

# Enhancing mobility: examples from Flanders and beyond

OV Congress  
15 November 2023



What is Via ?

Via provides digital infrastructure that transforms the way the world moves.

**650**

partners  
worldwide

**120**

partners in  
Europe

**40**

countries

**120M**

on-demand  
journeys

Via in Europe



Region Hannover



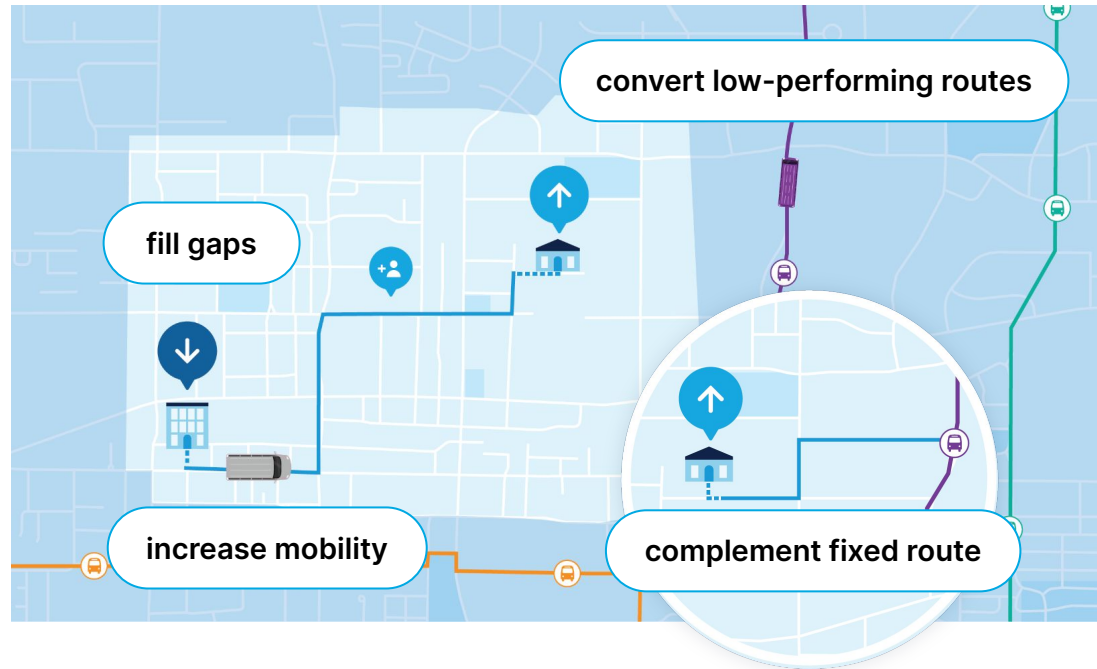
Our belief

The more integrated public transit is, the more efficient it is **to drive modal shift away from private cars.**

Our belief

## On-demand transport is a key lever of more flexible, convenient and accessible public mobility

- 1 Fill gaps** where the fixed-route network is limited.
- 2 Complement** fixed-route with first and last-mile solutions.
- 3 Convert underperforming fixed routes** into on-demand services.
- 4 Increase mobility** for seniors or disabled riders.



Our mission

# Help public mobility move from siloed operations to dynamic and integrated networks



Flex-vervoer



WMO-vervoer



Fixed network

Other modes



How ?

# Build technology to enable smarter, more accessible and more attractive transit networks

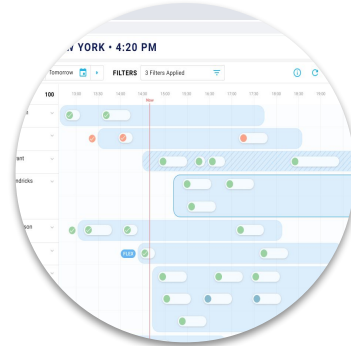
## Planning

*Data-driven*



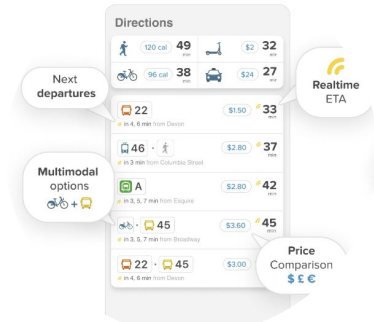
## Operations

*Algorithm-driven*



## Information

*Digital-driven*

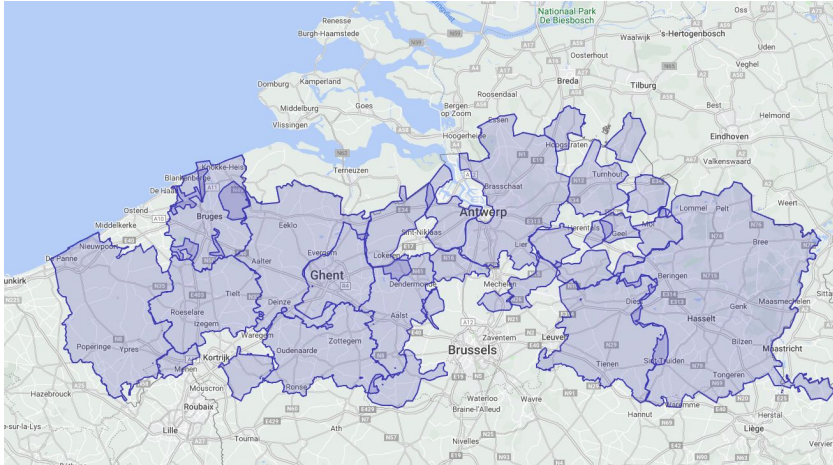


Citymapper



The North Star

In Flanders, Hoppin and the switch to “*basic accessibility*” is a model of integrated mobility.



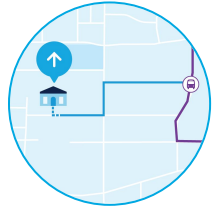
Each zone is served by on-demand shuttles that connect users to high-frequency lines and large intermodal hubs

c. 30 zones  
31,000 km<sup>2</sup>



# Via's apps and algorithms offer the best and most efficient mobility option at any given point of time

## Levers



Intermodal,  
unified network  
coverage



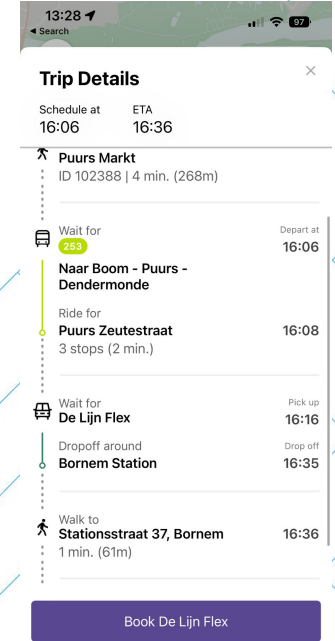
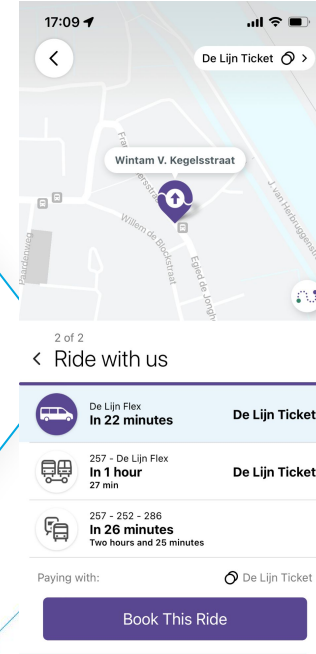
Eligibility and  
permissions  
adapted to  
users' profiles



Algo-led  
optimisation  
of resources



Data led,  
integrated  
network design





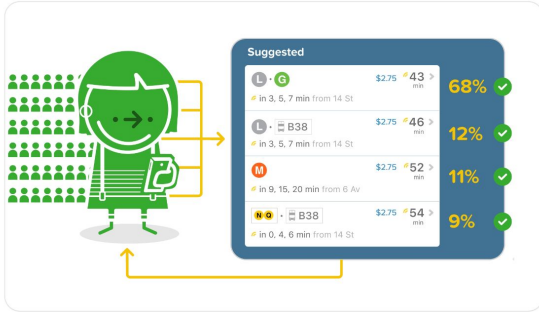
## Lessons learnt

# 3 key success factors of integrated transit, taken from our experience with over 600 partners

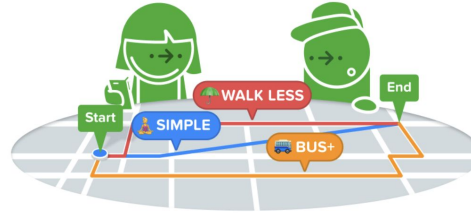
1. Flexibility drives adoption and efficiency
1. Reliability builds retention
1. Agility is the key to stay relevant

## 1. Flexibility

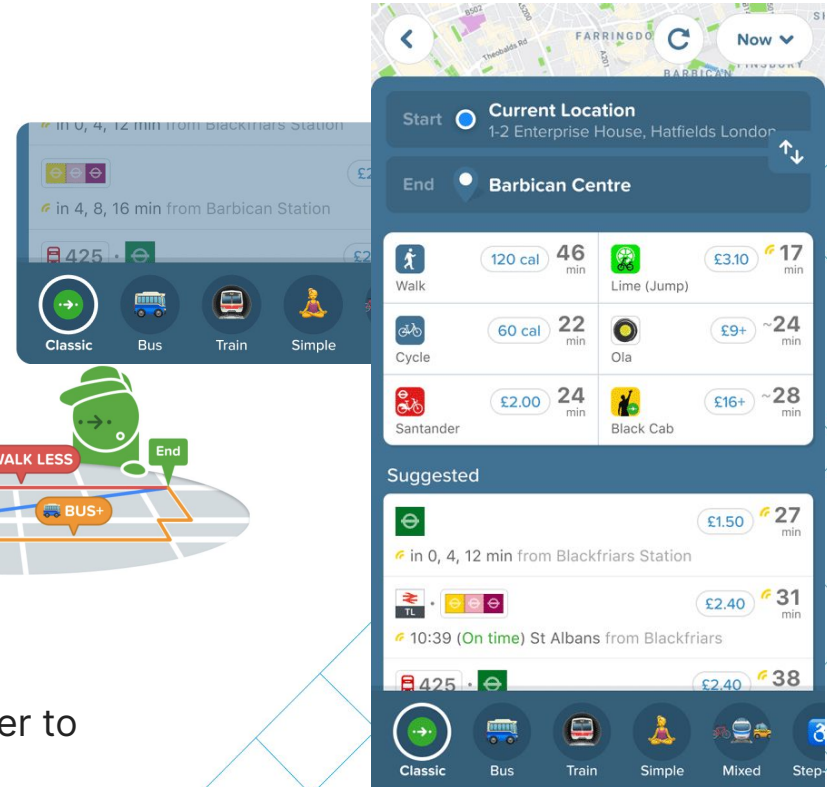
# MaaS for the individual, not for the mass



Understands user preferences



Allows the user to personalise

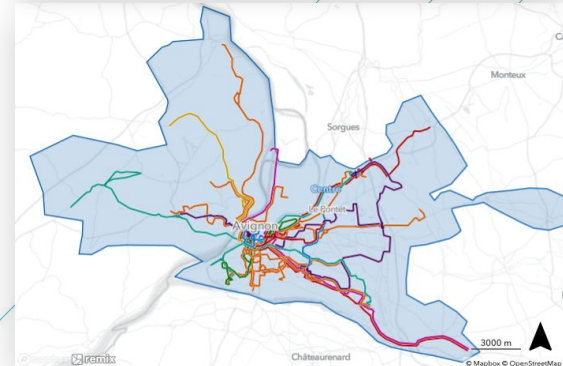
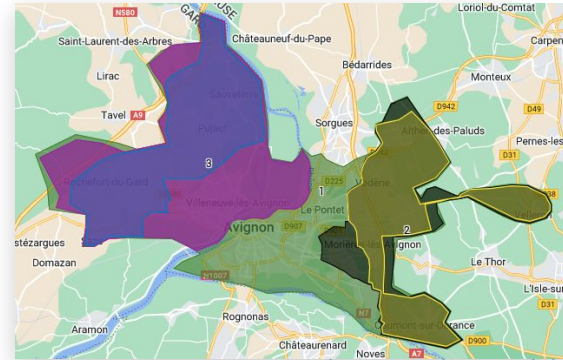


## 1. Flexibility

Versatility of service design is key to uncover mobility needs and ensure network accessibility

**+ 30%**

Increase in ridership with switch from multiple complex on-demand zones to a single zone integrated with fixed line network to guarantee non-cannibalization



## 1. Flexibility

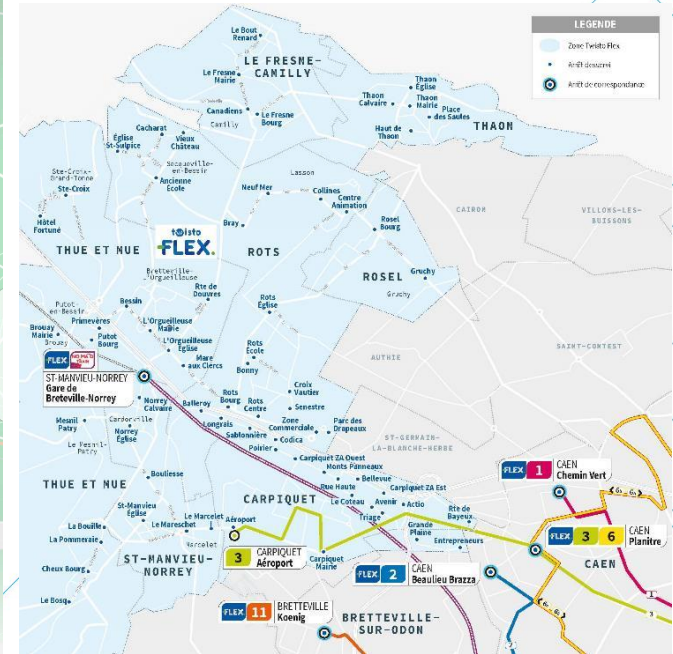
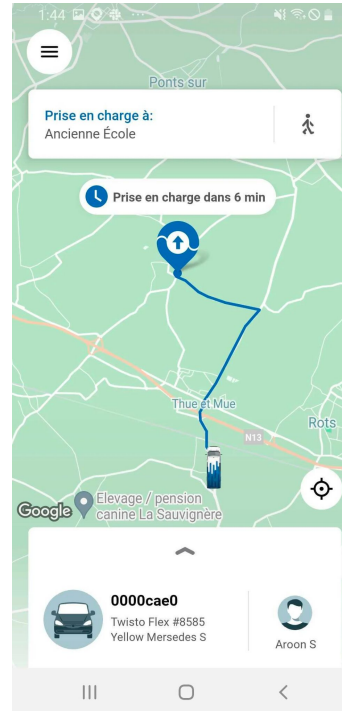
Real time bookings are a powerful lever of adoption and can drastically improve service efficiency

x 5

ridership driven by introduction of **last minute** bookings (replacing H-2)

0

additional vehicles deployed to serve increase in demand



## 2. Reliability

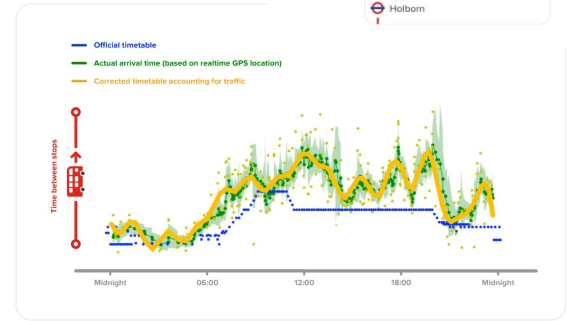
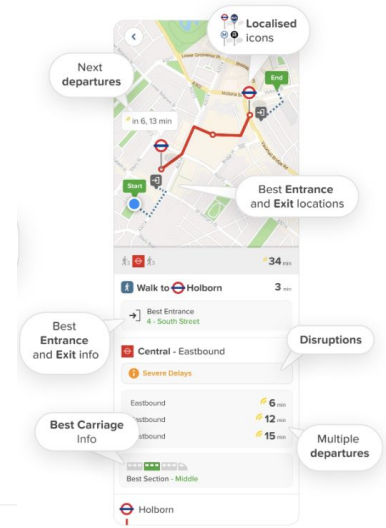
# Build trust by delivering high quality, localized information



Local context



Details make the difference



Data quality matters



## 2. Reliability

# Guarantee first mile last mile connections to bring users back

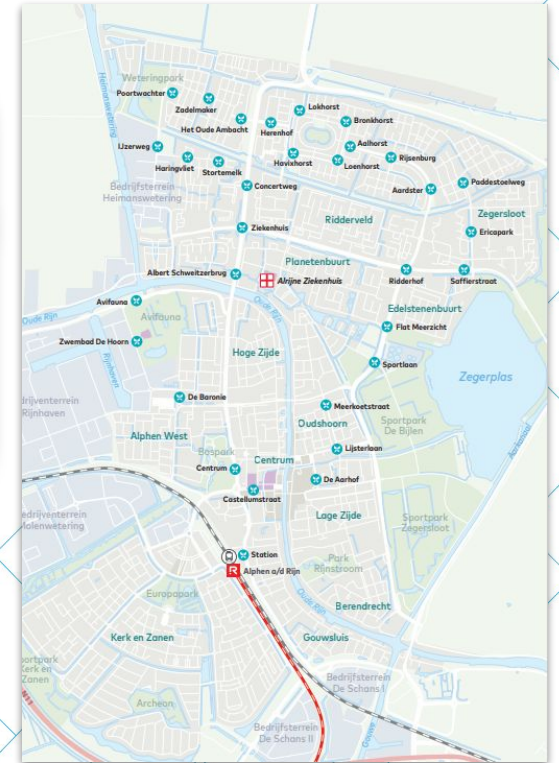
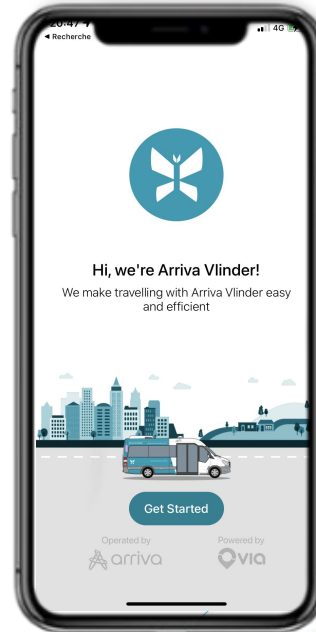


# 3x

More frequent coverage vs. replaced fixed lines

# 65%

Walk ons at anchor points with fixed timetables secure timely connections without booking





## 2. Reliability

Offer end-to-end journeys to reduce uncertainty and drive modal shift

75%

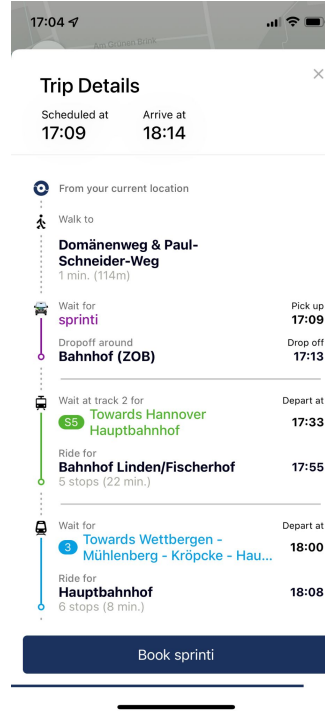
of the trips are intermodal journeys microtransit + fixed lines

1 in 3

trips replaces a trip by individual car



Region Hannover



17:04

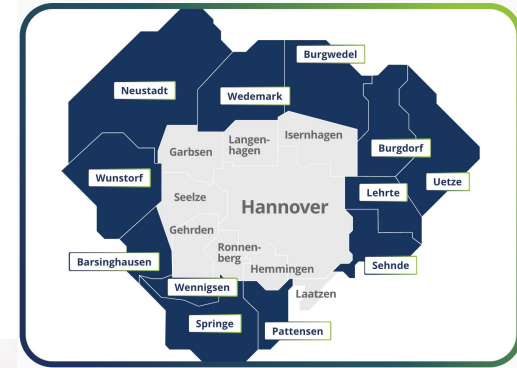
**Trip Details**

Scheduled at 17:09    Arrive at 18:14

From your current location

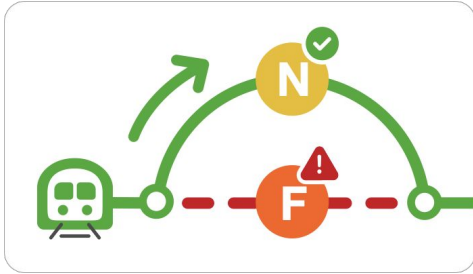
- Walk to Domänenweg & Paul-Schneider-Weg (1 min, (114m))
- Wait for **sprinti** (Pick up 17:09)
- Drop off around **Bahnhof (ZOB)** (Drop off 17:13)
- Wait at track 2 for **S5 Towards Hannover Hauptbahnhof** (Depart at 17:33)
- Ride for **Bahnhof Linden/Fischerhof** (5 stops (22 min.)) (17:55)
- Wait for **3 Towards Wettbergen - Mühlenberg - Kröpcke - Hau...** (Depart at 18:00)
- Ride for **Hauptbahnhof** (6 stops (8 min.)) (18:08)

[Book sprinti](#)

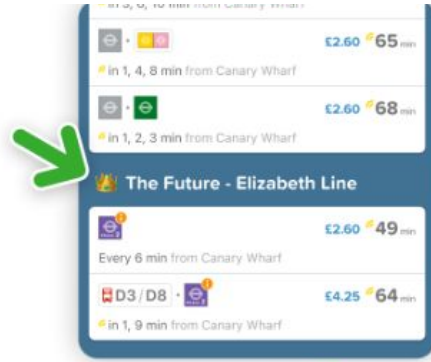


### 3. Agility

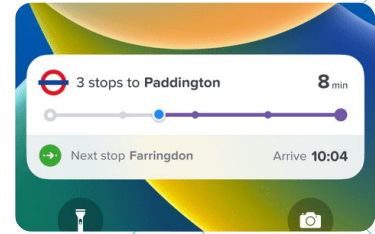
## Keep up with the constant change of cities, services and consumer expectations



Cities evolve by the minute.  
Journey planning should  
respond in real time



Services and  
infrastructure change  
regularly



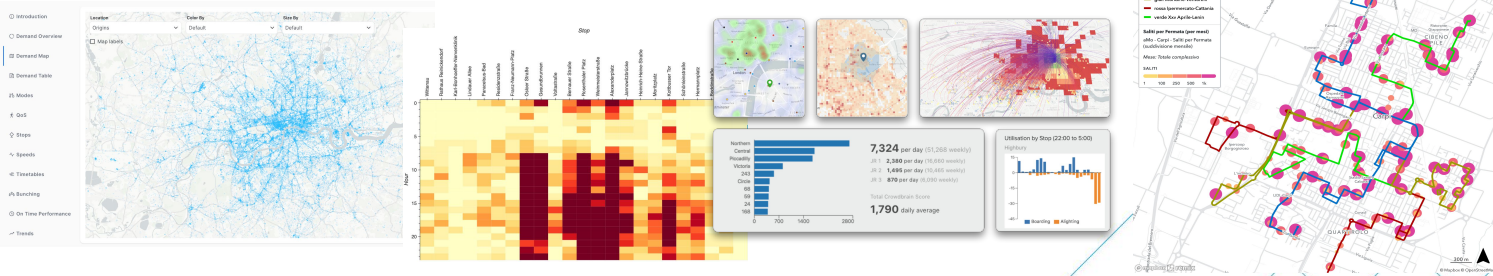
Reassurance through  
innovation

# To be successful, combined mobility needs to be

1. Flexible and personalised to the user needs
2. Offering a reliable alternative to private cars
3. Up to date and in real time

... and constantly challenged and improved

## London holiday trends





**Thank you.**

Let's connect  
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