



Mobility Partnership Ireland

**MPI**

# VISION FOR IRELAND'S SUSTAINABLE MOBILITY FUTURE

ENTERPRISE HOLDINGS.



**MOBY™**

**Bleeper**





# INTRODUCTION

**Ireland is currently the fastest growing economy in Europe. With an additional one million people expected to live in the country by 2040, significant pressure will be placed on Ireland transport infrastructure.**

At the same time, the urgency of Climate Action requires Ireland to significantly reduce the climate impact of its transportation sector. As Ireland’s economy recovers in the context of the dual crises posed by the Covid-19 pandemic and the need for urgent climate action, the development of a sustainable mobility future for the country must be a top priority.

Delivering a sustainable mobility future for Ireland requires an innovative, integrated approach to Ireland’s transport sector. Mobility Partnership Ireland believe that through embracing new technologies and Mobility as a Service (MaaS) solutions, Ireland can deliver a sustainable mobility future that effectively meets the needs of transport users, support climate action and improve public health.

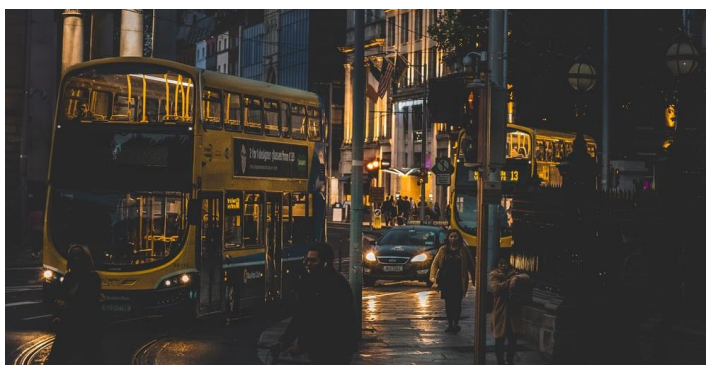
The Department of Transport has previously recognised that a central challenge for transport in Ireland is “to ensure services are sustainable into the future and are meeting the needs of a modern economy”. Growing urban mobility

choices are becoming available globally. Technological innovations and changing consumer behaviour are rapidly reshaping urban mobility, creating significant new opportunities for Irish policy makers - particularly in the development of Mobility as a Service (“MaaS”) solutions.

Successful sustainable mobility policy will support public and private mobility operators in developing new mobility services that appreciably diminish private car use, reduce emissions and congestion, while providing affordable and convenient mobility options for growing numbers of citizens living in towns and cities.

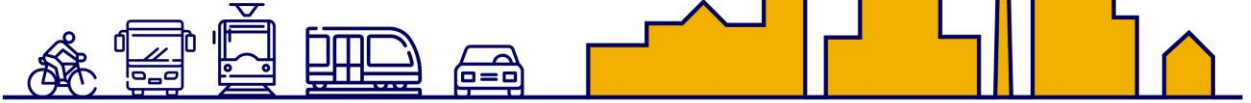
**7% of annual emissions reduction needed to reach Irish 2030 climate action targets for transport sector**

Effective integration of multi-modal approaches to transport, incorporating public, private and active modes of travel can further support healthier lifestyles integrating walking and/or cycling into multi-modal journeys traditionally taken by private car.



# MAAS

## MOBILITY AS A SERVICE



**MaaS is a response to a need from consumers for transport to be on-demand, multi-modal and convenient. MaaS describes the shift away from privately-owned vehicles towards an integrated range of mobility solutions, including shared transport, that are consumed as a service.**

Typically, the modal solutions that are defined as shared transport are mass transit; car share and electric bike / scooter share, which all co-exist alongside active travel.

The use of digital platforms is essential in facilitating this shift, by embedding smart technology into connected mobility services allowing consumers to plan, book and pay for journeys using a mobile app.

**Our vision is for Ireland to develop as a European and global leader in sustainable mobility by placing the needs of transport users at the heart of transport policy, enabling innovation, promoting public health and supporting climate action.**



# BENEFITS OF SUSTAINABLE MOBILITY

In addition to transforming how consumers travel, embracing sustainable mobility through MaaS can provide additional benefits by reducing congestion, improving air quality and allowing better local management of travel demand.

## Tackle Congestion



Traffic congestion is a major issue for Ireland's cities and other urban areas. Congestion creates significant economic, environmental and social costs. As recognised by the Department of Transport, managing congestion is of key importance in ensuring the sustainable and efficient movement of transport users.

Congestion is tightly linked to private car usage. The adoption of multi-modal approaches to transport, shifting users away from private car usage, can significantly reduce traffic congestion on Irish roads.

**By 2030, aggravated congestion is expected to cost €2 billion in lost time in the Greater Dublin Region.**

## Transport Users



The sharing modes that are most successful not only improve the environment, reduce congestion and improve air quality, but also empower citizens to be able to choose the affordable, clean, safe, and efficient modes of transport that suit their needs and the needs of their city.

**One shared car replaces 5-15 private cars on the road.**

## Lower Emissions



Ireland's urban centres, particularly the Greater Dublin Region, are facing rapidly growing populations, congestion and air pollution challenges. Ageing, inefficient, underused and polluting vehicles add, and will continue to add, to these problems. As recognised by the Department of Transport, private car use continues to dominate Irish transport. Private cars utilise transport infrastructures inefficiently while contributing substantially to air pollution, accounting for 52% of road transport CO2 emissions. Embracing MaaS can support a modal shift away from private cars and towards shared transport.

# BENEFITS OF SUSTAINABLE MOBILITY

## Sustainable Economic Growth



As the economy recovers post-Covid, shared mobility can support the decoupling of economic growth from increased transport demand. Shared mobility options can facilitate living and working in an urban setting without reliance on traditional private car ownership. While there is some evidence of younger generations in cities embracing such an approach, wider usage of shared and active travel modes, through an effective MaaS approach, could greatly support a more sustainable transport system as the country returns to work.

## Public Health



Good MaaS effectively integrates active travel (walking and cycling) into multi modal options for transport users. As recognised by the Government's Healthy Ireland strategy, encouraging active travel is an important wellbeing factor in improving mortality and morbidity.

## Urban Density



Embracing shared transport and a corresponding shift away from private car usage, at will assist in unlocking greater housing density. Replacing car park spaces in new developments with shared mobility hubs, which take up substantially less space, will allow for more homes to be built on a site. Furthermore, effective integration of public, private and active travel modes can improve the viability of new sites for commuters with shared transport modes serving to link transport users to public transport modes. Shared mobility should be embedded within planning decisions at an early stage to ensure sustainable connectivity.



# REALISING OUR SHARED VISION



## Creating Public Demand

A sustainable mobility future will require shifting transport usage away from over-dependence on private cars and towards active and shared transport modes. As transport policy supports the greater integration of shared and active travel, raising awareness amongst transport users about the multi-modal options available for their use and the benefits of active and shared transportation modes should be prioritised.

MPI calls on Government and local authorities to allocate sufficient expenditure towards public awareness campaigns that will communicate the benefits of shared mobility. Such a campaign, which could be targeted on traditional media as well as on public transport would not highlight any single private operator but rather would serve the purpose of educating the public. We recommend such a campaign should address:

- Defining shared mobility so the public has a clear understanding of its meaning.
- Promoting the significant cost savings of moving away from private car ownership and towards shared mobility.
- Emphasising the positive effects on the environment for using shared, sustainable transport options.
- Promoting the integration of public transport and private mobility operators.

## Mobility as a Service (MaaS)

Effective integration of public, private and active travel modes is an essential component of Ireland sustainable mobility future. Technology can play an important role in encouraging transport users to avail of shared and active

modes of travel especially through facilitating multi-modal journeys.

Partnership between public sector authorities, transport operators and mobility service providers are key to MaaS delivering a wide range of modal choices. This can best be supported through the provision of publicly operated integrated sustainable mobility infrastructure, accessible to transport users through a mobile app.

Delivery of this infrastructure by the state or local authority is essential to ensure free, fair competition between different service providers and also to support the development of a multi-modal infrastructure that serves the interests of the consumer as opposed to any individual company or group of companies. The National Transport Authority (NTA) is well placed to take on this responsibility on behalf of the state and we welcome its lead role in this regard as laid out in the Government's National Sustainable Mobility Policy.

We also recommend that:

- The Government works with the NTA and other stakeholders to develop a MaaS code of practice to support local authorities in implementing publicly procured MaaS solutions.
- Funding is provided to local authorities to trial new MaaS solutions on a 'test and learn' basis. This could be by way of a competitive bid fund open to all local authorities.

# REALISING OUR SHARED VISION

## National Sustainable Mobility Framework

Local Authorities are best placed to implement mobility solutions suited to the needs of their localities. The recently published National Sustainable Mobility Policy recognises the role of multi modal and shared transport in Ireland. We encourage its swift implementation, and we encourage all local authorities to engage with private mobility operators to ensure a coherent, uniform approach is taken throughout Ireland, particularly when it comes to the establishment of shared mobility trials.

MPI welcome the National Sustainable Mobility Policy and its accompanying action plan to 2025 which contains actions to improve and expand sustainable mobility options across the country by providing safe, sustainable, accessible, and efficient alternatives to private car journeys. MPI also welcome the inclusion of demand management and behavioural change measures to manage daily travel demand more efficiently and to reduce the journeys taken by private car, making active travel a more appealing option. Furthermore, we welcome the Government's commitment to proactively engage with industry stakeholders through its National Sustainability Mobility Forum and call for a balanced representation of sustainable, shared mobility operators.

We recommend that:

- The Government works with industry to develop formal guidance for local authorities on how to implement the policies proposed by the Sustainable Mobility Policy. This could be part of the remit of the National Sustainability Mobility Forum.
- There is an annual review of the progress made in addressing the proposals of the strategy by the government.
- In addition to the National Sustainable Mobility Policy, the government should develop a rural mobility strategy that sets out how the future of mobility will work for the whole of Ireland, not just urban areas.
- The government should create a business travel and commuting guidance policy that considers:
  - o Alternatives to the use of private vehicles for business travel with mileage reimbursement ('greyfleet').
  - o The use of fiscal policy to incentivise the provision of multi-modal transport to employees.
  - o The content of business travel policies and how these policies can support a shift away from private vehicle travel.
  - o The procurement of transport solutions by the public sector.



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# REALISING OUR SHARED VISION



## Financial Supports

To implement the policies and overall aims set out in the National Sustainable Mobility Policy, we recommend that a range of financial and fiscal supports are considered to accelerate the adoption of new mobility solutions. These include:

1. Shared sustainable mobility assets such as electric bikes, electric cars, e-mopeds and e-scooters are relatively new, and therefore it's difficult to asset finance from financial institutions. MPI encourages policymakers to consider the establishment of a credit guarantee scheme that would serve to incentivise the financing of sustainable mobility assets.
2. Pilot schemes or trials are often deployed by local authorities as a first step to trialing a new form of shared mobility and serve a beneficial purpose in relaying feedback to policymakers ahead of more permanent schemes. However, pilot schemes of shared mobility services require significant upfront investment to cover operating losses, particularly in the immediate term. MPI calls on Government to engage with industry around incentivising the viability of such projects, by, for example, seeking a clarification in the Public Spending Code and specifically, how local authorities access funding for such trials.
3. MPI welcomes the current tax and pricing incentives in place to help shift transport users away from private car journeys including the tax reliefs in place for annual saver tickets and fare reductions for certain cohorts of the population e.g. students. MPI encourages policymakers to engage in dialogue to determine how transport users can be also incentivised to adopt private shared mobility modes of transport to ensure the critical integration of public and transport mobility is achieved. This will be particularly important as we move closer to MaaS and Next Generation ticketing.

Ahead of Budget 2023, MPI looks forward to engaging with local and national policymakers on additional measures that can be taken to ensure the positive measures outlined in the Sustainable Mobility Policy can be truly realised for the benefit of our society, economy and the environment.

# ABOUT US



[www.mobilitypartnershipireland.ie](http://www.mobilitypartnershipireland.ie)

The Mobility Partnership Ireland (MPI) is a coalition of Ireland's leading private sector mobility providers. MPI seeks to partner with policy makers to advance policies that enable the growth and advancement of Ireland's sustainable mobility sector. We were founded to ensure that effective policy at a national, regional and local level, combined with new technology, supports better mobility and helps tackle the major challenges of congestion, air quality and climate change.

Bleeper is Ireland's first station-less bike sharing scheme and currently has in excess of 750 bikes operating throughout Dublin. Our bikes are equipped with a smart lock fixed above the back wheel of the bike. This smart lock controls usage of the bike by communicating with our custom built app, which can be downloaded from both the Apple and Google App Stores. BleeperBikes do not require custom built docking bays.

## Bleeper

ENTERPRISE HOLDINGS™



Enterprise Holdings is the world's largest private mobility provider, operating more than 2 million shared assets across the globe. Since 1994, Enterprise's European activities have expanded rapidly, with over 170,000 vehicles across company-owned operations in France, Germany, Ireland, Spain and the United Kingdom. In Ireland, Enterprise provides vehicles on demand via Enterprise Rent-a-Car, employing over 200 people in 25 branches across the country.

MOBY is an innovative Irish start-up company focused on developing and bringing to market a range of electric mobility solutions for cities and individuals. Established by Thomas O'Connell, former Founder and CEO of Yvolution, and supported by Enterprise Ireland through the High Potential Start-Up (HPSU) Companies initiative. MOBY aims to capitalise on the growth and potential of the electric rideables market.

# MOBY™

# ABOUT US



YUKŌ is Toyota Ireland's Car Club service, established in 2016 and currently has 230 vehicles. All passenger vehicles on the YUKŌ fleet are hybrid, meaning members drive in zero-emissions mode up to 62% of the time. With YUKŌ there's a high-tech car available, parked on-street in Dublin whenever needed. Members can book a YUKŌ by the hour, day or week, with fuel & insurance included. It is essentially PAYG driving. Members simply download the app, book & drive!

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# CONTACT US



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