

# The future of mobility in Rotterdam

## a design roadmap for the introduction of Mobility as a Service as a Public Transport Operator

Mobility as a Service is a concept that integrates public transport and other access based mobility services into one easy to use platform. For users this means that they no longer have to do large investments while still having access to transport. They can perform door-to-door journeys in a way that suits their needs at a specific time.

RET is currently looking to introduce a Mobility as a Service-system in the Netherlands, in cooperation with other large public transport operators NS, GVB and HTM. These four partners are working together to create the technical requirements for such a platform, and to develop partnerships with other stakeholders like access based mobility providers and societal partners.

There are two main characteristics people with a high MaaS-readiness have: they are technologically apt, and they do not love using a car. This leads to the target group of 'Millennial Urban Professionals' (MUPs): their lives revolve around the Randstad's cities, and belong to a generation that is favourable of access based consumption instead over ownership based consumption. However, they often are provided with a mobility solution by their employers, thus Urban Employers are important to target for reaching this group. Furthermore, tourists define the third target group. Tourism in the Netherlands (especially in Amsterdam) is growing very fast, and providing them with MaaS can help them reach their points of interests and spread the tourism pressure over the Randstad.

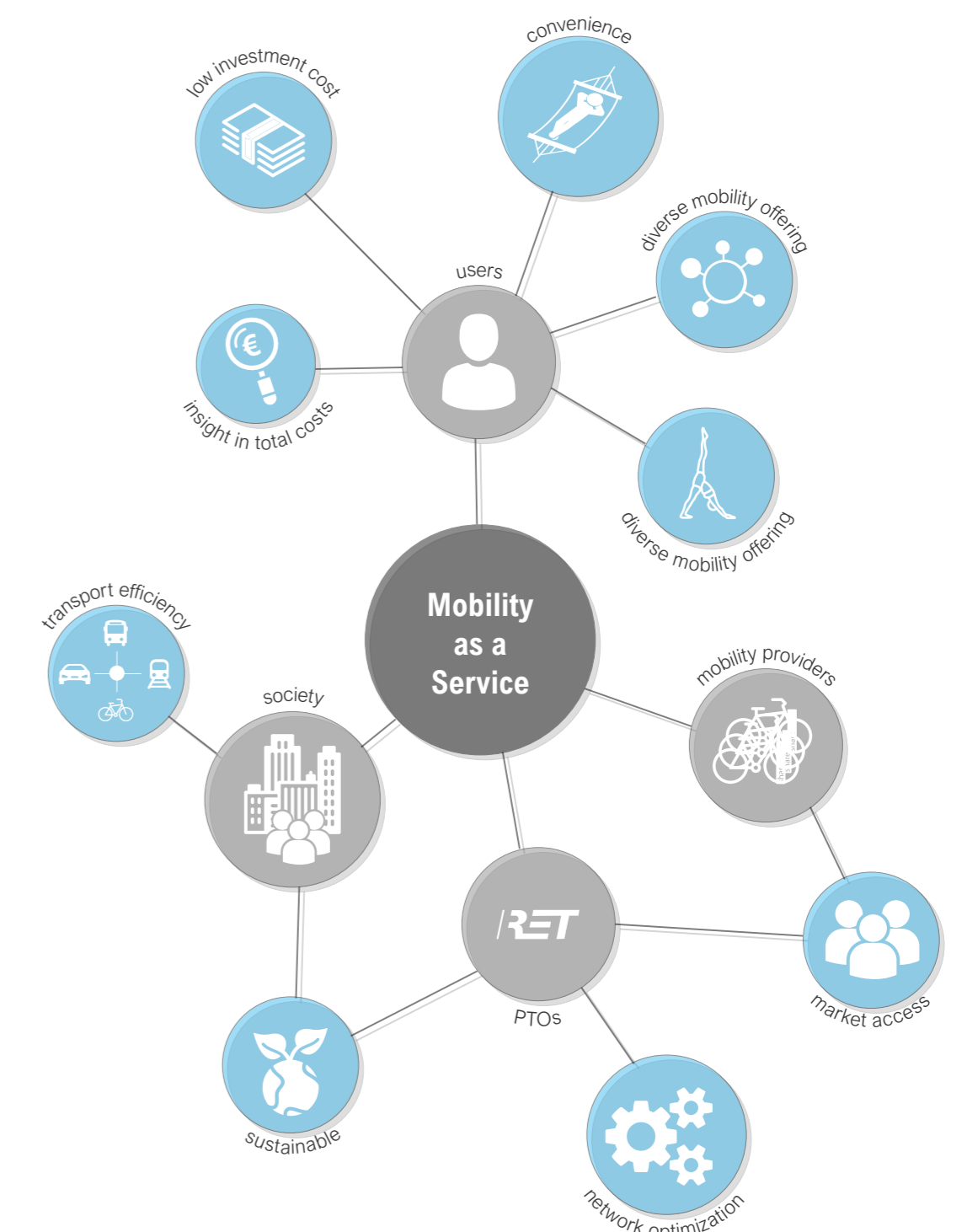
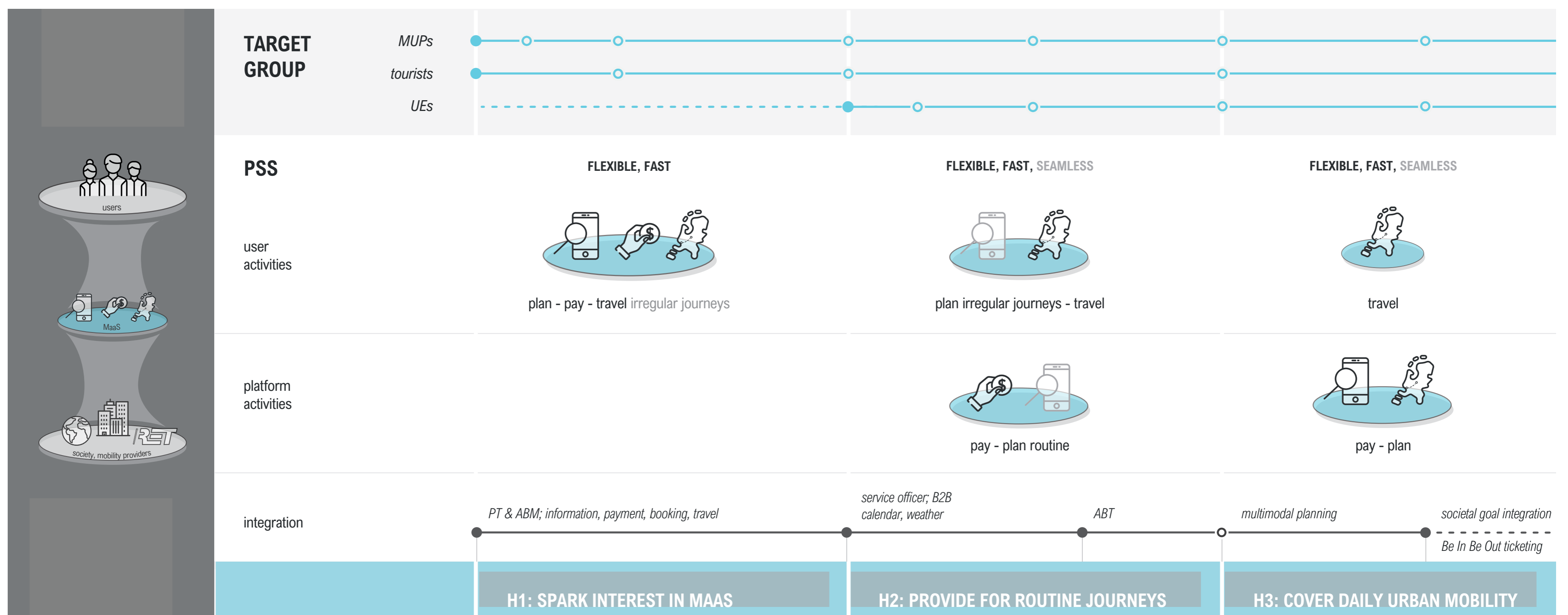


Figure 1. Benefits of MaaS for different stakeholders

## Roadmap for the introduction of MaaS in the Randstad



There is still a long way to go before a fast, flexible, reliable, seamless MaaS-experience can be realised. Therefore a long-term approach must be adopted by using a design roadmap. This provides the opportunity to work towards the full potential of a MaaS-system by keeping the future in focus. User should firstly become interested in MaaS and access based mobility through the integration of public transport and other access based mobility ser-

vices. This creates a more fast and flexible journey. Then, MaaS should work towards providing for routine journeys, and finally towards covering daily urban mobility needs.

MaaS can give mobility providers like RET the possibility to optimize their transport network by focusing their efforts on creating high capacity, high speed public transport in areas that need this. Other areas are better ser-

ved by more flexible and lower capacity transport modes, which are provided by access based mobility services. Society can benefit from this as well, as personal mobility is performed in more efficient way: using less urban space, and having a lower negative impact in the environment.

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The future of mobility in Rotterdam  
7 May 2019  
MSc Strategic Product Design

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