Luxembourg Pilot

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Background of pilot area

General info

- Initial pilot: Aachen – Luxembourg Region

- Problem: No actual corridor between these 2 regions – bus, train, car

- Possible idea: creating a service for students from Luxembourg in Aachen (car pooling, shuttle service from SLA)

- There was no response/interest coming from the student's association

- New Pilot Area: Luxembourg and Greater Region due to the trans-border traffic between Luxembourg and Germany, Belgium, France

Background of pilot area

Plans for the trial

- Urban trips, cross-border trips, B2B service
- Integrated journey planner to support all kind of the transport modes above and the services of the different MSP's

Priorities for the project

- Discovering the MaaS concept as a private company and the feasability to become a MaaS operator
- Check out the crossborder aspects of MaaS

Questions coming from the Operators

- Can the payment procedure been kept by the operator?
- Will they be paid to participate?
- What other operators would be on board?
- What do they need to provide? (API's)

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Setting up the pilot

Process of recruitment of operators

- Several operators were contacted by mail and phone in order to present the project and ask if they would be interested to join

- With some operators there were physical meetings in order to discuss in person

- Workshop in Luxembourg where several operators were invited

- Operators: Taxi, e-scooter, bike sharing, car sharing, public transport, CFL (railways), ACL (Automobile Club)

Setting up the pilot

Key challenges and difficulties in the setup

- Getting in touch with the potential operators
- Responses were very low
- First interest was there and information exchange was constructive but unable to get operators on bord afterwards

Reasons for lack of interest

- No Funding
- No available API
- No will/possibility to invest time/manpower
- Operators did not want to give away the influence on the payment procedure → Several operators mentioned that they wanted to provide the API in order to locate their product but not give access to the payment API. Once it was so far interest dropped and access was not provided

Setting up the pilot

Public transport has own plans on MaaS and therefore majority of providers wait for that initiative

- Public/private MaaS initiative with several operators that were contacted by SLA
- This made it difficult to create a competitive product including public transport

Despite several meetings and relaunches the authorities did not show interest in joining/ the MaaS4EU project

Important development: Free public transport in Luxembourg as from 2020

- MaaS commercialisation and business model need to be adopted to a new reality
- Mobility providers need to reassess the situation

Impact of COVID-19

The extent of the restrictions as a result of COVID in Luxembourg area
- Total lockdown, schools closed, bars/restaurants/nightlife
- Public transport down to a minimum, massive switch to home office, airport closed.

Statistics and impacts on travel behaviour
- Public Transport down to 1/2 or 1/3 of the usual capacity (Number of busses serving)
- Single car use potentially raised beacuse of the fear to be exposed to COVID
- Home office reduced trafic (visible during rush hour)

Impact of COVID-19

We had to run a Virtual pilot

- Fear of using Public transport even if free of charge
- Several other services were frozen (e.g. airport shuttles or Nightrider)
- Other private actors e.g. car-sharing or taxi that had decided not to join our pilot (not 100% COVID related but COVID also impacted)

Final products

Products designed for the area

- Plans were created with all the potential MSP's that are available in Luxembourg

- Plans combined public transport for free, car sharing, taxi, e-bike, airport shuttles, door-to-door night bus

- Several time ranges (daily, weekly, monthly) and prices according to the volume of services

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Final products

Experience with the implementation

- Users had to download the app for iOS or Android and create a profile

- Users answered questions regarding preferences and COVID related impacts

- According to these answers a set of mobility packages were proposed (one to choose from)

- Virtual pilot no monetary transaction – for physical pilot we have payment via the MaaS4EU app

- App to be used as a travel planner and based on the preferences mobility options from A to B are proposed

Lessons Learned

Key lessons learned from the project

- Difficult to get actors on board
- A general interest but a lack of willingness to invest time & manpower
- API's – a very complicated subject – not every actor has an API available
- A private actor like SLA can be seen as a competitor – possible explanation for the lack of interest among other private actors
- Public authorities not on board.
- Language barriers (FR/GER/LUX/EN)
- Surveys took too much time – people were not interested in spending so much time
  → Research project vs commercial application

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Lessons Learned

Seek support from public authorities

- Have them on board in an active role on MaaS (act as enabler)
- Public authorities are seen as neutral and as a guarantee for equal play field among competitors (enhances trust)
- Public initiatives can attract more private MSP's (without being in competition).

As a private transport providing company, influence is not strong enough

- Mobility service providers are reluctant to provide data/APIs due to fear of competition
- Mobility service providers/competitors are not paid to participate so interest is lower
- Difficult to move from Competition to Coopetition
  - Coopetition the act of cooperation between competing companies; businesses that engage in both competition and cooperation

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THANK YOU

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