

Getting the formula right

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Eén app voor plannen, boeken,
betalen en reizen. **Go Go Go!**

MaaS pilot in Limburg (NL)

- 1 of 7 MaaS pilot projects in the Netherlands, initiated by the Ministry of Infrastructure to test various MaaS solutions, addressing different challenges
 - The pilot in Limburg was organised by the Province of Limburg (PTA) and the Ministry of Infrastructure, in cooperation with Programmabureau Zuid-Limburg Bereikbaar
 - Aim of the 2-year pilot: developing a solution for cross-border multi-modal mobility



Current situation

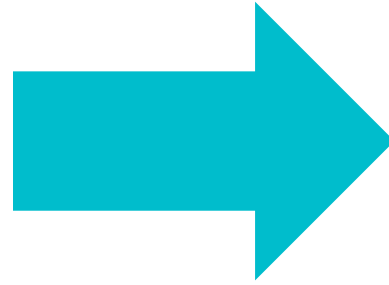
- Lots of cross-border mobility by commuters, students and tourists every day.
- However, high share of private cars for cross-border journeys:
 - Different planners, payment methods and ticketing validation in The Netherlands, Germany and Belgium.

How can we stimulate modal shift in favour of sustainable mobility?



Finding a mobility solution which...

- ...is sustainable and future proof,
- integrates Public & Private transport modes,
- integrates “Plan, Book, Pay & Travel”,
- is easy to use across borders in the region, and
- is scalable to (inter)national scope.

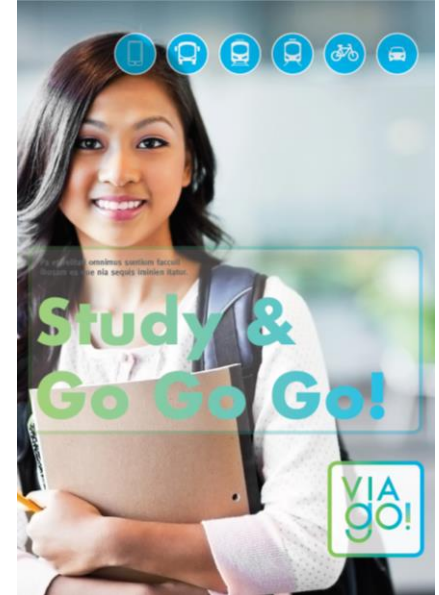
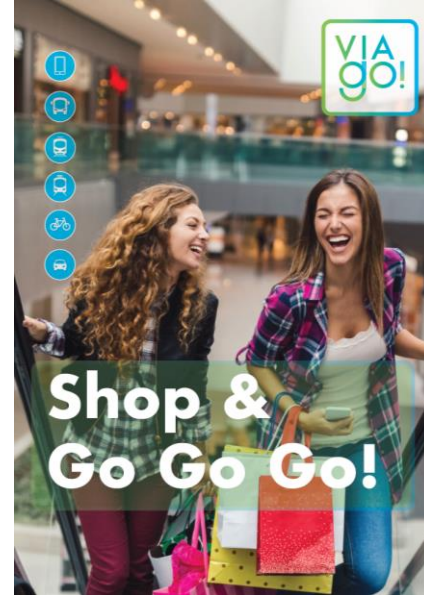


The solution: 'Via-Go'

- Cross-border mobility integration: solutions for specific situation in the 'Euregio'
- Integration of Public & Private transport in multi-modal planner providing all mobility solutions: PT, DRT, shared, taxi, "bring your own"
- "Plan, book & pay": integration with German and Belgian planners and payment systems
- Private & business: integration with business proposition, including an employer portal
- In-app ticket for every part of your trip



Marketing for every target group, focus on change of behaviour



Partnership is key

- **Public Transport Authority** (Province of Limburg)
- **Tech suppliers** (TURNN and Tranzer)
- **B2B** (employers, social services, governments)
- **Mobility providers** (public & private)
- **Regional Organisations** (Zuid-Limburg Bereikbaar, lobby group to improve accessibility of the region)
- **Customers**

