a development contract out to tender, in which the connection of alternative transport options must be possible. The aim is to achieve a future-proof, innovative and integrated mobility system within the provinces of Groningen and Drenthe. MaaS can be used to integrate and connect different transport flows in order to open up existing transport and keep rural areas accessible.

Approach: The MaaS pilot project involves the expansion of the already tendered contract transport. This involves linking additional transport services and public transport and making a MaaS service accessible to everyone (1 million residents in Groningen and Drenthe), including regular travellers. The transport offer will be accessible via a digital platform and will be available via a mobile app. The contract transport has been awarded to several taxi companies.

When a journey request is received in the future, after it has been initially allocated to a transport company, the other transport companies will be given the opportunity to take over the journey if they can carry it out more efficiently. This could be further developed into an automated marketplace. There is therefore no separate 'control centre'.

A database with customer profiles is used for the travel advice. This database contains privacy-sensitive data and is well protected. The database can be linked and expanded. The MaaS service provider can use this data for, among other things, travel advice and payment.

Public Transport already has insight into various small-scale mobility solutions in Groningen-Drenthe (including voluntary initiatives, transport around care and educational institutions, availability of wheeled walkers, mobility scooters, e-scooters). These initiatives, too, will become available via the MaaS service. Extra attention will continue to be paid to people with a (physical) disability. 'Hubs' (e.g. stations) have been designated where resources (wheeled walkers, mobility scooters) are available if required. The MaaS provider will also be given the opportunity to scale up nationally at its own preferred pace.

6. MaaS pilot Twente: 'Participation'

Local authority: Province of Overijssel (in cooperation with RZJT/Samen14)

Introduction: In 2017, 12 of the 14 municipalities in Twente (Organisation for Care and Youth Assistance Twente: OZJT) jointly tendered out the transport of social support, pupil and day-care transport to four taxi companies and to a call centre and control centre - the so-called Travel Agency. The project started with the regional Transport Vision, with a focus on purchasing target group transport. Another important part of the assignment concerned the provision of additional transport services, because on the one hand a large proportion of the people with an indication are able to travel independently, and on the other hand, the discontinuation of the RegioTaxi (regional taxi) means that there is a need for customised transport for everyone.

The ultimate goal is for all Twente citizens (625,000) to be able to make use of the total transport offer, which is accessible via a one-stop shop, by telephone or digitally using an app. With 'MaaS', the boundaries between target group transport and regular transport disappear.

Approach: The Travel Agency (carried out by Connexxion) has the task of giving people with an indication travel advice and distributing it among the various transport companies - or rather: advising on a transport option. The contract stipulates that this service must be broadened in two areas: the target group (service must be made available to all Twente residents) and the transport offer (in addition to target group transport and public transport, all kinds of small-scale transport solutions must also be made accessible in the offer). The travel and transport data are kept up to date by the specially established 'Mobility Lab'. The Travel Agency uses this information to provide travel advice. The Mobility Lab makes the travel data available to municipalities and transport providers in order to match supply and demand more intelligently and to monitor whether or not independent travel is more frequent.

The MaaS pilot broadens the scope of the assignment. In addition to the telephone services provided by the travel agency, the total mobility offer will be made available to all Twente residents via a digital platform (mobile app). People from the target group can use this app directly or via telephone advice make use of the extensive range of transport on offer. To this end, the Travel Agency works together with the future MaaS provider(s) and uses the digital information to - also - provide telephone advice, planning and booking. The MaaS provider will be given the opportunity to scale up nationally at its own preferred pace.

7. MaaS pilot Utrecht-Leidsche Rijn: 'Vinex'.

Local authority: Province of Utrecht, Municipality of Utrecht

Introduction: Since the mid 1990s, Leidsche Rijn (EAA) has been the largest new-build and VINEX location in the Netherlands. Until 2030, LR (including Vleuten-De Meern) will continue to grow, by more than 25,000 residents. VINEX is characterised by a spacious layout, good infrastructure and many parking spaces. Car ownership (92%) and use in LR is therefore high. Figures show that growth in car mobility and the number of journeys to and from the EAA will in future lead to more congestion and a reduction in the quality of life, while the network in and around the EAA is already under heavy pressure. It is also striking that many of the trips to and from the EAA are shorter than 7.5 km, while the share of public transport and bicycles in the modal split is relatively low. MaaS can offer a solution to reduce bottlenecks in the accessibility and liveability of EAA now and in the future.

Approach: The approach of the MaaS pilot is aimed initially at the 'low hanging fruit': residents who are open to a multimodal mobility offer. We focus mainly on target groups who are currently travelling by car over short distances (up to 15km), for which there is an alternative available. In addition, it is better for quality of life and health if more travellers opt for active modalities. It can also offer opportunities for a shift from peak to off-peak, for example by taking advantage of the price benefits of off-peak travel.

From the start of the pilot project, the MaaS service will be available to at least all LR residents. Because much of the transport of at least Qbuzz, Syntus and NS covers the whole of Utrecht (and partly outside), the MaaS service can also be used by other Utrecht residents. The MaaS provider will also be given the opportunity to scale up at its own preferred pace, both regionally and nationally.

MaaS pilot Rotterdam: 'Rotterdam-The Hague Airport'

Local authority: Municipality of Rotterdam and Municipality of The Hague.

Introduction: Rotterdam-The Hague Airport is faced with a large accessibility issue. The airport is currently only easily accessible by car; 78% of the visitors to Rotterdam The Hague come by car. In addition to (inter)national travellers, this also concerns people who work at the airport, or companies that are located around it. The airport would like to experiment with new mobility solutions. MaaS can enable a seamless and smooth door-to-door journey, improve the accessibility of the airport and increase the level of service for the traveller. The MaaS service provider creates transparency in the demand for mobility, which can lead to the development of new products or the adaptation of services.

Approach: The MaaS pilot will start with a focus on Rotterdam-The Hague Airport. The airport already has specific knowledge about the different types of passengers using the airport and how to reach them (e.g. airlines and travel professionals). This is valuable knowledge that will be made available to the MaaS service provider and to which the travel advice can be adapted. The (inter)national traveller is a separate target group because, for example, they usually travel with luggage and therefore do not want to use all types of mobility services. Another specific target group is the employees working at the airport or at the surrounding business park. Some of the employees must be present at the airport at times when the public transport system is not in operation. Both groups must be able to use the same MaaS service.

Although the focus of the pilot will be on the airport as the place of origin and destination, the MaaS service will also be available to other residents of Rotterdam and The Hague. To this end, the MaaS service will initially be expanded to an economic top location in Rotterdam and The Hague that has a relationship with the airport. The pilot project will investigate to what extent MaaS can contribute to 4 social goals: traffic efficiency, space efficiency, environmental efficiency and social efficiency. The MaaS service provider is therefore both good for the airport and good for society. For the time being, we assume that there will be one MaaS service provider within this pilot project. Should this not be feasible in practice, we will keep open the possibility of recruiting a second MaaS service provider.

The MaaS provider will be given the opportunity to scale up nationally at its own pace, for example within the airport sector (Schiphol, Eindhoven Airport and Lelystad Airport). If a national data platform is to be used in the pilot project, we assume that the government will make this available on time.

Initial thoughts about tender strategy mini-competition

For the pilot project around Rotterdam-The Hague Airport, we are thinking of setting up the mini-competition in the form of a Contest, an Innovative Partnership, or an alternative form in which we would like to learn from a different government-market relationship and the 'more traditional' forms of market organisation. We want to look for a form in which accessible business intelligence in the form of datasets can form the heart of the mini-competition to be organised.

MaaS pilot Amsterdam 'starting with and in Zuidas'

Local government: Municipality of Amsterdam, Amsterdam Transport Region

Introduction: Many large (partly national and international) companies are based in Zuidas (the southern axis). Many of their employees use the (lease) car for daily commuting and business travel. The volume of traffic on the motorways around Amsterdam and in public transport has increased sharply in recent years. From the second half of 2019, there will be serious traffic disruptions as a result of the work on Zuidasdok (conversion of the A10 motorway south and the Zuid railway station). At the same time, there is considerable (partial) transport provision in the city and region. Employers are looking for ways to keep their company accessible, without their staff becoming dissatisfied with the policies they have implemented. MaaS has the potential to be a serious alternative to the (lease) car and to offer the public transport traveller a better travel experience because (sub)modalities fit well together and travel can be better distributed over time.

Approach: The employers in the Zuidas have been working closely together for many years through a wide range of public-private partnerships (including the Zuidas Accessibility Task Force, Hello Zuidas and Green Business Club). They indicate that they would like to work together to stimulate the market to adopt a MaaS solution that serves their key objectives (sustainability, employee satisfaction, accessibility and flexibility). The requested MaaS service must primarily focus on bundling and providing access to (existing and future) offers. They are prepared to include a MaaS service as standard (in addition to) their mobility policy if it makes a proven contribution to their goals. The major employers in the Zuidas can thus act as launching customers for a business-oriented MaaS service that is regionally and nationally scalable.

In addition to the pressure on accessibility at the Zuidas, Amsterdam is also faced with the major challenge of keeping the city liveable. This mainly concerns the reduction of the number of cars in public spaces. MaaS can also play a role in this. Amsterdam is working on this by focusing on more partial mobility solutions and incentives for residents. The MaaS pilot will start in the Zuidas, and will focus primarily on business use (supplemented by private use by business customers). As a growth model further into the future, a B2C offer aimed at the residents of the city will be given as a dot on the horizon. The MaaS provider will be given the opportunity to scale up nationally at its own preferred pace.

Tender strategy mini-competition

The municipality of Amsterdam has chosen to organise the mini-competition in the form of a competition. In the event of a Contest, the market is challenged to develop a plan that offers a solution to the problems outlined. In this way Amsterdam gives the market maximum freedom to develop its own vision, using its own knowledge and innovative solution-oriented approach. Subscribers are challenged not only to indicate what they can deliver, but also what they need for this (in cash and in kind) from the Principal. Subscriptions will be evaluated by an independent expert jury. This will produce a ranking, after which the Municipality of Amsterdam will negotiate the formation of a contract with the best-rated subscription. If the Subscriber and the Principal are unable to reach a decision, the Principal may negotiate with the second ranked subscription.

MaaS pilot Eindhoven: 'Sustainability'

Local authority: Municipality of Eindhoven

Introduction: The South East Brabant Accessibility Agreement focuses on Smart Mobility and co-modality. Also, in the Climate regulation Eindhoven 2016 has been determined that the aim for the municipality as an organization is, to realize a CO2 emission-free and 100% sustainable organization by 2025. These two things together mean that the Municipality of Eindhoven wants to experiment with MaaS. It wants to organise a MaaS pilot project in which the focus is on sustainable and emission-free mobility movements.

Approach: In principle, the MaaS service has been available to everyone in the Eindhoven region from the very beginning. Eindhoven will, however, specifically focus on the use of the MaaS service for all business mobility movements of its own employees (this involves about 1,500,000 km annually, of which about 810,000 km are with employees' cars). The aim is for all business kilometres to be covered without emissions by 2020. For the concrete operation of the MaaS service this means that if the employees of the municipality want to plan/book/pay for a trip, they will only be shown travel options that are sustainable and CO2 emission-free. A small group of employees from various departments within the municipality was started so that scope is provided for rapid optimisation to succeed and to limit risks such as capacity shortages, followed by scaling up to all employees within the municipality and to other companies in the region via, among other things, Brainport's regional employer approach. A number of large employers are already showing interest and it is expected that they will join soon after the start of the service. The MaaS service will be available to all target groups, including companies in the region, but in principle also to residents of the region, target group transport where possible; after all, all transport is included in the MaaS service (the employees of the Municipality of Eindhoven only get to see the 'sustainable selection' of this). It is up to the MaaS service provider to include all transport that meets the sustainability criterion of Eindhoven in the offer (i.e. to engage those specific carriers/mobility services that can provide this). The MaaS provider will be given the opportunity to scale up nationally at its own pace.

Initial thoughts about tender strategy mini-competition

Together with the regional client(s), the municipality of Eindhoven will implement the tender strategy for the mini-competition.

The programme is highly innovative in nature and the procurement project plan is used to shape the most appropriate tendering procedure.

The municipality of Eindhoven wants to involve the market as much as possible in the assignment or objective(s).

Market consultation is one of the possibilities. Innovation elements will eventually be weighed taken into account in drawing up the award criteria.

MaaS Pilot 'Borderless mobility Limburg'

Local government: Province of Limburg (together with Maastricht Accessible)

Introduction: The mission of the Province of Limburg is to facilitate 'borderless mobility'. This involves not only mobility across national borders, but also the removal of boundaries between different modes of transport. Partly due to the lack of (multimodal) cross-border alternatives and payment systems, car use in Limburg is very high. MaaS is seen as a possible solution to achieve borderless mobility, to offer passengers ease of payment and flexibility, and to reduce car use.

Approach: The approach of the pilot project in Limburg is to start on a small scale, with companies that are already covenant partners of Maastricht Accessible. This is done in order to be able to eliminate risks at the beginning of the project. The MaaS service is made available to everyone after proof of concept. As much transport as possible will be included in the service. Several of the now 42 large Maastricht covenant partners have indicated that they would like to participate in the MaaS pilot project. This increases the chance that the provider will be able to acquire 2,000 customers in the short term as well as the chance of rapid scaling up to other companies and target groups in Limburg and beyond. In addition to the efforts of employees, Limburg also sees opportunities for MaaS for visitors in the province (many Germans and Belgians who come by car) and residents of new regional developments. The MaaS provider will be given the opportunity to scale up at its own preferred pace.

An important aspect is that many of the trips in Limburg are cross-border. This means that it is essential to include foreign transport providers in the MaaS service. Limburg will actively support the chosen parties in this respect. With the Belgian and German partners, lines are already short and initiatives are already in place that pursue the same goals.

Initial thoughts about tender strategy mini-competition:

In the design of the MaaS pilot of the Limburg region, cooperation between the market, government and employers is one of the basic pillars for cross-border MaaS to land in the region. That is why the idea is currently being put forward to call for an innovative form of collaboration in our mini-competition. How this will be shaped in detail is open to dialogue and will be worked out in the coming period. We see a challenge in finding out what the market parties need for MaaS to succeed and what role the government plays.

MaaS pilot Groningen-Drenthe: 'Accessible retrenchment area'

Local government: Province of Drenthe, Province of Groningen (in cooperation with Public Transport)

Introduction: In the autumn of 2017, target group transport was put out to tender on behalf of 32 Groningen and Drenthe municipalities and the Groningen Drenthe public transport agency by a joint venture, Public Transport. The transport of children, students and transport covered by the Participation Act will be phased in until 1 August 2018. In addition, the provinces of Groningen and Drenthe, via the public transport agency de Hubtaxi (replacement for the regional taxi), and the neighbourhood buses in this area are part of this cooperation. Different local transport systems are also being introduced. A conscious choice has been made to put a development contract out to tender, in which the connection of alternative transport options must be possible. The aim is to achieve a future-proof, innovative and integrated mobility system within the provinces of Groningen and Drenthe. MaaS can be used to integrate and connect different transport flows in order to open up existing transport and keep rural areas accessible.

Approach: The MaaS pilot project involves the expansion of the already tendered contract transport. This involves linking additional transport services and public transport and making a MaaS service accessible to everyone (1 million residents in Groningen and Drenthe), including regular travellers. The transport offer will be accessible via a digital platform and will be available via a mobile app. The contract transport has been awarded to several taxi companies.

When a journey request is received in the future, after it has been initially allocated to a transport company, the other transport companies will be given the opportunity to take over the journey if they can carry it out more efficiently. This could be further developed into an automated marketplace. There is therefore no separate 'control centre'.

A database with customer profiles is used for the travel advice. This database contains privacy-sensitive data and is well protected. The database can be linked and expanded. The MaaS service provider can use this data for, among other things, travel advice and payment. Public Transport already has insight into various small-scale mobility solutions in Groningen-Drenthe (including voluntary initiatives, transport around care and educational institutions, availability of wheeled walkers, mobility scooters, e-scooters). These initiatives, too, will become available via the MaaS service. Extra attention will continue to be paid to people with a (physical) disability. 'Hubs' (e.g. stations) have been designated where resources (wheeled walkers, mobility scooters) are available if required. The MaaS provider will also be given the opportunity to scale up nationally at its own preferred pace.

Initial thoughts about tender strategy mini-competition:

The starting point is to approach the market with a light consultation among interested parties. In preparation for this consultation, the basic technical and functional specifications will be worked out. The consultation may lead to more clarity and supplementation. The providers will be assessed on the Outline Proposal, the content of the offer and the price. The price-quality ratio will be fleshed out. It will be a pure EMVI tender.

MaaS pilot Twente: 'Participation'

Local authority: Province of Overijssel (in cooperation with OZJT/Samen14)

Introduction: In 2017, 12 of the 14 municipalities in Twente (Organisation for Care and Youth Assistance Twente: OZJT) jointly tendered out the transport of social support, pupil and day-care transport to four taxi companies and to a call centre and control centre - the so-called Travel Agency. The project started with the regional Transport Vision, with a focus on purchasing target group transport. Another important part of the assignment concerned the provision of additional transport services, because on the one hand a large proportion of the people with an indication are able to travel independently, and on the other hand, the discontinuation of the RegioTaxi (regional taxi) means that there is a need for customised transport for everyone.

The ultimate goal is for all Twente citizens (625,000) to be able to make use of the total transport offer, which is accessible via a one-stop shop, by telephone or digitally using an app. With 'MaaS', the boundaries between target group transport and regular transport disappear.

Approach: The Travel Agency (carried out by Connexxion) has the task of giving people with an indication travel advice and distributing it among the various transport companies - or rather: advising on a transport option. The contract stipulates that this service must be broadened in two areas: the target group (service must be made available to all Twente residents) and the transport offer (in addition to target group transport and public transport, all kinds of small-scale transport solutions must also be made accessible in the offer). The travel and transport data are kept up to date by the specially established 'Mobility Lab'. The Travel Agency uses this information to provide travel advice. The Mobility Lab makes the travel data available to municipalities and transport providers in order to match supply and demand more intelligently and to monitor whether or not independent travel is more frequent.

The MaaS pilot broadens the scope of the assignment. In addition to the telephone services provided by the travel agency, the total mobility offer will be made available to all Twente residents via a digital platform (mobile app). People from the target group can use this app directly or via telephone advice make use of the extensive range of transport on offer. To this end, the Travel Agency works together with the future MaaS provider(s) and uses the digital information to - also - provide telephone advice, planning and booking. The MaaS provider will be given the opportunity to scale up nationally at its own preferred pace.

Initial thoughts about tender strategy mini-competition:

The Twente Region will organise the mini-competition with its participating municipalities and the province of Overijssel. In the Twente mini-competition, the dialogue with the market parties will be central. In general, we are working on the basis of three phases. The first phase is a market consultation in which we present our draft market demand to market parties. This is followed by the market demand with two phases: a feasibility phase and the regional implementation phase. In the feasibility phase, a number of companies/consortia in competition are challenged to strengthen the feasibility (users, technical, financial, organisational) of their solution and to demonstrate this specifically for the Twente proposition. In the implementation phase, we will then develop the regional implementation with the most suitable party (or parties).

MaaS pilot Utrecht-Leidsche Rijn: 'Vinex'.

Local authority: Province of Utrecht, Municipality of Utrecht

Introduction: Since the mid 1990s, Leidsche Rijn (EAA) has been the largest new-build and VINEX location in the Netherlands. Until 2030, LR (including Vleuten-De Meern) will continue to grow, by more than 25,000 residents. VINEX is characterised by a spacious layout, good infrastructure and many parking spaces. Car ownership (92%) and use in LR is therefore high. Figures show that growth in car mobility and the number of journeys to and from the EAA will in future lead to more congestion and a reduction in the quality of life, while the network in and around the EAA is already under heavy pressure. It is also striking that many of the trips to and from the EAA are shorter than 7.5 km, while the share of public transport and bicycles in the modal split is relatively low. MaaS can offer a solution to reduce bottlenecks in the accessibility and liveability of EAA now and in the future.

Approach: The approach of the MaaS pilot is aimed initially at the 'low hanging fruit': residents who are open to a multimodal mobility offer. We focus mainly on target groups who are currently travelling by car over short distances (up to 15km), for which there is an alternative available. In addition, it is better for quality of life and health if more travellers opt for active modalities. It can also offer opportunities for a shift from peak to off-peak, for example by taking advantage of the price benefits of off-peak travel.

From the start of the pilot project, the MaaS service will be available to at least all LR residents. Because much of the transport of at least Qbuzz, Syntus and NS covers the whole of Utrecht (and partly outside), the MaaS service can also be used by other Utrecht residents. The MaaS provider will also be given the opportunity to scale up at its own preferred pace, both regionally and nationally.

Initial thoughts about tender strategy mini-competition:

The Utrecht region intends to hold a mini competition among the framework partners in which, depending on the number of framework partners, the number of parties will be reduced in advance to a maximum of five. Part of this mini-competition is a price/quality assessment in which behavioural change among end-users will be an important aspect. There will be a presentation in addition to a written assessment. The Utrecht region envisages a step-by-step roll-out after a soft launch.