Micromobility x MDMS data sharing:
Status quo, challenges & the way forward

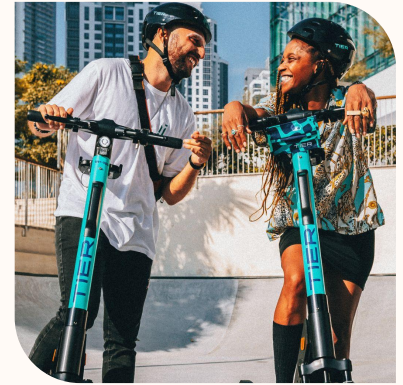**Pauline Aymonier, Head of Public Policy - Smart & Sustainable City**

TIER Mobility

TIER

TIER Mobility

- **Leading multimodal** micromobility operator

- **Founded** in 2018

- **Headquartered** in Berlin

- **Acquisition of European bikeshare leader Nextbike** and **US operator Spin** to create largest and most diverse micro-mobility provider

135.000+
e-scooters
e-bikes
e-mopeds

80 mil° trips
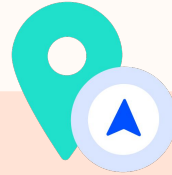
18 countries

170+ cities
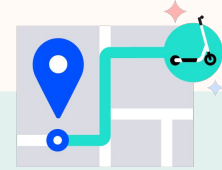
TIER x MaaS data sharing: the way forward

Standardizing MDMS data sharing

Scoping data reporting to authorities

Enabling data reporting between MDMS partners

Allowing access to public transport APIs

TIER   MDMS = Mobility-as-a-Service

Standardizing data sharing

Status quo

- Data sharing at the very core of MaaS

- 40+ MaaS partnerships in over 70 European cities with different integrations levels

- Data shared via several API standards & level of data shared depends on integration level

Challenges

- Members states initiating the development of national MaaS data standards

- Complying with different MaaS data standards is a burdensome exercise

- Frequent technical issues behind MaaS data sharing

Way forward

- Identify a European MaaS data-sharing standard to facilitate data communications and relieve integration efforts on the ecosystem

- TIER as a working group member of TOMP API

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Scoping data reporting to authorities

Status quo

- Micromobility industry shares data with authorities on a voluntary and tender commitment basis

- Data sharing on: Fleet & trip monitoring, understanding users & usage, intermodality, safety, sustainability

Challenges

- City data requests and needs vary greatly per city and markets

- Uncertainty in the standards framework for city data sharing

- Micromobility data primarily used for fleet monitoring and compliance purposes

Way forward

- Draw lessons from micromobility industry to inform MDMS data reporting framework with authorities

- Design use case based framework for policy-driven data reporting

- Avoid data sharing for monitoring of compliance but for common goals, inform urban policy-making and planning

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# Enabling data reporting between MDMS partners

Status quo

- Limited data sharing between players to understand MaaS' usage & impact on sustainability

- Little data is being collected by MDMS and therefore shared

Challenges

- Difficult to understand the impact of MDMS usage on sustainability, modal shift, multimodality

Way forward

- Understand what barriers are preventing the collection of data from MDMS

- Define rules governing data exchanges between MDMS actors

- Assess the uptake of multimodal transportation and modal shift away from private cars
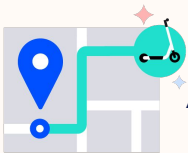
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Allowing access to public transport APIs

Status quo

- Pricing bundles & intermodal packages as a prerequisite to making MaaS a true alternative to cars

- TIER piloted two bundle offers with integrated public transport tickets that yielded promising results

- More public transport operators showing interest in piloting bundles

Challenges

- Fragmented regulation governing the sale of public transport tickets in private MaaS apps

- Bundle pilots took place Switzerland and Finland where local legislation made it possible

Way forward

- Allow private MaaS operators to sell public transport tickets

- Build attractive pricing bundles for the end-user, whilst keeping public transport as the backbone of MaaS

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Change Mobility for Good.

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