

Public Transport integration & MaaS : TIER's vision

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TIER



A trusted partner of Public Transport

50 active partnerships

* with Public Transport

* see [here](#) for full list

10 countries

with Public Transport partnerships



The most integrated mobility operator in Europe

40+

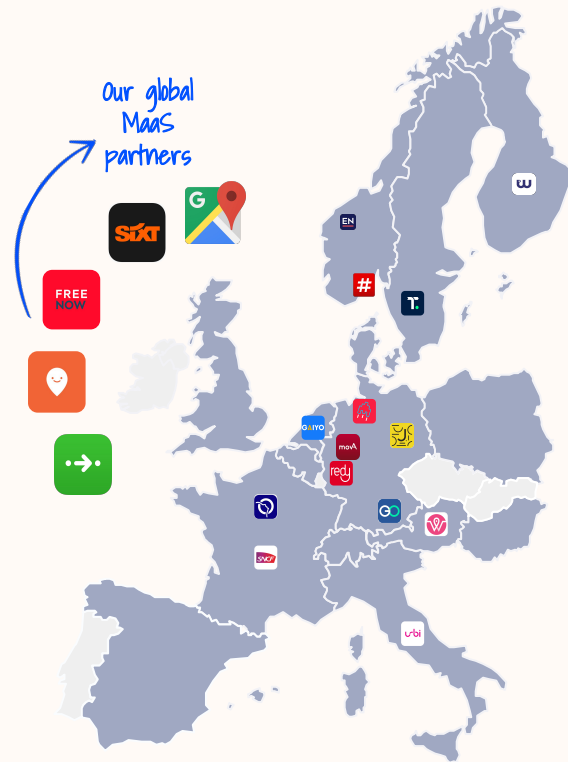
active MaaS integrations*

60%

integrations with public MaaS

70+

cities with MaaS integrations



TIER Countries with active MaaS integrations

TIER's objectives for MaaS & Public Transport partnerships

Create an attractive and multimodal alternative to the private car and thereby reduce pollution and traffic congestion in cities

Complement and expand the reach of public transport, as the backbone of our transportation networks

Change mobility for good through efficient and innovative public-private partnerships with Public Transport and MaaS companies



Expanding intermodality



50% of TIER users

already combine shared and public transport trips

Our approach: Rethinking urban transport holistically

Through partnerships with mobility companies, we provide cities with a **holistic approach to urban transport** and greater visibility on the performance of urban transportation.

We rethink the traditional structure of our mobility networks, shifting away from a siloed and mode-specific type of planning to **looking at various modes of transport jointly** and through various socio-economic lenses.

We strive to transform the transport sector into a **cooperative and interconnected ecosystem**, to seamlessly link the most sustainable modes of transport.

Societal

Dynamic user incentivisation and nudging towards greener modes of transport, depending on various criteria such as pollution levels, congestion, etc.

Commercial

A combined usage and payment of different mobility modes via intermodal packages as a prerequisite to offer an alternative to private cars.

Physical

Encouraging the use of more sustainable multimodal travel by integrating modes in physical infrastructure.

Digital

Integrating our services with other modes of transport, allowing users to plan, book and pay for their trip using a single application.

Our modular & goal oriented partnership approach

We design our **partnership modules to fit into TIER's broader vision for urban transportation**: integrating with the local mobility ecosystem on various levels.

While we offer each of the modules separately to possible partners, we have learned that that the **greatest synergies are created when different modules are used in combination.**



MaaS Integration

Through the technical integration in partner apps we enable a better customer orientation.

Digital



Parking Hubs

We build dedicated parking zones and mobility hubs next to your public transport stations.

Physical



Joint ticketing & bundles

We offer combined tickets for TIER services and other transport mode in the TIER App or partner App.

Commercial



Marketing initiatives

Launch joint marketing activities and co-brand our vehicles with PT logos to promote intermodality.

Physical



TIER Connect

We offer long term discounts to subscribers of local public transport partners.

Commercial



Connected outskirts

We expand the offer of urban mobility services to areas that public transport cannot easily reach.

Societal



MaaS Integration

We support Public Transport companies and selected private MaaS operators to integrate TIER services into their app via **API integration**.

TIER is the most integrated mobility operator in Europe.

40+

active integrations
in 70+ cities

750k+

MaaS trips
facilitated in 2021

60%

Integrations in
Public MaaS

40%

Deep integrations
incl. payment

Two different degrees of integration offered,
depending on the partner needs and capabilities.

1) Deep Link Integration

- **Location, battery status and price** of TIER vehicles are displayed in the partner app.
- For booking and payment, a **jump to the TIER app** is needed.

2) Deep Integration

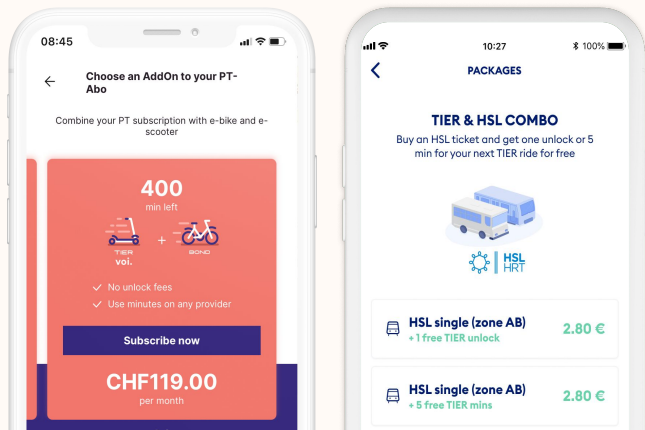
- **Booking and payment** of TIER vehicles fully integrated in the partner app, **no need to jump** to the TIER app.
- Possibility to offer **mobility bundles** and budgets to customers.



Joint ticketing & Bundles

We strive to find ways to integrate with public transport via an **integration of ticketing and fares**: TIER was the first micromobility provider to combine PT tickets with MM services in one single transaction.

We believe joint ticketing is central to making multimodality and MaaS an attractive alternative to urban private car usage.



TIER

In the TIER app

- Offer a combination of PT tickets and TIER packages directly in our app shop.
 - 2 pilots launched in Helsinki and Düsseldorf so far.
- **67%** of all TIER packages bought during the HSL pilot period were PT bundles
- More than **50%** of the buyers repurchased the bundle

In MaaS Partner apps

- Integrate our services into mobility bundles and mobility subscriptions provided by MaaS partners.
 - 2 pilots launched with MaaS partners Yumuv (Switzerland) and Whim (Finland).
- In the SBB pilot, **50%** of all rides taken were by bundle users
- University research showed bundle users used public transport more after purchasing the bundle



TIER Connect

With TIER Connect, public transport subscribers can use TIER at discounted rates.

How it works?

- PT subscription numbers shared by the partner are converted into unique **TIER voucher codes**.
- Partners communicate offer to their users via different channels.
- Users redeem the code in the TIER app and get instant access to discounts.

Benefits

- Increase **attractivity** of PT subscription
- Make PT more **accessible** and get access to new customers from large TIER user base.
- Currently based on a voucher solution and very **easy to implement** for partners.



Commercial

TIER Connect increases intermodal journeys

- **86% of the respondents*** increased the **intermodality of their trips** through TIER Connect, combining Public Transport with TIER services.

TIER Connect increases the value of Public Transport Subscription

- **84% of the respondents*** say that TIER Connect **increases the value of their Public Transport subscription**.

* Survey results with TIER Connect users conducted in 6 pilot cities in Germany and France (December 2021)



Parking Hubs

With our partners, we co-create parking solutions for clean cities and first/last mile connectivity. Our standard offering to PT partners includes:

- **Data sharing:** Based on our mobility data, we inform PT partners about optimal locations of additional mobility hubs.
- **Parking stations:** We collaborate with PT partners to install physical parking solutions in proximity to key transit hubs, e.g. lined and signed or rack solutions.
- **Bonus parking:** We set up incentivised parking zones next to transit hubs and offer riders to get free minutes when ending their ride close to public transport stations.
- **Vehicle rebalancing:** We ensure continuous availability of vehicles at parking hubs for a reliable first/last mile user experience.



58% of TIER parking research respondents stated that micro-mobility parking hubs at train stations could lead them to use public transport more often.



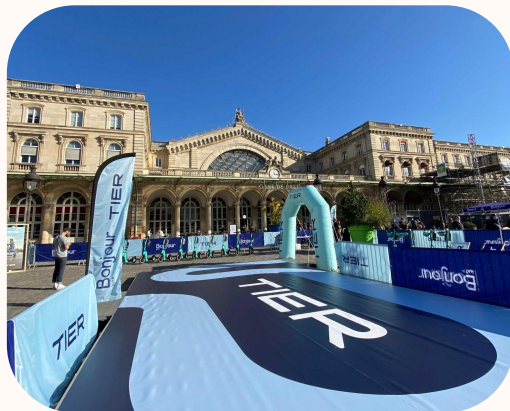


Marketing initiatives

We launch joint marketing activities with our partners to seamlessly integrate multimodality into existing urban transport network.

- **Co-branding:** We offer public transport authorities the opportunity to co-brand our vehicles and create a uniform mobility offering in the city.
- **Marketing campaigns:** We launch joint marketing campaigns on digital and print media to raise awareness for the benefits of combined usage of micro-mobility and PT.
- **Safety events:** (Co-branded) safety events with PT/MaaS partners are a great way to educate users and non-users on safety.

Physical





Connected outskirts

We expand our business area to outer districts and encourage usage through:

- Physical bonus **parking zones** near public transport stations serve as **first and last mile mobility hubs for commuters**
- Mobility hubs assure **availability** and **proper parking of e-scooters**

Benefits:

- Increased **accessibility of public transport** services in outskirts
- **Climate neutral** micro mobility as “shuttles” to PT
- **Increased intermodal travel** (ie. bus, train + micro mobility)
- **Improved connectivity** to city centers

We launched successful projects with ÖBB (Austrian National Railways) and Hamburger Hochbahn.

Survey results in Hamburg project areas show:

- **50%** say they use micro mobility to **commute to work or to school**
- **44%** say they **combine micro mobility and public transport** in their trips on a weekly to monthly basis
- **25%** say they use **multimodal** offers on a **daily to weekly** basis



Change Mobility for Good.

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