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Me and all S… - Turning MaaS Visions into Actions

Martin Russ, AustriaTech

1 Starting points

about competition

about access to mobility

about the environment

MaaS

→ culture club

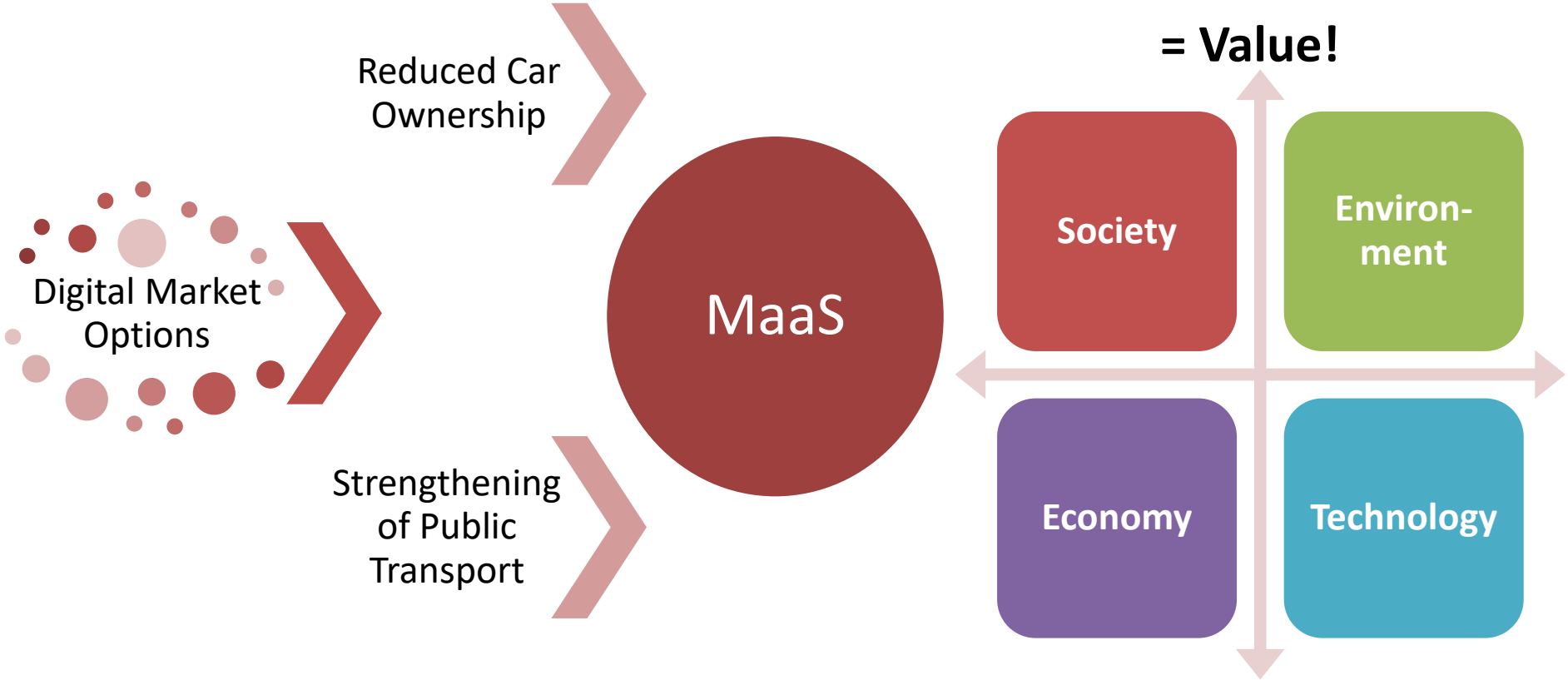
about bussiness

about user needs

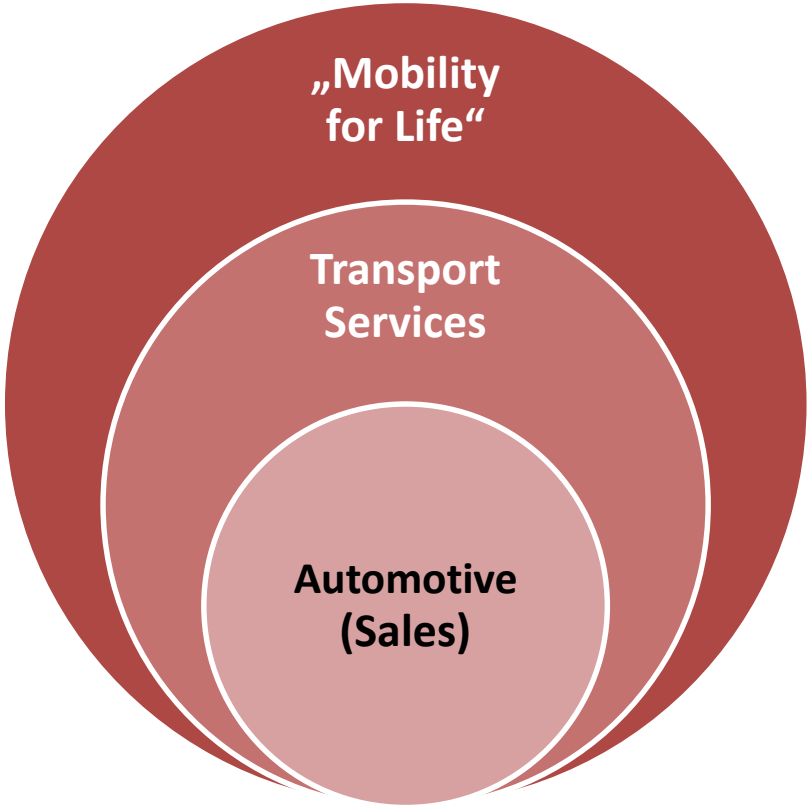
about public transport

about co-operation

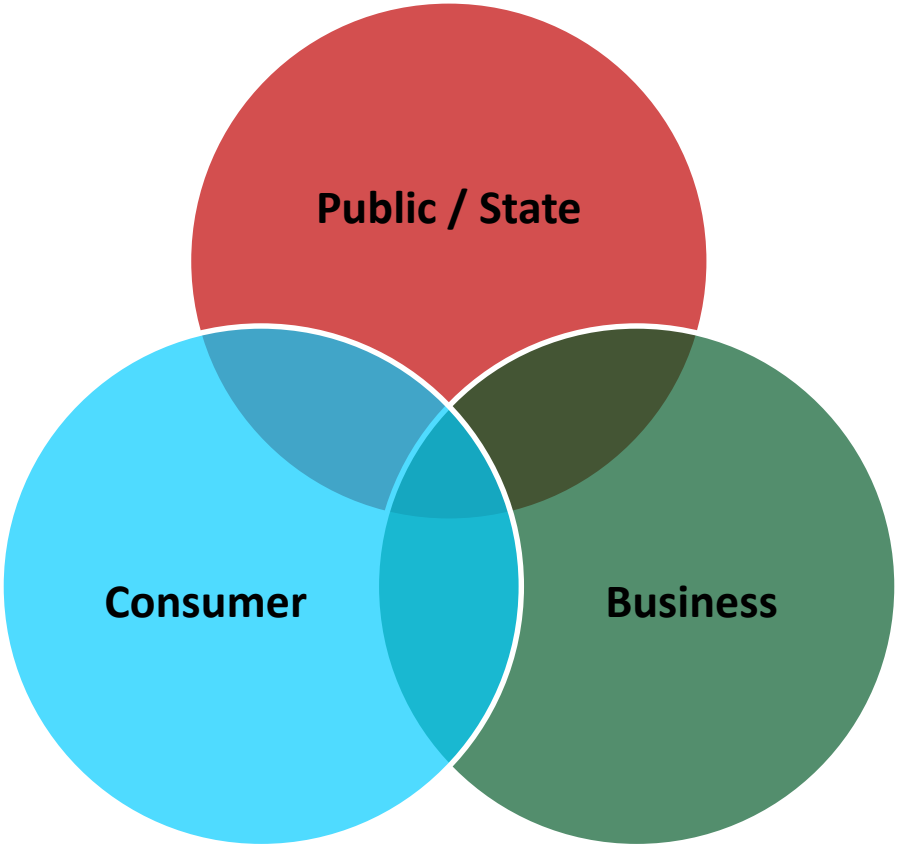
Drivers/Motivation



A simple market perspective…



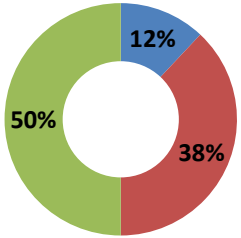
A simple value perspective …



Tension: Mobility =/<> Service

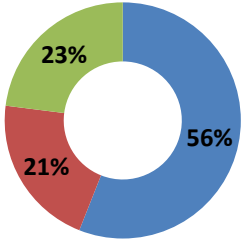
Consumer Attitudes Towards MaaS

„I would be willing to try transport modes I previously did not use if my MaaS plan included them“



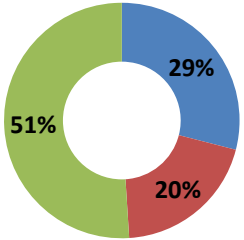
MaaS opens new opportunities for currently underutilised modes

„If MaaS were available I would not need to buy a car at all“



MaaS has the potential to decrease vehicle purchasing among current non-owners

„MaaS would help me depend less on my car“



MaaS has the potential to decrease private vehicle usage

- Disagree
- Neutral
- Agree

Source: www.maaslab.org@UCL

UbiGo - Experiences

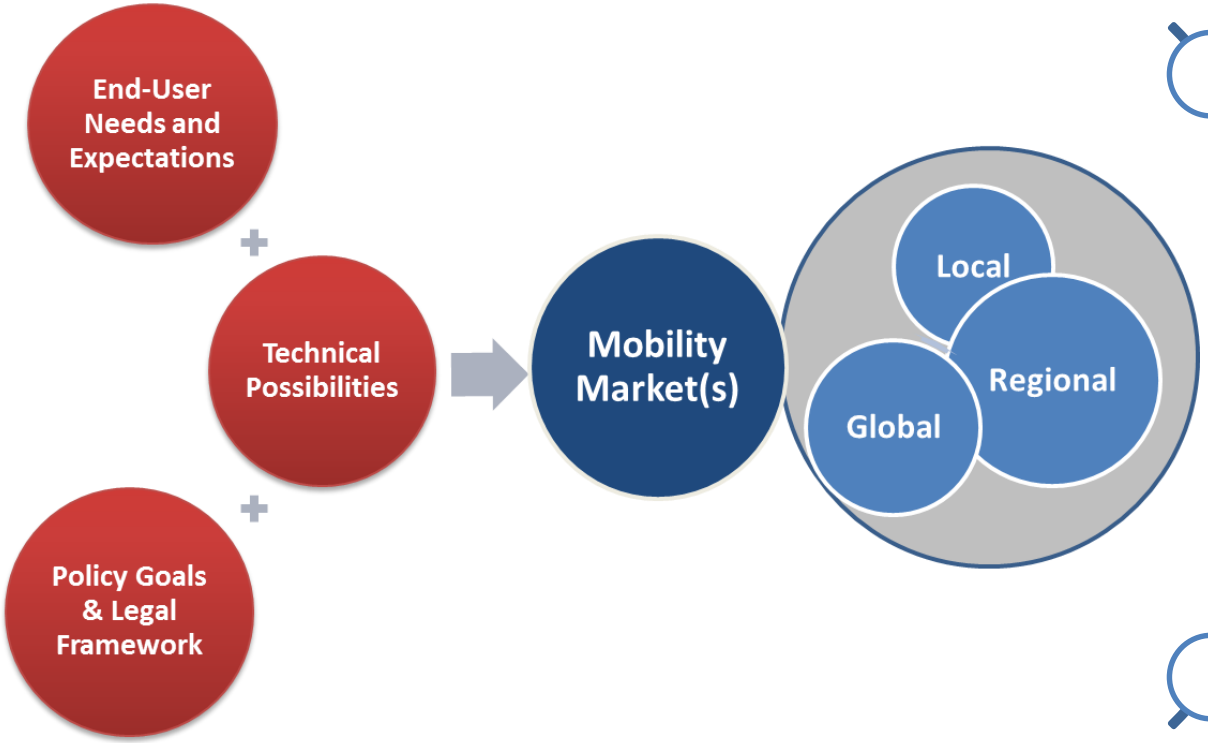
- Utilization (monthly averages) – *overestimation of need*
  - Daily PT tickets: 1,920 used vs 2,220 purchased *(~15% overest.)*
  - Car hours: 620 used vs 904 purchased *(~30% overest.)*

- Overall 64% reported changes in travel behavior, e.g.:
  - 43% reported changes in mode of transport
  - 34% reported changes in their way of planning trips
  - 22% reported changes in trip chains

Source: Design & Human Factors at Chalmers University of Technology Gothenburg, Sweden;
Jana Sochor, MariAnne Karlsson/TRB 2016

2 Service Eco-System

Eco- vs. Ego-Systems

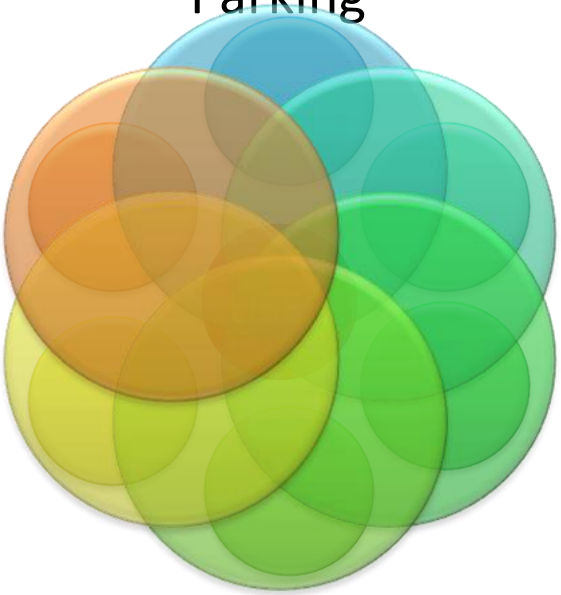


- Simplified Ownership
- Car Sharing & Pooling
- Peer Transport Services
- Mutimodal Planners
- Combined Mobility Packages
- Integrated Public Transport
- Capacity Management

Mobility Services

Traffic Management & Parking

Multi-modal trip info, booking, ticketing and payment



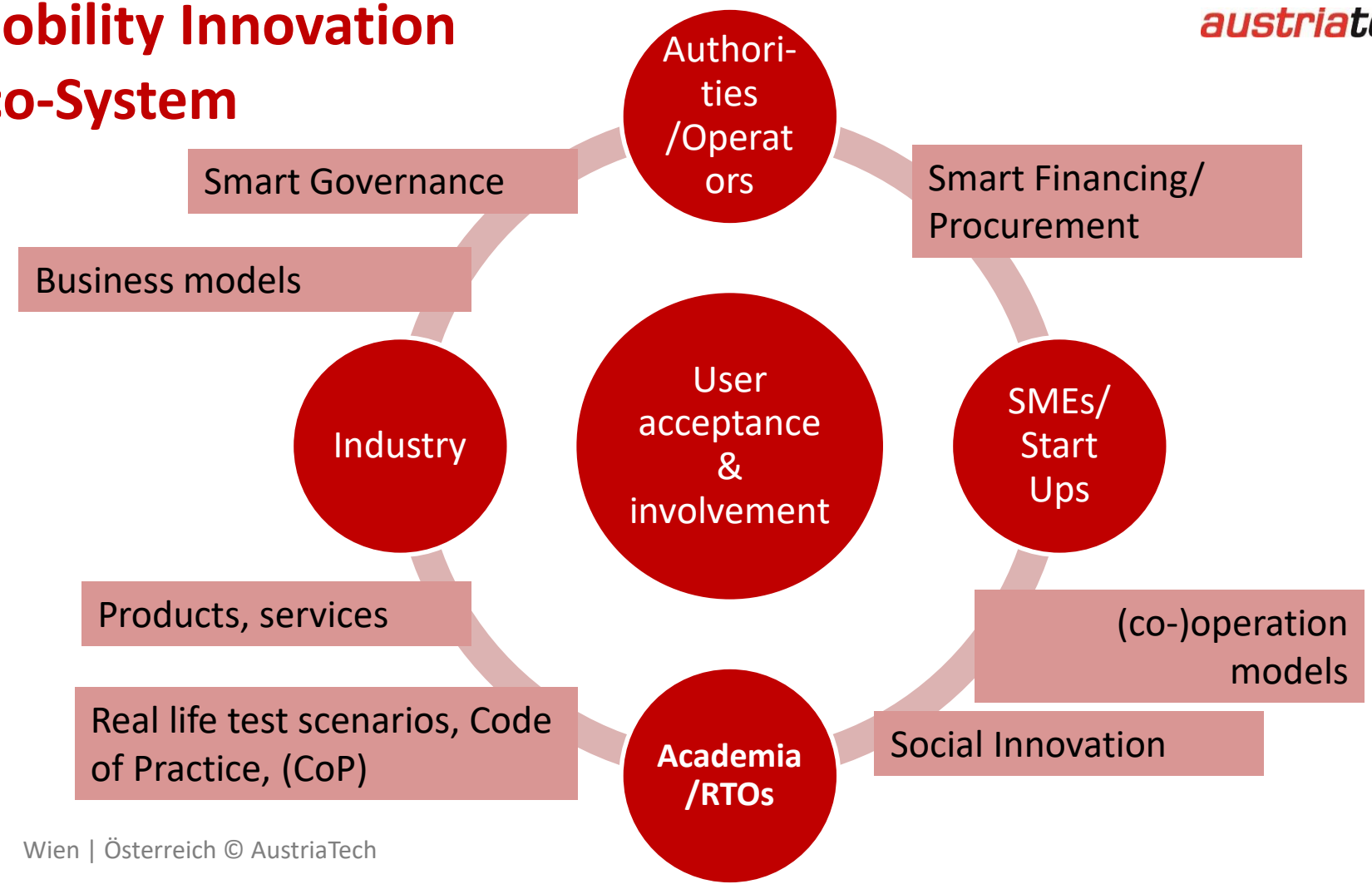
Safety & Warning

Freight Demand and Delivery Management

Connectivity & Automation

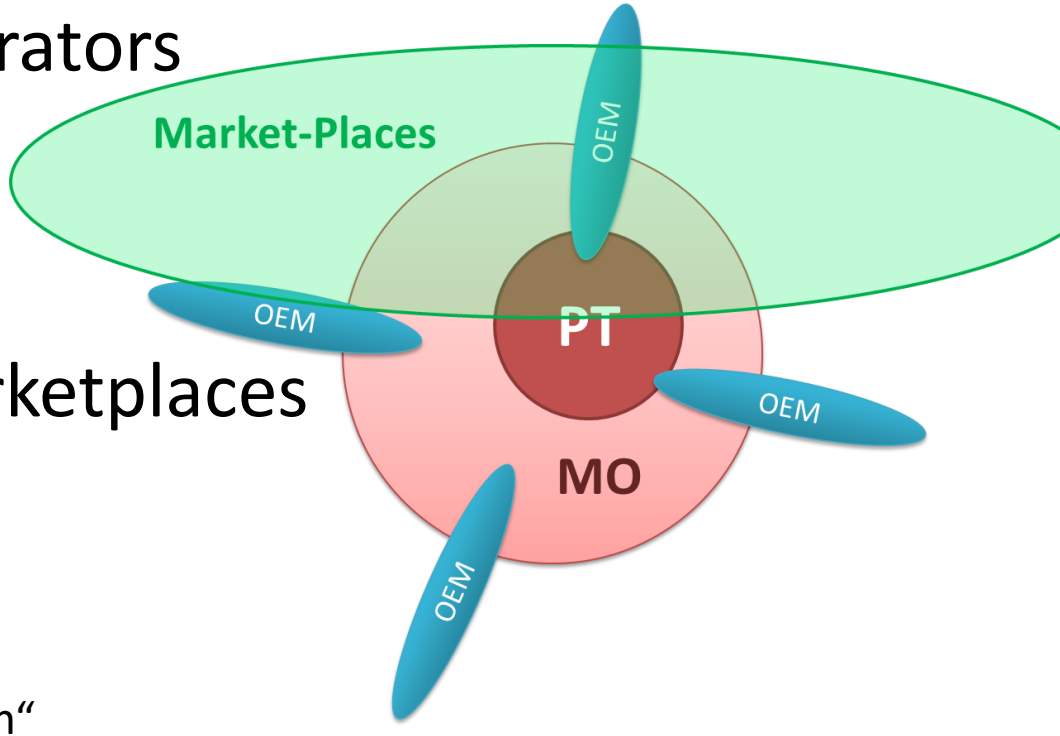
Car/Bike Sharing and Pooling

Mobility Innovation Eco-System



Integrated Mobility - Basic Needs

- Public Transport Operators
- Mobility Operators
- OEM Services
- MaaS Operators/Marketplaces
  (also non-Mobility)



→ All „act integrative“
→ Open Data & APIs, „Fair Competition“

3 Strategies

Austrian MaaS RDI Roadmap – Action Areas

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- Politcal **Commitment & Goals**
- **Awareness** on Operator-Level
- **Foster cooperation amongst providers and other sectors**

Policy

Data

- **cross-sector data-ecosystems**
- Develop/agree on data exchange formats and Service APIs
- Promote **open data** concepts
- **Standardise data structures** of different service domains

Impact

Business

- **Macro- economic evaluation**
- **Impact analysis – Mobility Behaviour**
- User-expectations & **user acceptance**

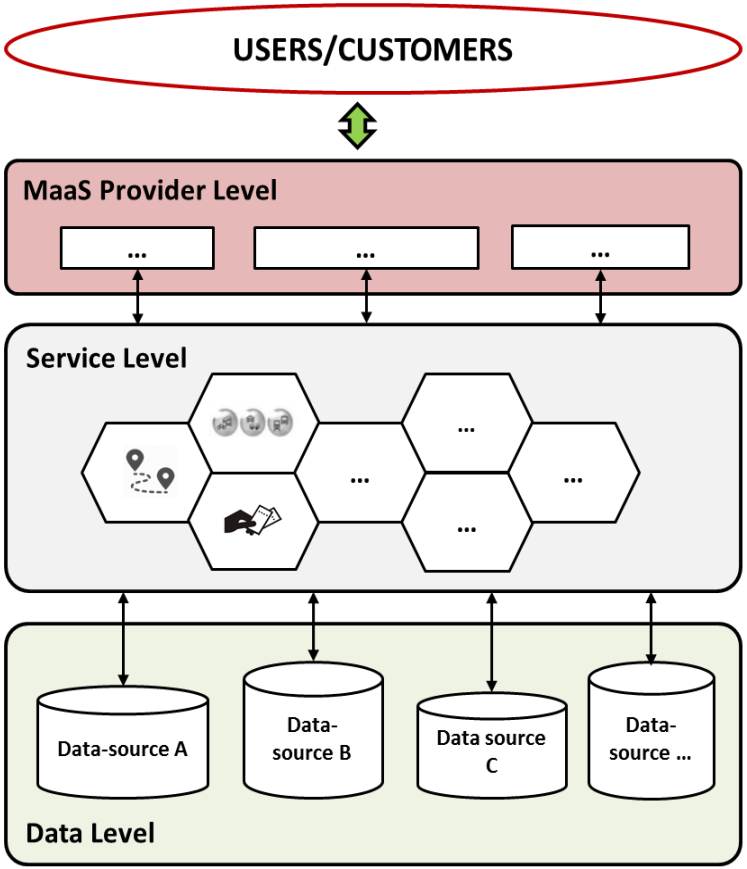
- pilot **business-& operating-models** for MaaS (e.g. Mobility Aggregator)
- Go beyond „pure“ Mobility & Transport Framework
- Develop **cooperation-models** for MaaS

MaaSiFie - Framework

Enablers	Barriers
• Seamless Payment	• Proprietary ticketing
• Access to transport services	• Car as a status
• data as commodity	• “Poor” public households
• service-oriented mobility planning	• Lack of MaaS related “steering bodies”
• Implementing “Living Labs”	• Organisational structures
• communication networks	• Uncertain value creation

Game Changers	
	Financing (in general/digital infrastructure)
	Policy regulation (incl. pricing/return of investment policy)
	User acceptance (more “digital natives” vs. unclear user behaviour)
	Transparency (as an enabling factor or if still missing as a barrier)

MaaSiFie Architecture & Day 1 Actions



Travellers

Public/Private MaaS Provider / Governance Level (e.g. SMILE framework design, BeamBeta, ...)

Public-Private MaaS Service Level (e.g. VAO, Ticketshop, basemap.at, ...)

MaaS Data Provision Level (e.g. network data, timetable information, LoS, realtime information, ...)

- Access to transport/traffic data & services
- Implementing a common governance structure regulating/deregulating data markets
- Performance indicators/KPIs for common backend services
- MaaS framework → defining the border between public responsibilities and market shares

→Enable effective matching of supply & demand

Service Procurement …

Negotiated Procedures

- For testing purposes or in sectors such as **transport**

Competitive dialogue

- **Unable to specify the technical means** or financial set up

Innovation Partnership

- Combination of R&D + Commercial Procurement (**Three phases**)
- the partner(s) will **develop** the new solution **in collaboration** with authority.

How to specify and standardise products (systems or single objects)?

Governance for service operation?

Procurement strategies for contracts, purchases and concessions?

Local value creation perspectives versus the scalability of concepts and services

4 Solutions

Select key service domains

Clear goals & KPIs!
(Access, Costs, …)

The way forward

It starts with a Vision!

Clear Target groups

Architecture
(data-backend-customer)

… in practice

- **Nationwide RTTI** („VAO“, white label)
- **Vienna.Mobile.Lab** → IÖ // **KombiMo/TIM** (Graz)
- **Link Services -Linking Danube** (AT & CZ, SK, HU…)
- **Data Market Austria -** Cross-Sector Ecosystem
- Regulate & support **data exchange standards** (Netex)

\+ *Sharing Mobility – (De-)Regulation (local/regional)*

\+ *A white label „Mobility-Platform“*

\+ *New pricing schemes (bundling, wholesale!?)*

5 Steps

Some final Questions …

Do you want to **sell** other‘s **services**?
Do you want others to sell your services?

Do you think you **know** enough about **your customers**?

What is your favorite **strategic/policy option**?

- Open Data & APIs – (de-/re-)regulation!
- New tax regimes – mobility packages instead of company cars!

What is your **perspective on innovation**?

- Procure innovation or participate in an open business environment?

UbiGo
URBAN MOBILITY

MaaS – Levels of integration

DRIVE SWEDEN

Draft version

5	**Policy integration** Governance & PP-cooperation
4	**Contractual integration** Bundling/subscription - responsibility
3	**Integration of payment:** Single trip - find, book and pay
2	**Integration of information:** Multimodal travelplaner, price info
1	**No integration:** Single, separate services

UbiGo
whim
HANNOVERmobil
smi)e einfach mobil
moovit
Qixxit
Google
TRANSPORT FOR LONDON
lyft
Hertz
sunfleet

And finally, MaaS as a new Mobility Policy Narrative

It‘s about future business & value creation to ensure sustainable mobility!

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