Le MaaS plus qu'une tendance

4 décembre 2019
Montréal

Retour sur le 26e Congrès mondial des STI et les dernières nouveautés concernant le MaaS

Michael De Santis
Innovation MI-8 inc.

SINGAPORE 2019

26th ITS World Congress
21–25 October

Smart Mobility, Empowering Cities

www.itsworldcongress2019.com | #ITSWC19

Organised by

Land Transport Authority
We Keep Your World Moving

ITS Singapore

Co-hosted by

ASIA-PACIFIC ITS

ITS AMERICA

ERTICO ITS EUROPE

SINGAPORE 2019

26th ITS World Congress
21–25 October

Cybersecurity & Data Privacy

Multimodal Transport of People & Goods

Sustainable Smart Cities

Intelligent, Connected & Automated Vehicles

Crowdsourcing & Big Data Analytics

Safety for Drivers & Vulnerable Users

Policies, Standards & Harmonisation

Innovative Pricing and Travel Demand Management

Mobilité en tant que service (MaaS)

C'est l'intégration de différentes formes de services de transport dans un seul service de mobilité accessible à la demande.

Il permet un point unique d'entrée pour réserver et payer pour les services de mobilité par le biais d'un compte unique.

Il vise à améliorer l'expérience du voyageur et le place au centre de l'écosystème de la mobilité.

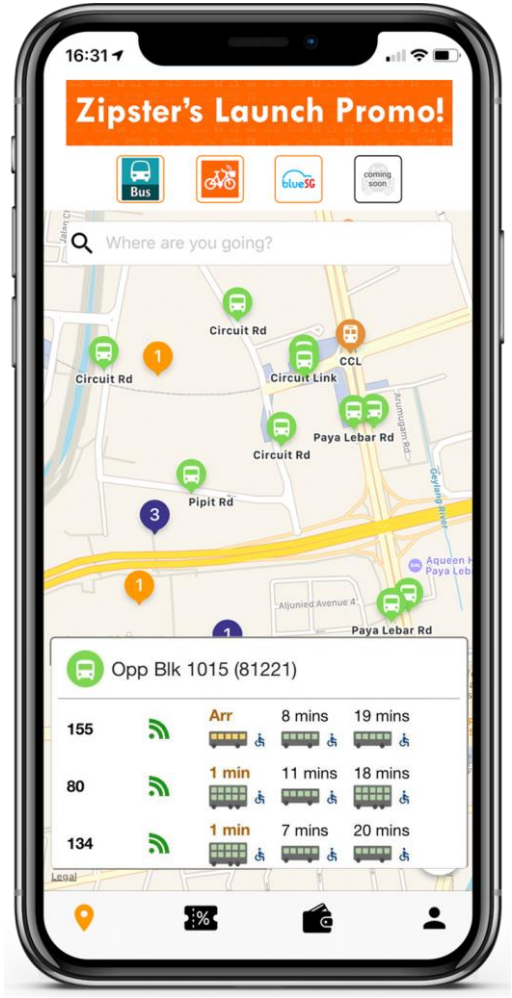
C'est plus qu'une application!

Les niveaux de MaaS

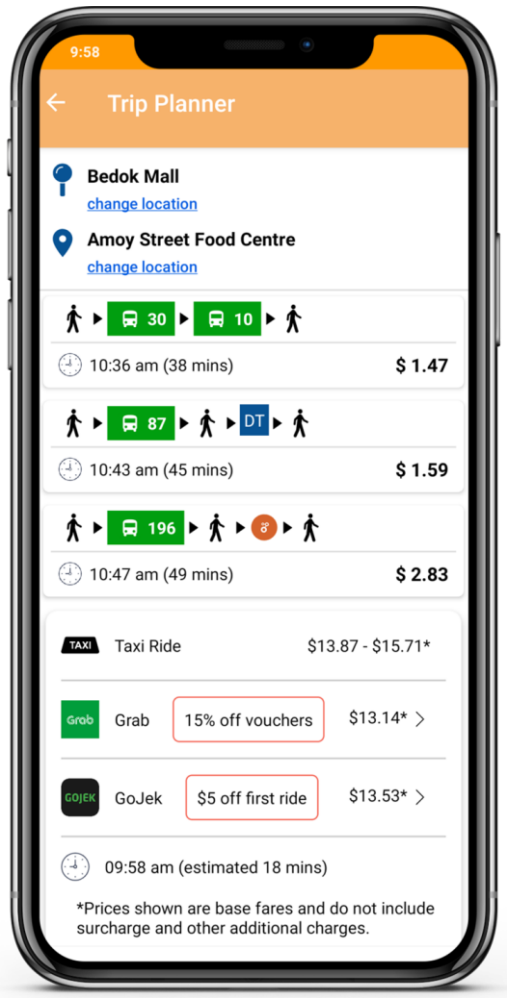
Source: Sochor, Jana & Arby, Hans & Karlsson, Marianne & Sarasini, Steven. (2017)

mobility

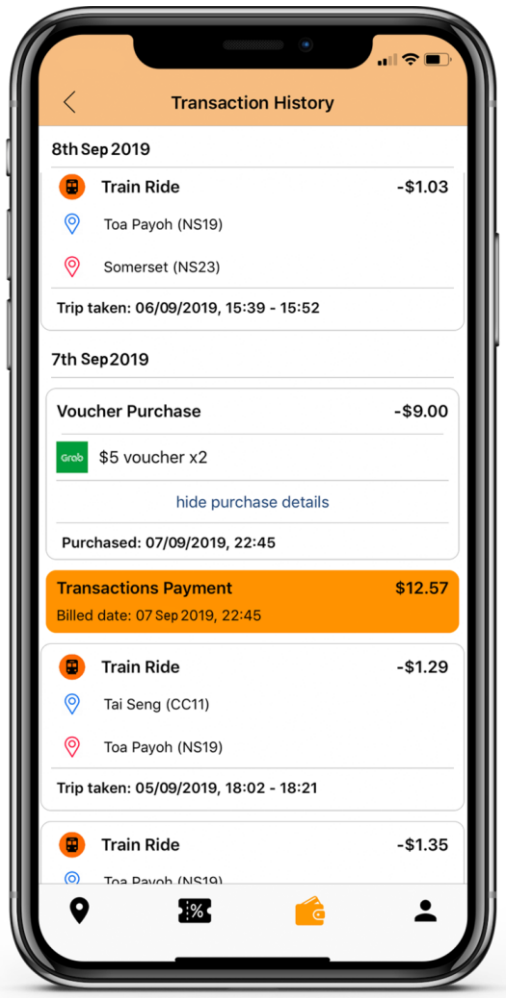
Zipster Beta



Planifier



Réserver



Payer

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MaaS dans le monde

Projets pilotes et essais

Living Labs

Mise en service (niveau 3)

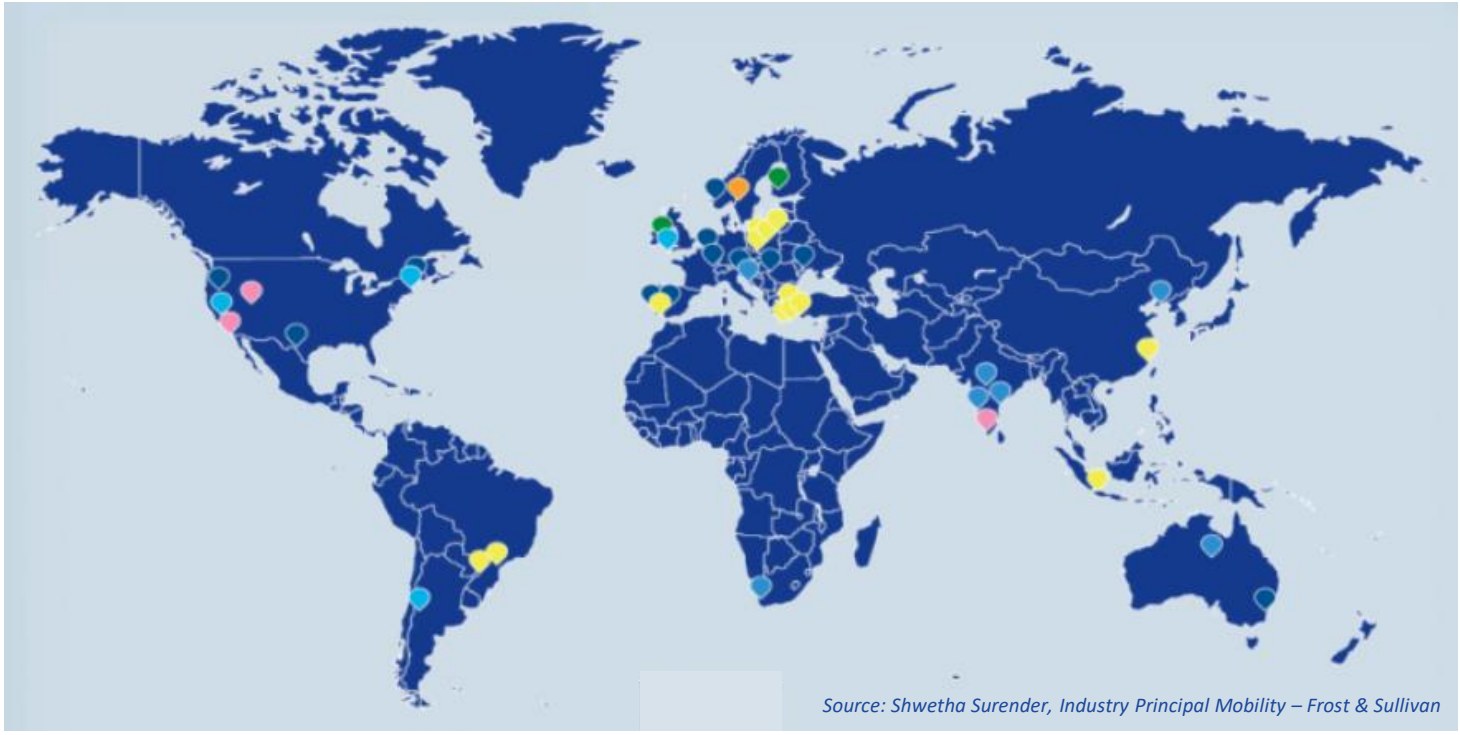
whim

- Helsinki
- Birmingham
- Anvers
- Vienne

UbiGo

- Stockholm
- Plusieurs communautés en Suède

REACHNOW SKEDGO cityway



Source: Shwetha Surender, Industry Principal Mobility – Frost & Sullivan

Alliances

ERTICO ITS EUROPE ⟶ MaaS ALLIANCE (10.2015)

ITS AMERICA ⟶ Mobility on Demand Alliance (04.2019)

Building Blocks of MOD

Data Services
High Quality | Dynamic | Shared
Standardized | Portable | Incentivized

Infrastructure Services
Roadway | Mobility Hubs | Parking & Curb | ITS | Fiber
Tolling | CV/AV/Traffic | Data Platforms | Electrification

Customer Services
Seamless Trip Planning | Incentivized Choice
Equitable Service Access | Sustainable Travel

Mobility Services
Transit | Micro Transit | Ride Sourcing | Bicycle | Scooter
Personal & Shared Vehicle | Freight Delivery | Emerging

Pricing/Payment Services
Integrated Trip Payment | Parking & Curb Use | Electrification
Congestion/Road Usage Pricing | Wi-Fi | Data Services| Insurance

Operator Services
Dynamic System Planning | Holistic Operations Mgt
Fleet Mgt | Market Growth | Supportive Policy

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Collaboration entre les régions

Signature d'un protocole d'entente pour le développement de MOD/MaaS

- Favoriser le développement de politiques, de normes, de gouvernance, de modèles d'affaires et de technologies pour l'industrie MOD/MaaS.
- Co-organiser des conférences consacrées au marché MOD/MaaS conjointement avec les congrès annuels ITS World

ERTICO ITS EUROPE ITS AMERICA ASIA-PACIFIC ITS

Global Forum on MaaS @ ITSWC 2019

- Les modèles d'affaires
- Le fonctionnement et l'intégration
- La technologie
- Les tendances mondiales

Global Forum on MaaS @ ITSWC 2019

Quelques éléments clés (takeaways) …

- Établir des modèles d'affaires avantageux pour les intervenants publiques et privés
- Rendre accessibles les données aux OPTC afin qu'ils puissent améliorer leurs services de transport collectif
- L'échange de ces données doit être normalisée
- Les services MaaS doivent être accessibles et inclusifs
- L'établissement d'un plan directeur (Roadmap) est fortement recommandé

Facteurs clés de succès pour MaaS

01

Open Ecosystem

No operator / vendor exclusivity

02

Open APIs

Removes the need for each stakeholder to individually address technical obstacles

03

Single Payment

Interoperability of ticketing and payment systems

04

Secure Data

Robust cybersecurity and data management facilities

05

Open IT Systems

Flexibility and adaptability to new types of user and customer requirements

06

Regulatory Framework

The Act on Transport Services was adopted in Finland in April 2017

07

Seamless Roaming

Roaming of services between and across cities and member states

08

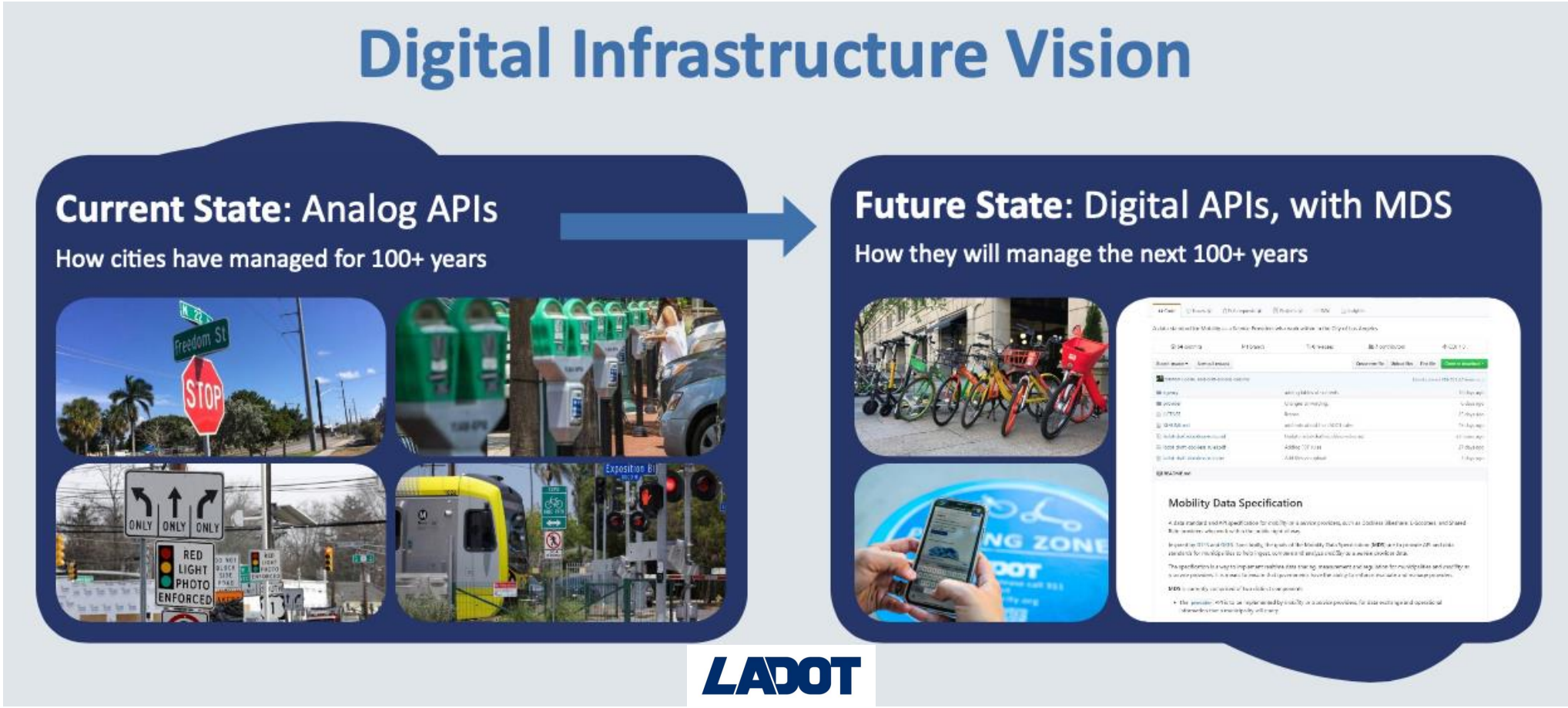
Special Task Force

Establish a special task force for members' joint research initiatives

Source: Frost & Sullivan

Initiative

"CODE IS THE NEW CONCRETE "



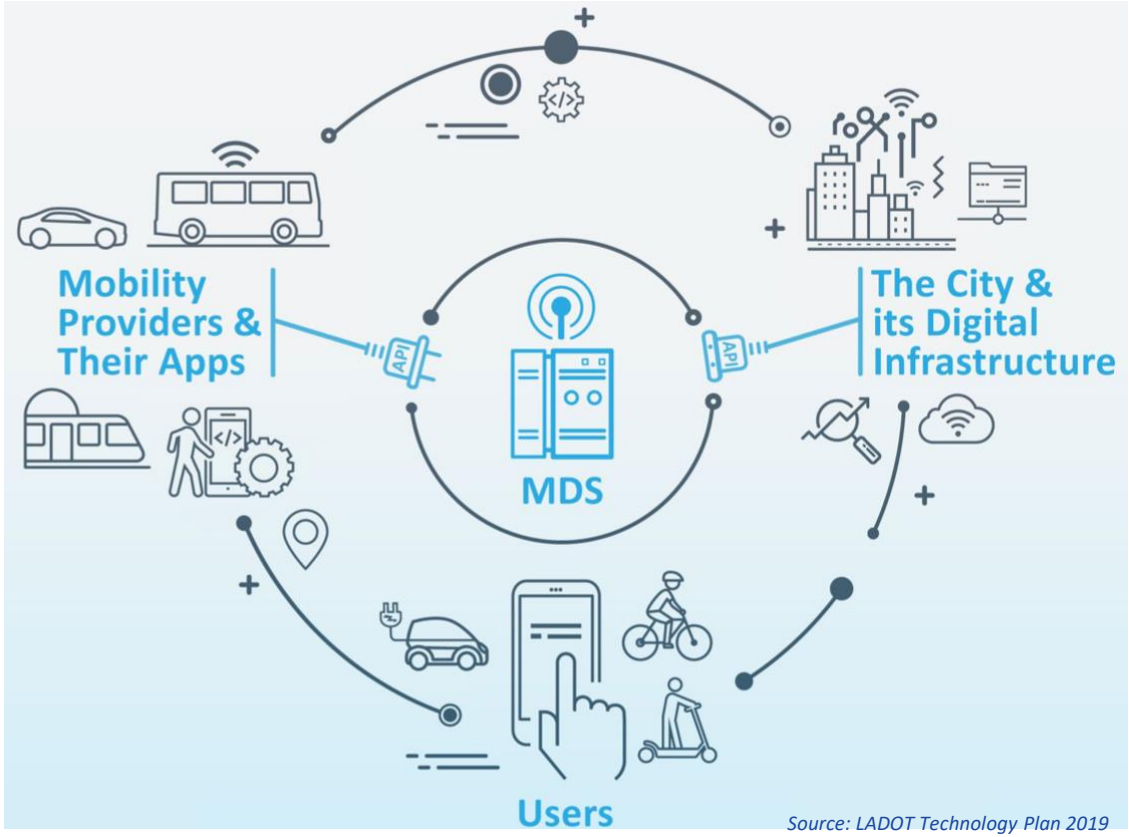
Source: LADOT Technology Plan 2019

Initiatives

"Turning data into action"

LADOT

Austin
Bogotá
Chicago
Los Angeles
Louisville
Miami
Miami-Dade County
Minneapolis
New York City DOT



OMF OPEN MOBILITY FOUNDATION

New York City Taxi and Limo Commission
Philadelphia
Portland
San Francisco
San Jose
Santa Monica
Seattle
Washington D.C

Mobility Data Specification

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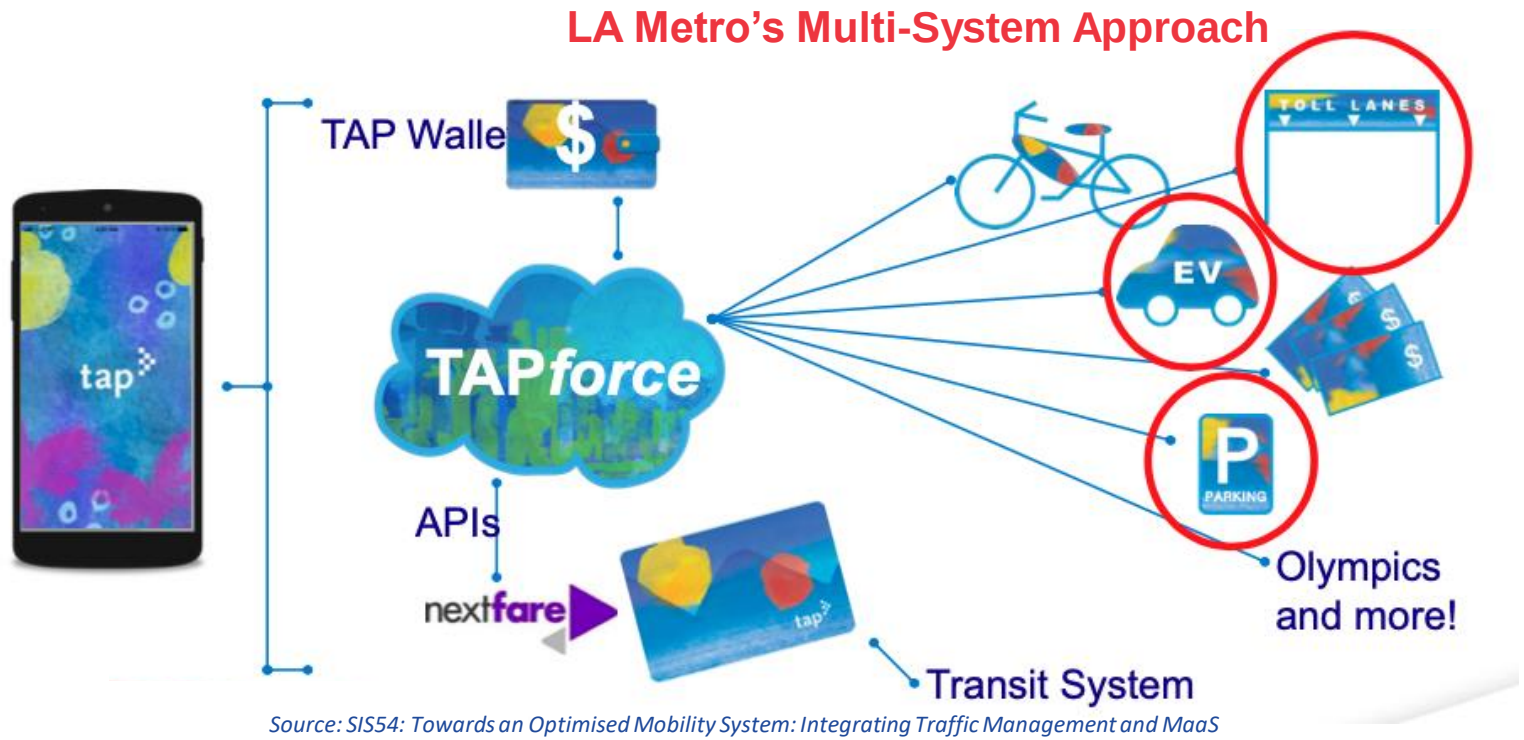
Tendances

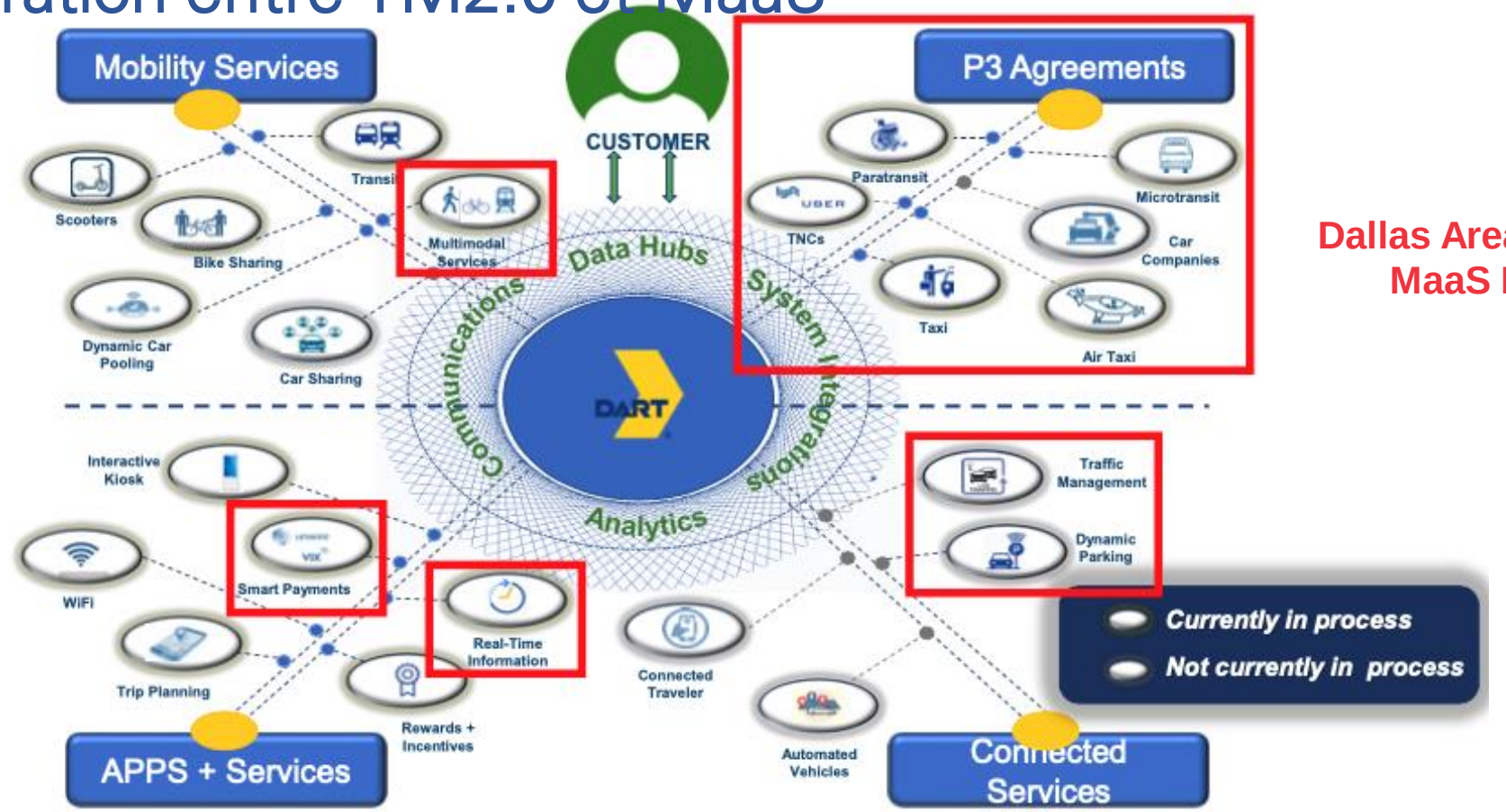
Collaboration entre TM2.0 et MaaS



Source: SIS54: Towards an Optimised Mobility System: Integrating Traffic Management and MaaS
Robin O'Hara, Executive Officer, Regional TAP Customer Experience, LA Metro

Tendances

Collaboration entre TM2.0 et MaaS



Dallas Area Rapid Transit MaaS Framework

Source: SIS54: Towards an Optimised Mobility System: Integrating Traffic Management and MaaS, Carol Schweiger, Schweiger Consulting
Tina Mörch-Pierre, Assistant Vice President, Payment Systems & Statistical Reporting, Dallas Area Rapid Transit, "Building MaaS: Technology Challenges and Solution," Shared-Use Mobility Center Summit, March 2019, Chicago

Initiatives

NSW GOVERNMENT

Future Transport 2056 – Our Strategic Vision

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Our MaaS Vision

A vibrant, open mobility marketplace where providers compete to best meet community & customer needs with compelling alternatives to car ownership.

Sharing data for full network optimisation.

Why are more mobility options required?

- Increasing population: 11 million people will live in NSW by 2056
- Last mile connectivity can be better
- “3 cities” within Greater Sydney and beyond
- Car is still king

Source: Accelerating Mobility As A Service For NSW, Chris Bennetts ,Executive Director Digital Products Delivery, Transport for NSW

NSW GOVERNMENT

TAILORED TRANSPORT

swiftfleet fare

Enables smaller transport operators to integrate with technical platforms with plan, book and pay capability.

Transport

transportnsw.info

Brings together relevant **mobility** options for Transport channels and 3rd parties. It gives customers tailored journeys options

TRANZER Just take the ride

Uber

whim

Stand alone customer products that enables single payments across operators

« TEST & LEARN »

Source: Accelerating Mobility As A Service For NSW, Chris Bennetts, Executive Director Digital Products Delivery, Transport for NSW

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OCTOBER 4-8 2020
LOS ANGELES
ITS WORLD CONGRESS 2020

THE NEW AGE OF **MOBILITY**

Seamless Mobility and Changing Behavior

Fueling the Future: Alternative Fuels & Emissions

The Path to Vision Zero

Disruption on the Digital Highway: Data

Technology from Entry to the Last Mile

Connectivity or Spectrum / Networks

Intelligent, Connected and Automated Vehicles

Organizing for Success, Governance, Business Models, International Cooperation

Merci!

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