

FACTUAL

A pathway towards MaaS level 4

Current situation: the world has changed



Targeted
subsidies

Modular

Integrated

Flexible

“With all Covid-19 travel restrictions lifted in western Europe, public transport traffic has surpassed 80% of pre-pandemic levels. But large differences among countries remain. While government initiatives in France and Germany have boosted the use of public transport, the UK and Netherlands have been impacted by work-from-home policies”.

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→ The 9-euro ticket was a success for Germany, research shows. What's next?

Resources available

Subsidies are inherent to PT; in fact, they are its defining feature. PT is composed of those mobility services that receive resources from a Public Transport Administration (PTA) to lower the price that users have to pay for them

Barcelona, subsidies account for 50% of the cost of providing services of TMB (the main local operator of PT, basically metro and bus services) and this amounts to approximately 500M Euro per year out of the 1000M operational expenses budget of TMB.. In the US, subsidies can amount to between 30 and 90% (see here). In LMICs -Low- and Middle-Income Countries- this figure is probably low

Increased efficiency in the way subsidies are distributed can open the door not just to increased savings for public authorities, but, more importantly, to a much more equitable and efficient mobility in European cities. –impact on urban mobility as a whole

El Gobierno extenderá a todo 2023 los abonos gratuitos de los servicios de Cercanías, Rodalies y Media Distancia de Renfe que se pusieron en marcha el 1 de septiembre y tenían vigencia hasta el 31 de diciembre. Así lo ha anunciado este martes la ministra de Hacienda, María Jesús Montero, en la rueda de prensa de presentación de los Presupuestos Generales del Estado. Para tal fin, Hacienda destinará una partida de 700 millones de euros para financiar el coste de los abonos.

El Ejecutivo desplegó esa medida para paliar los efectos de la inflación, que están erosionando las rentas de los ciudadanos. La idea era que estuviera vigente solo los tres últimos meses de este año, pero el coste de los abonos ha llevado al Gobierno a extenderla todo el año que viene. El corte de la medida durante los meses de 2022 en que ha estado vigente ha sido de 300 millones.



What are subsidies?

UNIFORM SUBSIDIES

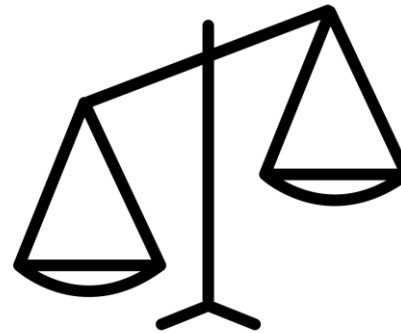
Block subsidies that are given directly to a (most often, public) transport operator to cover operating costs.



UNDIFFERENTIATED

TARGETED SUBSIDIES

- Categorical: they benefit a category of users.
- Geographical: they benefit users living in certain areas or more precisely using PT in certain areas. Typically, rides in suburban areas are more highly subsidized than inner urban ones.



BENEFIT SPECIFIC GROUPS



Inefficiencies

Costs for the operators

Subsidies are not linked to the use of the service

Increased efficiency in the way subsidies are distributed can lead to:

1. Savings for public authorities
2. More equitable and efficient mobility in European cities.

Resources optimization

Subsidies can pave the way to microsubsidies



Higher rate of Efficacy

“targeted subsidies down to the level of very narrowly defined categories or even individual users that can be modulated according to categorical/personal characteristics (age, income, disability, socio-economical groups –like unemployed-, etc) and any relevant feature of the journey (like time, geolocation, mode of transport, type of motorization of the vehicle, occupancy, etc).”

Time sensitive

RT information

Linked to UJ

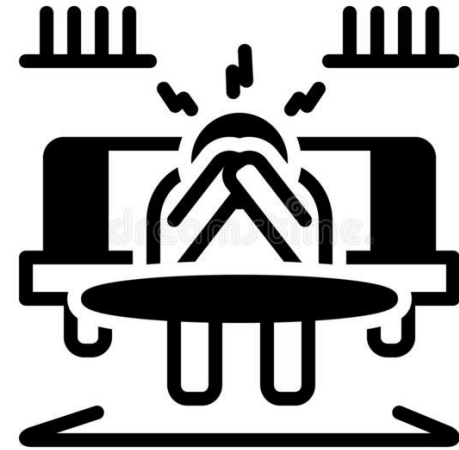
Microsubsidies open the door to a whole new approach in subsidies policies

Incentives vs disincentives

Are we considering the whole set of options available?



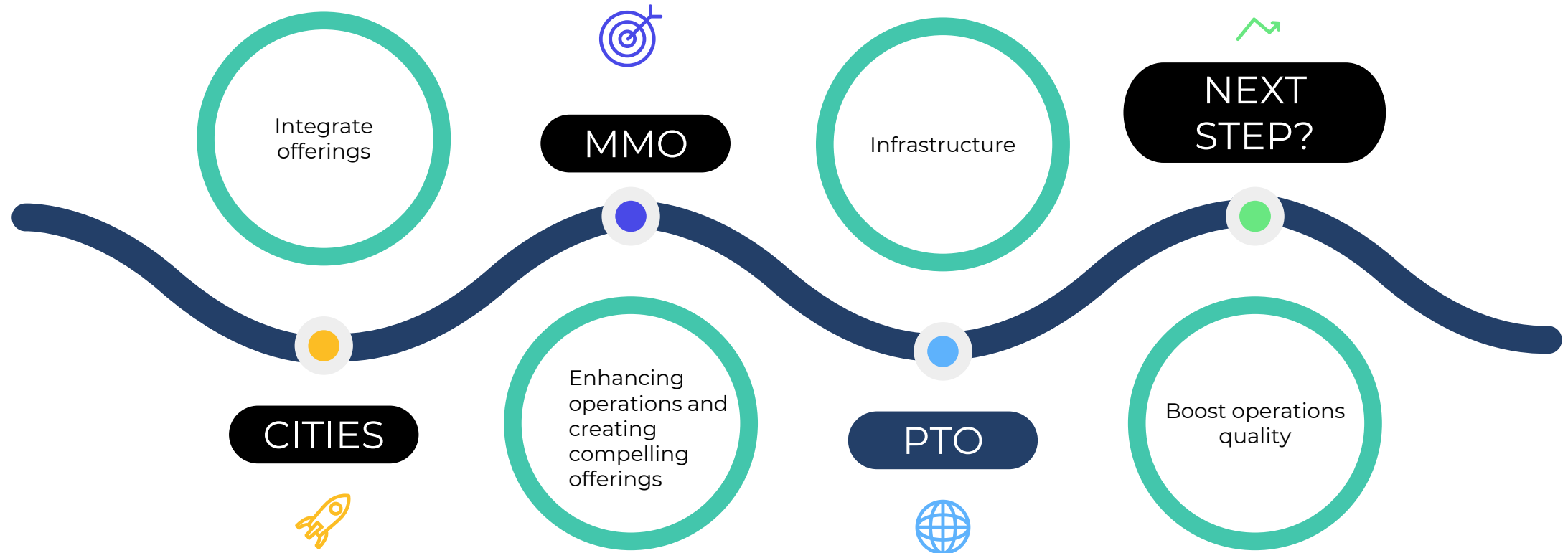
VS



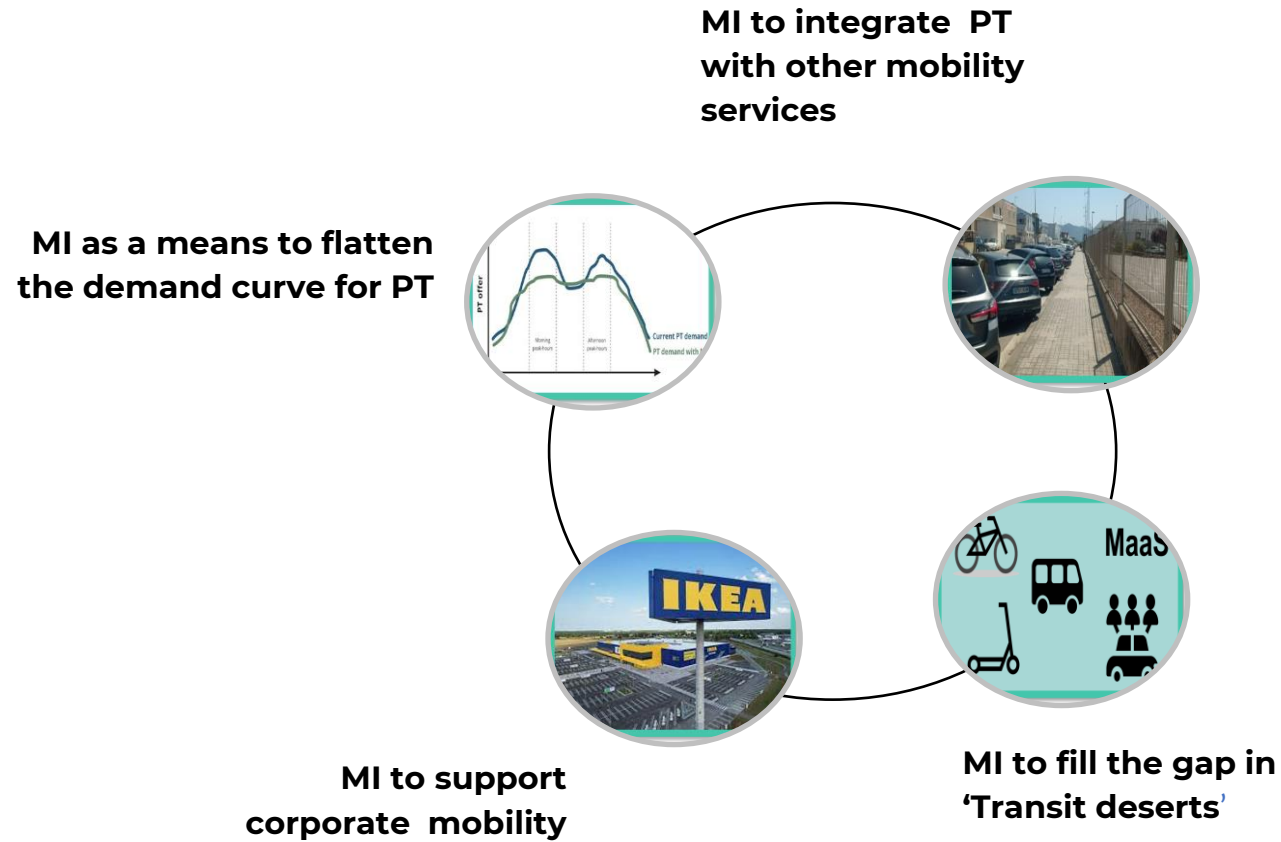
Social goals such as reducing emissions, reducing congestion or improving road safety can be reached through disincentives.

The implementation of which largely depends on political will more than on technology.

Cooperation is needed



Microincentives potential




At FACTUAL we have been working on a way to both engage users and reach MaaS Level 4 faster and smoother

OUR SOLUTION



Our own tool to manage microincentives

Manage, implement, control, analyze, adjust
microincentive programs in real time



CONTROL CENTER

- HOME
- SUBSIDIZERS
- RIDE PROVIDERS
- PROGRAMMES
- SIMULATION ^
 - SIMULATOR
 - DATA GENERATOR

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Logout ↺

Programmes > Programme Shared bike user-help distribution

Draft

Dashboard Subsidizer Criteria Rules Deployments

Shared bike user-help distribution ✎

Start date: 2022-02-01 00:00 am
End date: 2023-01-31 00:00 am
Budget: 200000
Remaining budget: 199285.12 (99.64%)
Timezone: Europe/Madrid
Currency: EUR
Ride providers

- Bike-Sharing public company

Trip request statistics

Quotes	Initiated	Confirmed
6171 (49.65%)	3160 (25.42%)	3098 (24.93%)

Trip requests list



- **Robust Mobility Criteria Engine**
- **Online Control Center**
- **Data analysis**
- **Vendor-agnostic integration with MaaS**
- **or any TSP platform**

A person wearing a dark hooded coat and a backpack is seen from behind, walking away. The image is heavily blurred, suggesting motion. The background consists of horizontal streaks in shades of teal and blue. The text "Thank you!" is overlaid in the center in a white, italicized font.

Thank you!

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<https://bit.ly/3GFnrHa>

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