MaaS in rural areas - Denmark

Examples from two Public Transit Authorities in Denmark:
Nordjyllands Trafikselskab (Northern Jutland) and Fynbus (Funen)
The use of Sharing economy and MaaS – Mobility as a Service is going to make it easier to get from A to B, reduce the use of private cars and contribute to the green city goal.

SFMCON, an independent management consulting company, help mobility schemes stakeholders to create integrated and smart Mobility as a Service (MaaS) solutions.

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Why rural bus lines gets closed

Situation for public transport in rural areas:
• Low usage of existing bus network ->
• Bus frequency goes down ->
• ”Empty” bus routes gets closed by municipalities
• How then to serve the citizens in need of public transit.
NT: Public transport from/to your door

The Public transport network today

Last mile coverage for everyone

44% are within 500 m reach
59% are within 2 km reach

Everybody within reach of public transport

Source: NT presentation on Transportøkonomisk Conference, Korsør 2017
The journey before and after full coverage

5.1 km walk (77 min) + 2 x bus
- Journey time 2 h 32 min
- 2 daily connections

Plustur (Taxa) + 2 x bus
- Journey time 1 h 12 min
- 39 daily connections

Source: NT presentation on Transportøkonomisk Conference, Korsør 2017
Fynbus: Tele Taxi services in Funen -

**Teletaxi:** Order a door to door trip at public transit fare within a municipality

**Tele-route:** An on-demand mobility service from one stop point to another

**Telecity:** City door to door taxi outside reach or hours of citybusses.

**Telependler** (Telecommuter): Commute from home to public transit hub en route to work/school

Source: www.fynbus.dk
Pioneering Rural MaaS Services in Denmark

No one size fits all

• Rural mobility service levels vary on municipality level from none to sophisticated
• Mostly relying on web and call center ordering.
• Sign up procedures and min 2 hours ordering in advance
• NT requires ordinary public transport mode as part of plustur
• Fynbus deliver A to B teletaxi

NT piloting MaaS including private mobility modes

• Rideshare through Gomore from NT website
• NT piloting a MaaS App including public and private shared mobility modes.

New Multi-modal planner: MinRejseplan

• A multi-modal journey planner based on Rejseplanen.
• Pilot project in Northern Jutland (2018)

Source: Jens Otto Størup CEO NT on InformNorden 2017
Summary

• Offering individual last mile pick up/delivery can provide freedom of mobility for people in rural areas not having access to own means of transport.

• Cost of operating empty bus lines may be better used to subsidize a taxi fare when needed by a citizen far away.

• Ride sharing may evolve as the private car ownership is high in rural areas.
Shared mobility in rural areas in the future

• MaaS services focused on servicing rural areas
• Does a public transport administrator have to operate rural MaaS?
• A cab fare can be subsidized more or less by the public based on service levels, geo-position and other rules.
• How can a MaaS solution deliver all the options to users starting or ending a journey far away from the public transit network.
• Autonomous vehicles will reduce public subsidy cost of operating door to door services also in rural areas
Thank you

From Door to Door
From closed to open data
From own car to shared mobility

Continue the discussion:

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