

MaaS – from hype to delivery

AQTr - Colloque Le MaaS, plus qu'une tendance

Montreal 4 December 2019

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MaaS Alliance

- international public-private partnership



Build

an open and sustainable MaaS ecosystem



Enhance

inter-operability and roaming of services & scalability of businesses



Provide

market insights and MaaS information



Connect

"problem-owners" with solution providers



Develop

trust and collaboration



Define

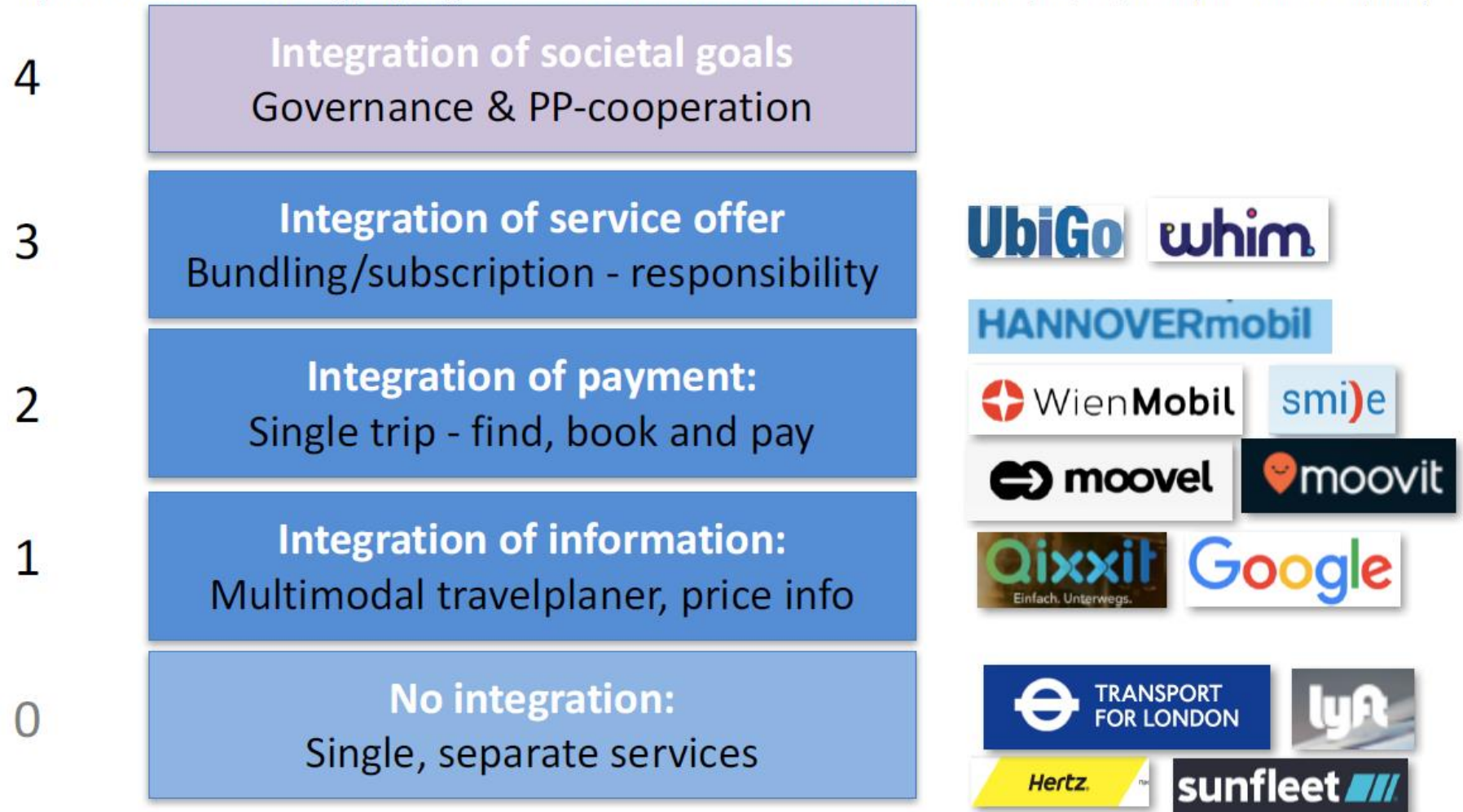
principles in data sharing and data access



What do you need MaaS Alliance for?

MaaS topology (Sochor, Arby, Sarasini, Karlsson, Holmberg)

See also **Sochor, J., Arby, H., Karlsson, I.C.M., Sarasini, S. (2017)** "A topological approach to Mobility as a Service: A proposed tool for understanding requirements and effects and aiding policy integration". 1st International Conference on Mobility as a Service (Tampere, Finland, November 28-29, 2017).





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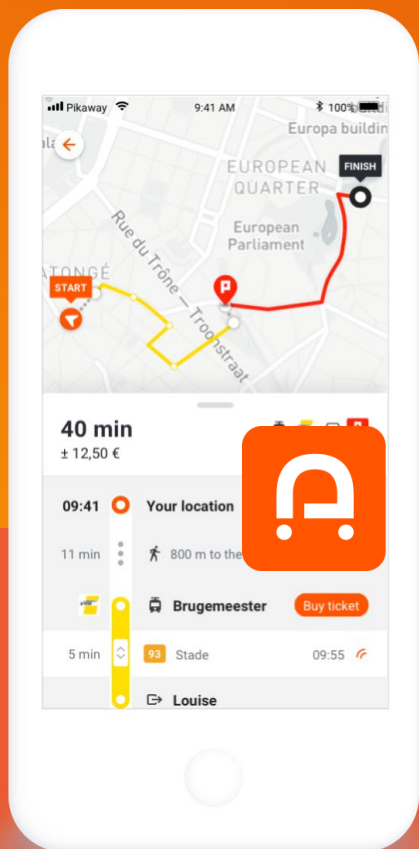
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pikaway

1 App

Smart from A to Everywhere

Intermodal route planner

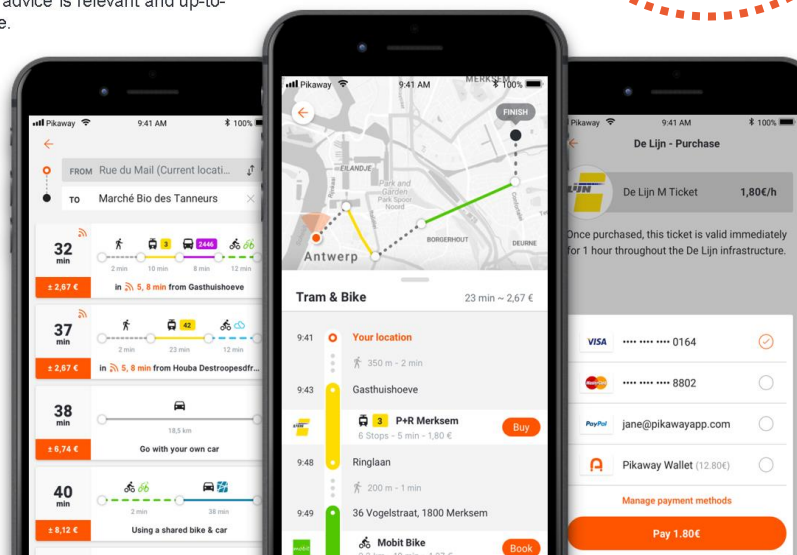
Pikaway can plan **smart routes** consisting of a combination of different mobility operators. We combine the bicycle, the car, the bus, the train, the e-step into something that makes sense. Real-time information from the service providers ensures that our advice is relevant and up-to-date.

Book & go

We work with various mobility partners, ranging from public transport to bicycle and car sharing services, so that you have **easier access to the various mobility partners**.

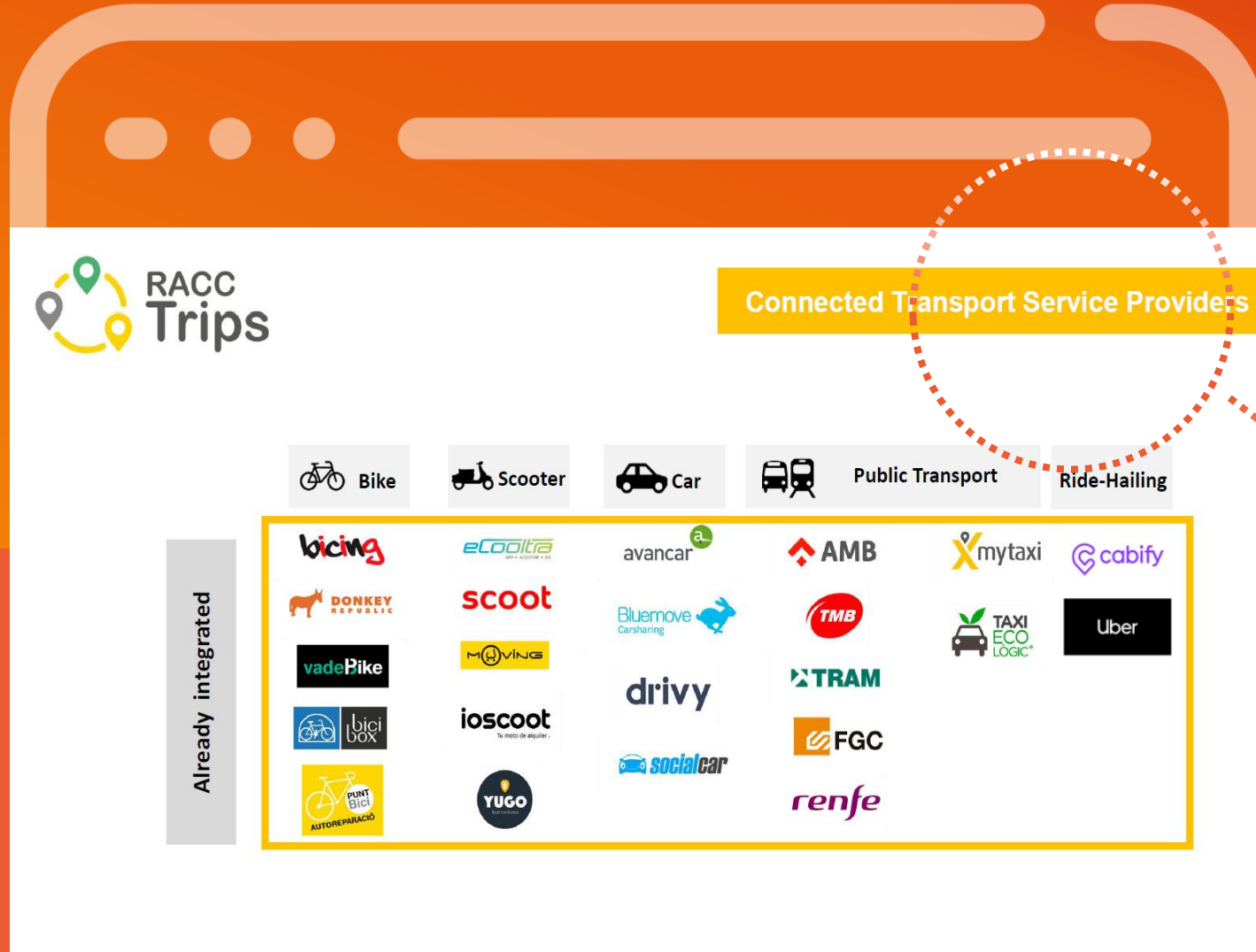
Mobility budget

When paying for your trip, choose between **different types of payments**, including the mobility budget that has been offered by your employer – which is integrated with social secretaries



Mobility budget

pikaway: smart route planner

RACC Trips

Connected Transport Service Providers

	Bike	Scooter	Car	Public Transport	Ride-Hailing
Already integrated	bicing	eCOOLTRA	avancar	AMB	mytaxi cabify
	DONKEY REPUBLIC	scoot	Bluemove Carsharing	TMB	TAXI ECO LOGIC Uber
	vadePike	MOVING	drivy	TRAM	
	bici box	ioscoot	socialcar	FGC	
	PUNT BICI AUTOREPARACIÓ	YUGO		renfe	

Not just one but all....

RACC Trips: Motosharing, carsharing, bike



One platform, one account, one access, many channels, many features, many services

P A R K	ON STREET PARKING	OFF STREET PARKING (GATE)	GARAGE	AIR PARKING	LTA PERMITS	TOURIST BUS	SEASONAL TICKETS & BENEFITS
	TRIP PLANNER	LPT	LONG HAUL LINES	TRAIN	VEHICLE SHARING	DRT	CAR POOLING
T R A N S P O R T	RENTAL	TAXI	SHIP	TOUR	SHUTTLE	INFOMOBILITY	
	PLACES	EVENTS	PRODUCTS	DISCOUNTS	FIDELITY CARD	GAMING	
M O R E	MUNICIPAL SERVICES	SHOPPING MALL					

PLUSERVICE.NET Integrated Information System for Mobility mycicero 1

Integrated services

mycicero: everywhere with any vehicle

MaaS in transport decarbonisation tool kit



50 %

Vehicle-km reduction potential of MaaS

30 %

CO2 reduction potential of MaaS

by **2050** in scenario of **accelerated uptake of shared modes** combined with **public transport** and **strong regulation**

Whimpact study

https://ramboll.com/-/media/files/rfi/publications/Ramboll_whimpact-2019



2,15

trips per day with public transport by **Whim** users



1,6

trips per day with public transport by Helsinki residents on average

Whim users use taxis

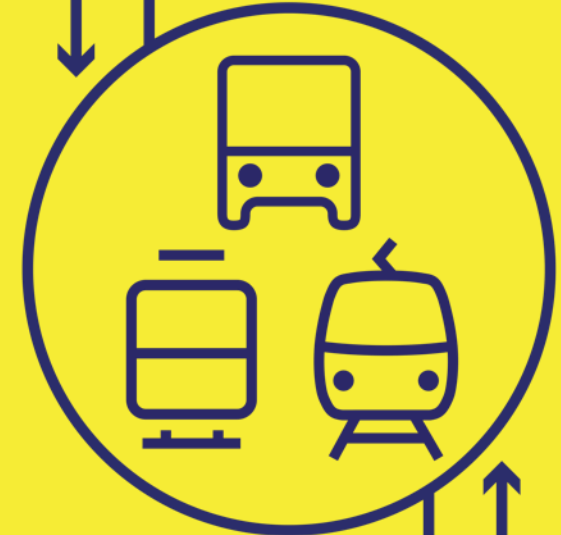
2,4x

times more often than other Helsinki residents on average



42%

of Whim users citybike trips combined with public transport



3x

Whim users combine taxi three times more often with public transport compared to Helsinki average



whim.



flexible

reliable

available on

demand

affordable

And even better...



reliable

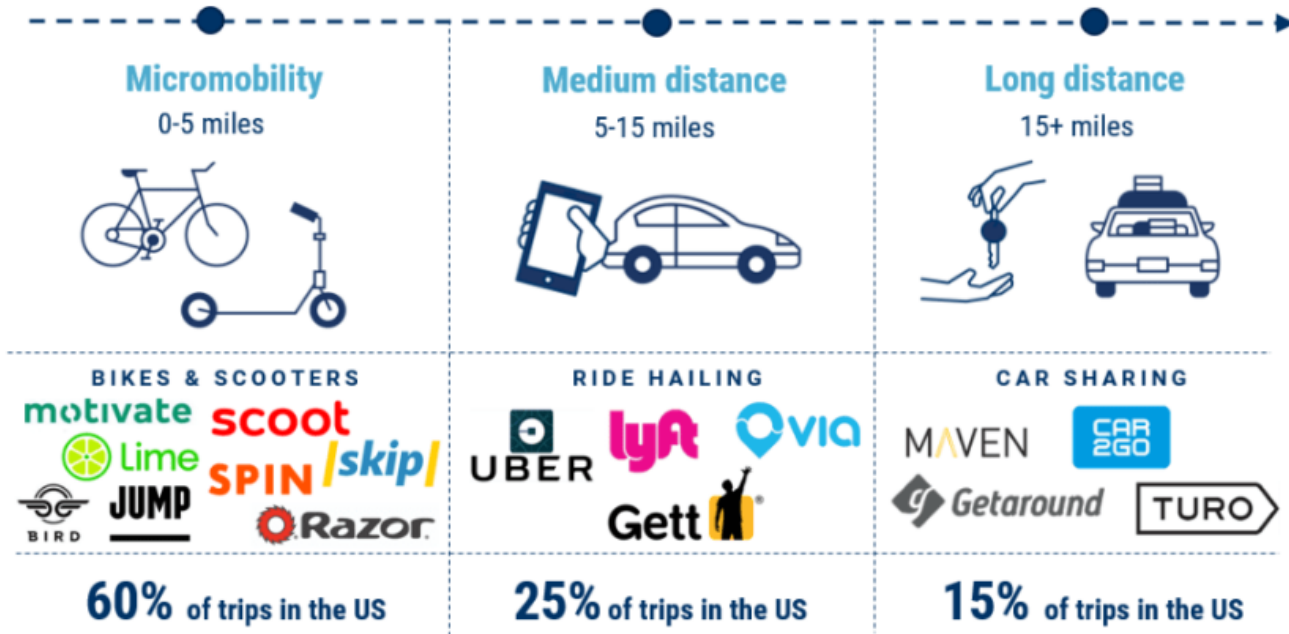
available on demand

flexible affordable

With MaaS we get 'em all

DISRUPTING THE CAR

Alternatives to car ownership by trip length



Source: NHTS

CBINSIGHTS



Smith, G., Sochor, J., Karlsson, M. 2018.

Mobility as a Service: Development scenarios and implications for public transport
Research in Transportation Economics, doi:10.1016/j.retrec.2018.04.001

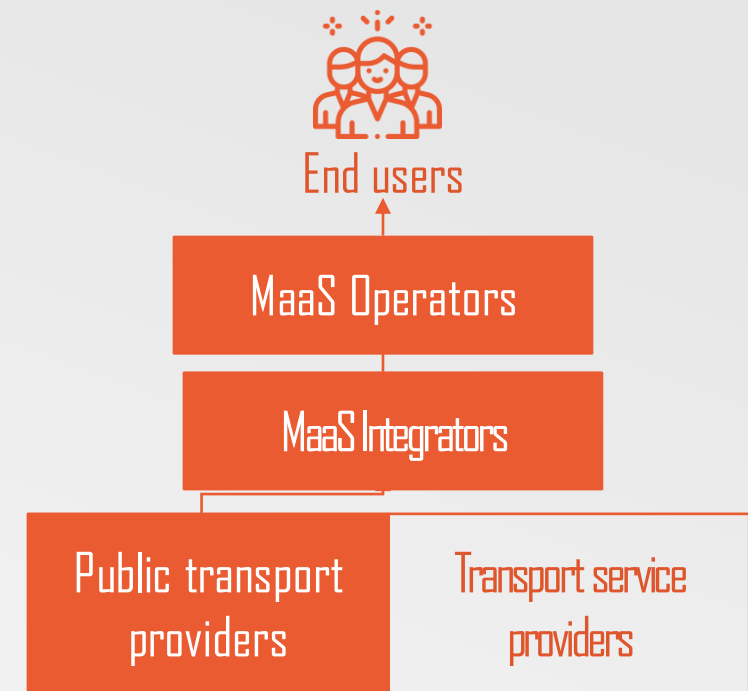
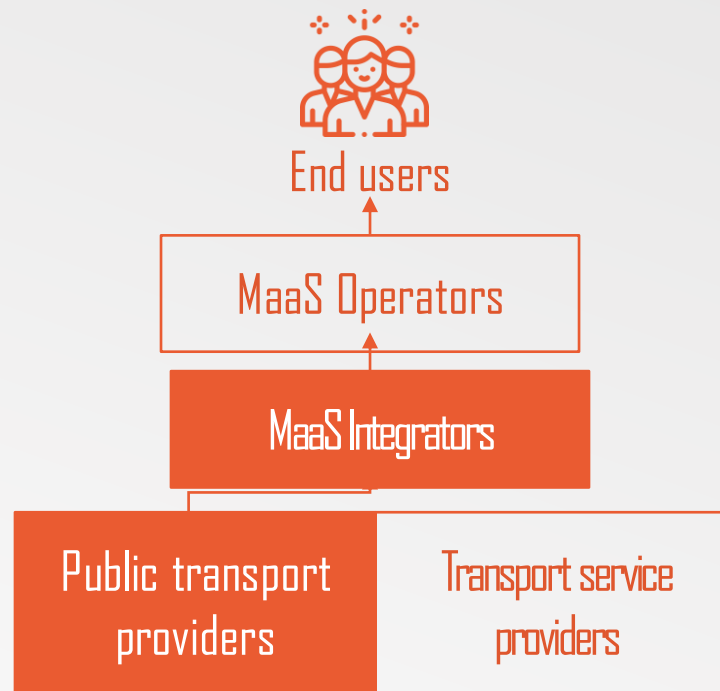
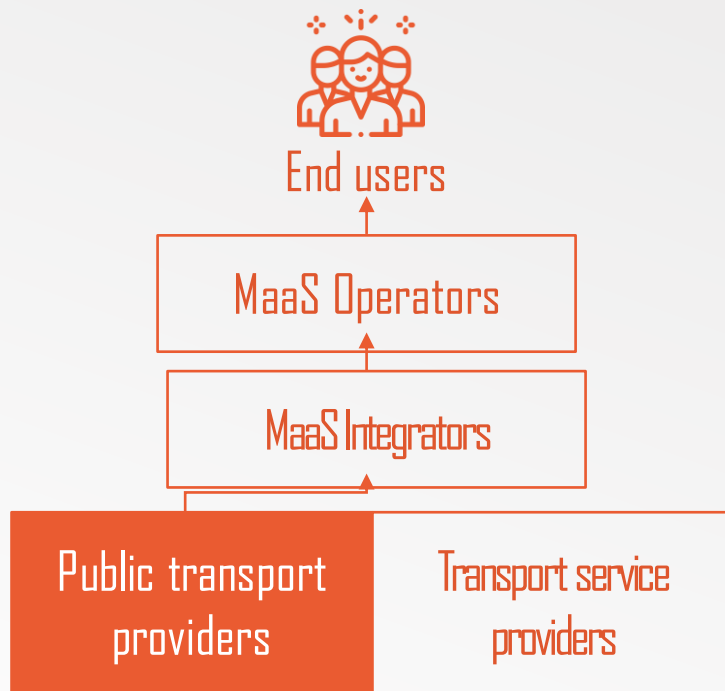


■ The public sector's role

Market-driven development

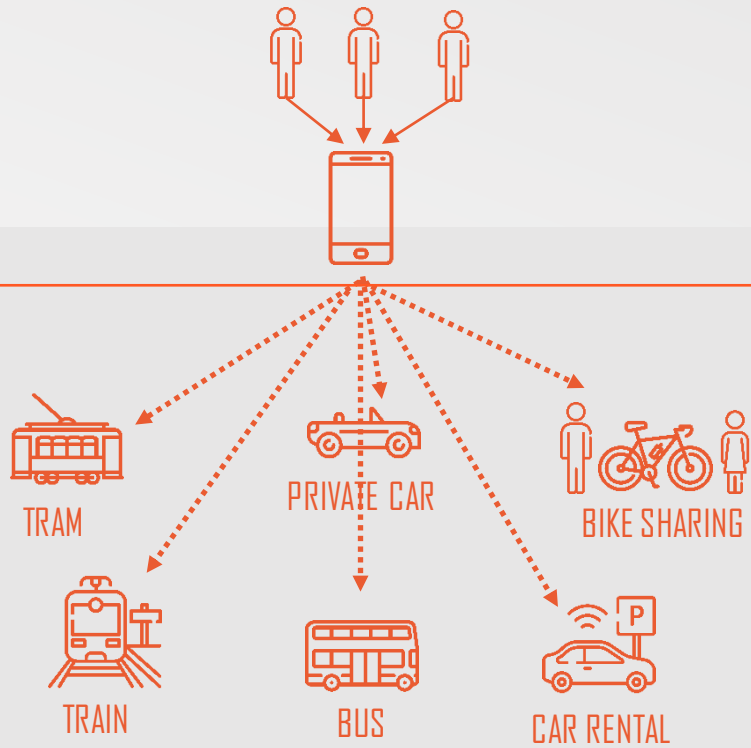
Public-private development

Public-controlled development

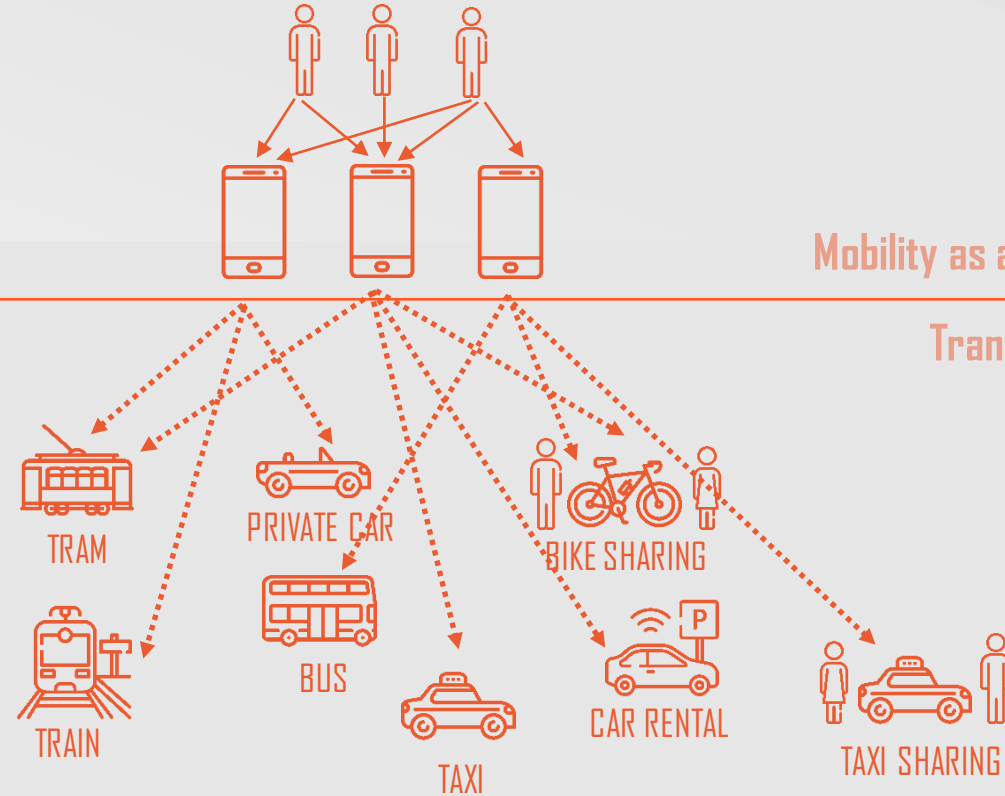


MaaS trajectories

Winner takes it all (UNDESIRED)



Open ecosystem (DESIRED)



Mobility as a Service (aggregators)

Transport service providers

- Access to market
- Data sharing
- Public-private partnerships

Vision: an open MaaS ecosystem



Access to high-quality data

- Static & dynamic data on network & services
- Routes, schedules, fares, availability of fleet, accessibility information, road works, traffic situation, disruptions...



Access to service provision

- Market access for various new mobility services



Access to integration

- Access to ticketing
- Harmonized APIs



Main enablers in open MaaS ecosystem



FURTHER READING

MaaS Alliance
Vision Paper
"Data Makes MaaS Happen"

Mobility as a Service (MaaS) and Sustainable Urban Mobility Planning (SUMP)*

Available online:

[https://www.eltis.org/sites/default/files/mobility as a service maas and sustainable urban mobility planning.pdf](https://www.eltis.org/sites/default/files/mobility%20as%20a%20service%20maas%20and%20sustainable%20urban%20mobility%20planning.pdf)

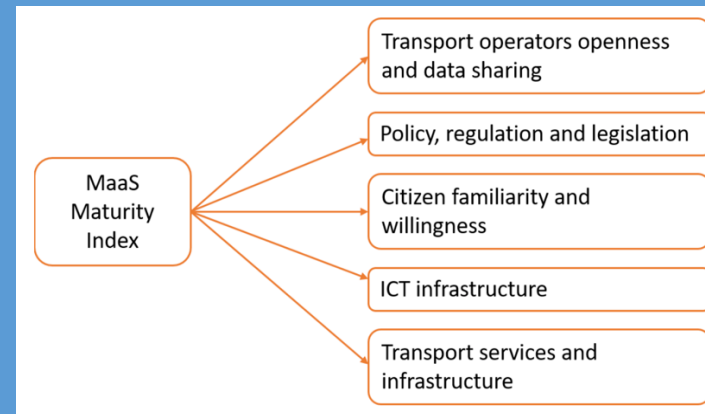


MOBILITY AS A SERVICE
(MAAS) AND
SUSTAINABLE URBAN
MOBILITY PLANNING



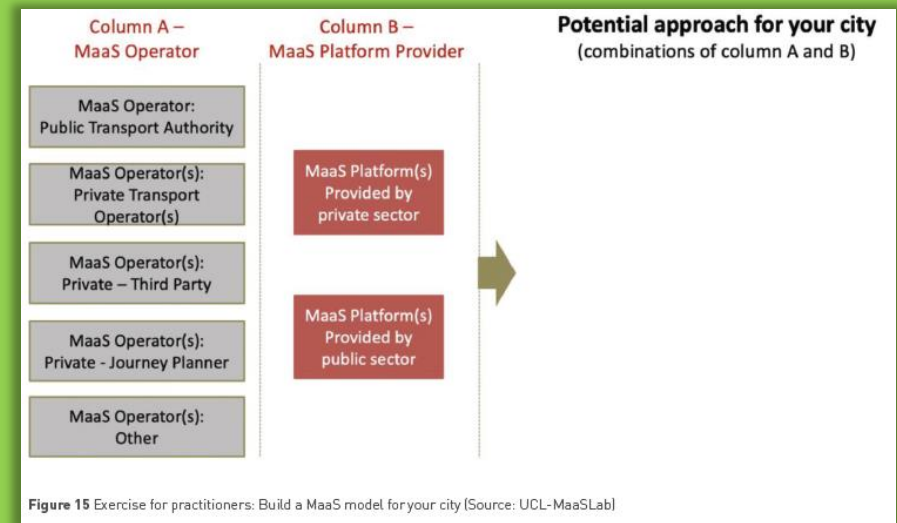
- Explore advanced data management models, strengthen the data management capabilities & flows
- Strategic use of public procurement and public service obligations

- Public-People-Private dialogue
- Analyse the mobility situation (supply and demand)



- Encourage pilots
- Build preconditions for MaaS (moderatisation of ticketing systems, support access to data and use of open APIs)
- Seek for cross-sectoral benefits (MaaS & traffic management, MaaS & housing...)
- Allocate funding according to the priorities

- Determine the most suitable model



User satisfaction – the only KPI that counts?

DIGITAL INTERFACE

Safety & Security

- Personal data
- Data security
- Safety during the journey

Convenience

- Contracts & plans
- Seamless transit experience
- Flexibility
- Accurate display of travel options

Inclusivity

- Inclusive service
- Accessibility
- Information related to environmental and health benefits

Customer care

- Real-time assistance
- Information about liabilities
- Customer protection in event of insolvency of service provider

PHYSICAL TRANSPORT SERVICE





Nail it or fail it....

Credible alternative for car ownership model

Integration

Interoperability - Access to market - Access to tickets

Ecosystem approach

The MaaS service is just as strong as its weakest link

**Based on the best local ingredients, but also...
scalable & roamable**

The logo features the word "MaaS" in a bold, white, sans-serif font, centered within a horizontal orange-to-yellow gradient bar. Above the bar is a stylized, dark brown and orange triangular shape resembling a mountain peak or a flame.

MaaS

ALLIANCE

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Thank you for your attention!
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