

The story of 'MinRejseplan' – a major step towards MaaS

All delegates at the ITS World Congress will receive a MaaS app, called "MinRejseplan" (MyJourney Planner). This is the story about how it was developed and how we hope it will facilitate a future with better mobility.



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Public transport in rural areas

MinRejseplan was launched on 14 May this year as a pilot project in North Denmark Region. The new multi-modal app is based on Rejseplanen's system, and for the first time in Denmark, it integrates information about both public and private transport.

This means that the residents of North Denmark Region were the first to be offered the opportunity to search for information about travel with all modes of public transport, combined with the private transport services.

Northern Denmark Region is an area

with a relatively low population density and only a few larger towns. Only the city of Aalborg that has more than 100,000 residents. Recent developments have shown that it is becoming more difficult to maintain an efficient public transport network in rural areas. NT has therefore built and is managing a vast demand-responsive transport network that deliver over 1.5 million annual journeys.

The latest initiative has been the launch of 'Plustur' (Additional Trip), which is a last-mile on-demand concept that connects rural passengers with the main public transport network by minibuses and taxis, at the price of traditional public transport.

Our aim was to develop a travel assistant application, MinRejseplan (MyJourney Planner), that displays the direct, smartest and most economical way to travel door-to-door.

In Denmark, we have a nationwide travel assistant (Rejseplanen) available, that includes public transport services throughout the country. It was therefore essential for us to build on the existing platform as it enabled us to apply existing know-how, utilize customer awareness and better facilitate a subsequent national roll-out of My Journey Planner.

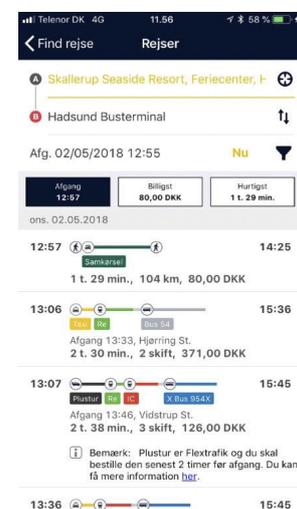
My Journey Planner displays a variety of mobility solutions to the users, including traditional public transport solutions like bus and train, as well as private ones like taxi and ridesharing. The solution was part-financed by The Danish Transport, Construction and Housing Authority, an authority under the Danish Ministry of Trans-

port, Building, and Housing.

Through the use of My Journey Planner, the passenger is able to find the best and easiest way to get from A to B, even if the result is a combination of public and privately provided transport. The App features a wide range of easily available information, providing the passenger with the possibility of making both long- and short-term planning decisions.

The ambition has, however, always been to make the solution available nationwide, as there is a need for this in both rural and urban areas. The expressed intention behind the development of for the My Journey Planner App has been to integrate it with the nationwide travel assistant (Rejseplanen).

Figure 1: Content of the new, multi-modal travel itinerary app.



Smart and convenient access promotes public transport

In a hectic daily life, travel choices for busy travellers and commuters are not based solely on preferences and idealism. Choice is also about the availability of the various forms of public transport and the possibility of getting from A to B in a convenient, quick and smart way. It is about providing travellers with a comprehensive overview and access to all traffic information about private and public modes of transport, and allowing them to buy and book their journey anytime and anywhere.

The easier it is for the consumer to follow the growing range of public and private transport options, the better the chance that travellers will choose to combine, for example, bicycle sharing with public transport, and perhaps a taxi or car-pooling for the last section of their journey. International experience shows that the use of public transport increases when it is easier to get to and from the travel hub, which is easier when there are more forms of mobility and transport available. We will be seriously approaching the realisation of MaaS when we can use the same app to pay for a ticket or transport service, and also see the next departure, the price and the cheapest and fastest route.

Live demonstration of multi-modal travel app

The platform for MinRejseplan can easily embrace private modes of transport in other parts of the country, including the metropolitan area. At the ITS World Congress, all the participants will have access to MinRejseplan in a special Copenhagen version, developed specifically for the congress, with information about all public

and several private modes of transport in Copenhagen. The Copenhagen version of MinRejseplan also includes a built-in payment feature.

Conference participants at the World Congress in Copenhagen and all other travellers in Copenhagen can plan a trip through the city that includes the best combination, based on the participant's own preferences, of public and private transport services, i.e. train, metro, buses, car-pooling, shared car, harbour buses, taxi, shared bicycle and city bikes etc.

The MinRejseplan app displays the next departure and upcoming departures. It shows what the journey will cost and it suggests the fastest and cheapest route, whether you wish to travel here and now, in an hour, or perhaps not until the following day.

A digital ticketing function and payment solution have been incorporated into MinRejseplan, which are valid for public transport in Copenhagen during the congress itself. It is quite easy for other users of MinRejseplan to pay for their trips with a few clicks in the app, as they are sent directly from MinRejseplan to the transport provider's own app with a payment solution. The Copenhagen version of the MinRejseplan app is a major step on the digital highway towards a MaaS app, and it is an exciting 'live demonstration project' of the future Rejseplanen.

It will be exciting to get feedback from users of the new app during and after the conference, and naturally our goal with MinRejseplan is to implement continuous and constant updates and improvements, where the focus is on the users, and their need for updated and accessible information about all modes of transport. This is the best way to get more people to use public transport, with more environmentally friendly modes of transport, both now and in the future.

gathered from pilot projects in two parts of the country, North Denmark Region and the metropolitan area, we will be able to collect and analyse valuable data so that, in the near future, not only the residents of Copenhagen and North Denmark Region but all Danes will be able to search and find their journey using a single app, namely Rejseplanen.

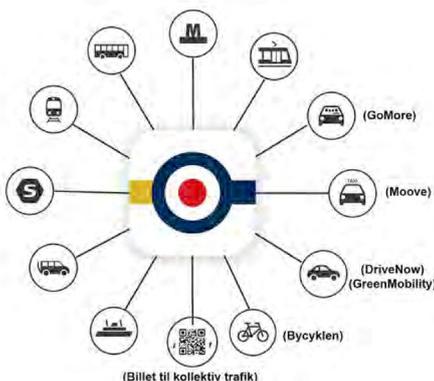
Our long-term ambition is that Rejseplanen's app will display all the modes of transport and mobility that are available to enable a traveller to get from A to B. This means that in the near future, in addition to bus, train, metro, trams, ferries, car-pooling and taxis, Rejseplanen will also include regional buses, domestic flights, shared cars, shared bicycles, flex-trips, driverless buses etc. for all of Denmark.

Denmark is a digitally well-developed country and the population already has extensive experience of planning their journeys digitally. Rejseplanen is Denmark's fourth most popular app and has been downloaded over 3.5 million times. With the launch of MinRejseplan in Copenhagen, we have joined the digital elite and are now much closer to being able to offer MaaS to every citizen throughout the country.

Rejseplanen has been downloaded by more than 3.5 million people and more than 1 million journey searches are made through it every day. Today, Rejseplanen is among the four most popular Apps in Denmark and 90 percent of the population is familiar with it. The data provided through Rejseplanen on traditional public transportation is open and used by Google, Citymapper, Apple and more than 500 other companies.

During the last 10-15 years Denmark has been at the forefront of technological development when it comes to digital travel assistants, and as we stand on the brink of providing a nationwide MaaS, the ITS World Congress in Copenhagen provides an important opportunity to launch this technological invention.

Figure 2: Ticket for public transport.



From North Denmark Region to Copenhagen to all of Denmark

This is the first time MinRejseplan is being rolled out in a large city like Copenhagen, where both the demand and the possibilities for transport are completely different than that in the North Denmark Region. It is encouraging, therefore, that so many transport service providers in Copenhagen wished to be included in the special version of MinRejseplan. Using the experience