



MaaS

16th Annual AASHTO International Day (AID)

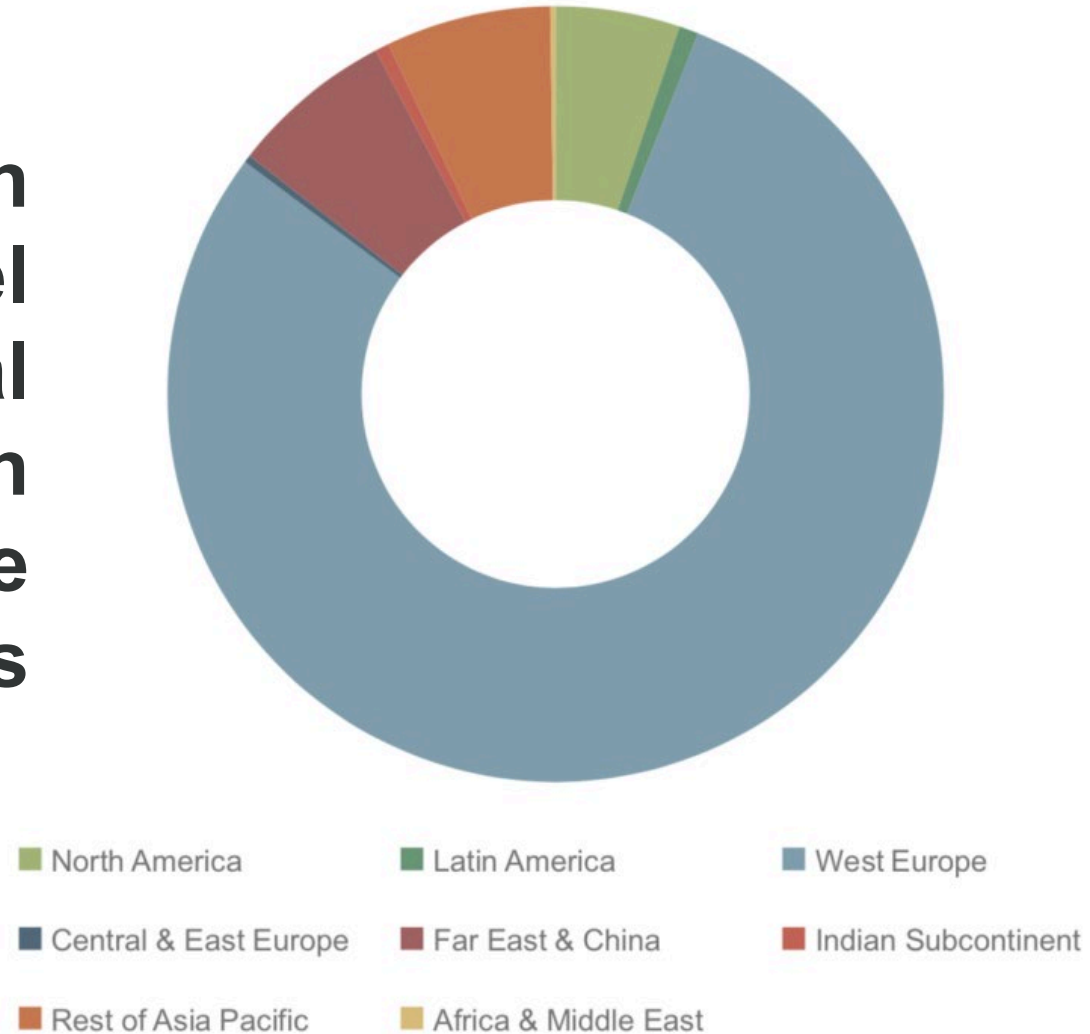
ITS World Congress: Smart Mobility, Empowering Cities

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ERTICO – ITS Europe

Figure 2: Total Number of Private Car Trips Replaced by MaaS
Trips (m): 2.3 Billion

**The European
MaaS model
holds a huge potential
in our exploration
for faster but more
sustainable horses**



Source: Juniper Research

MaaS in transport decarbonisation tool kit



50 %

Vehicle-km reduction potential of MaaS

30 %

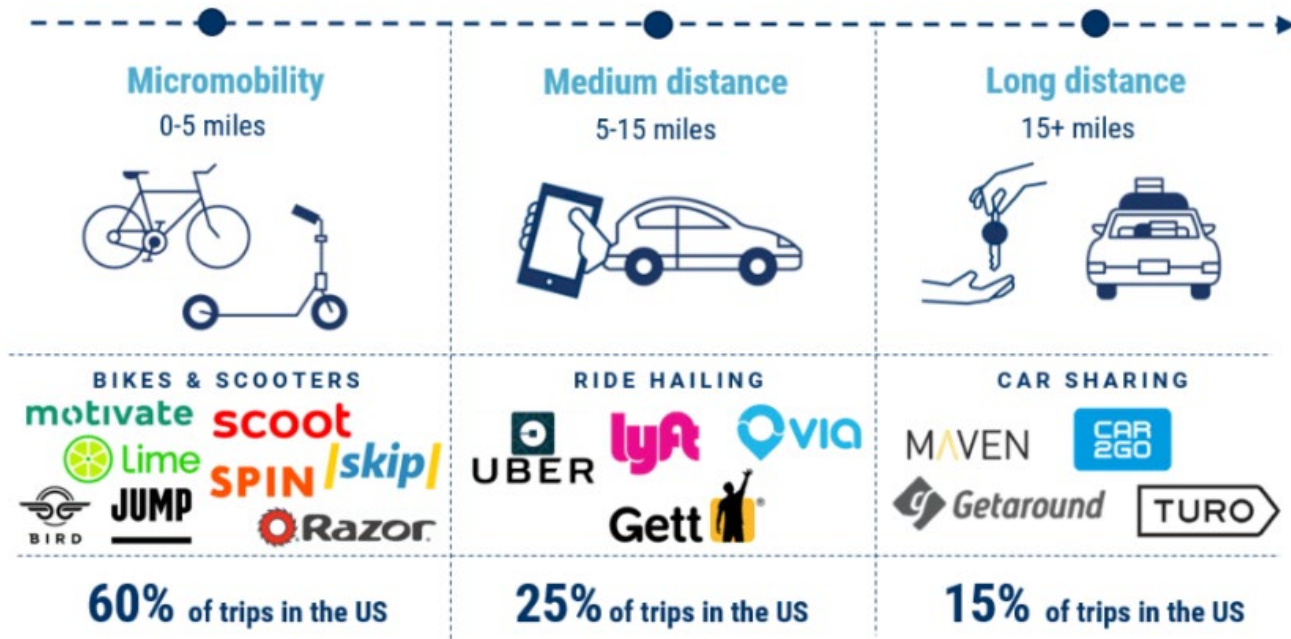
CO2 reduction potential of MaaS

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

With MaaS we get 'em all

DISRUPTING THE CAR

Alternatives to car ownership by trip length



Source: NHTS

CBINSIGHTS



Mechanisms on how MaaS can change the world

By encouraging desired modal shift:

- From single-occupancy to shared vehicles / rides
- Providing better information on active mobility options
- Making multimodal combined trips more predictable, easy and attractive
- Providing access to occasional use of vehicles so that those who doesn't need to use car everyday can mainly rely on PT and other services
- Providing better info & access to tourist to PT network and services

By making transport network operations more efficient:

- Reduction in vehicles – reduction in parked vehicles – reduction in traffic & congestions related to search of the parking space
- “Fleet effects” (B2B market): Easier to implement measures through agreement with fleet operators (efficient driving tools, speed control systems, incentive schemes, etc.)
- Data gathered by MaaS app used for predictive traffic management services and network and capacity management



USA & Canada:
Automated and electric vehicles



Europe:
Public transport as a core service,
strong PPP



China:
Electric and
shared vehicles

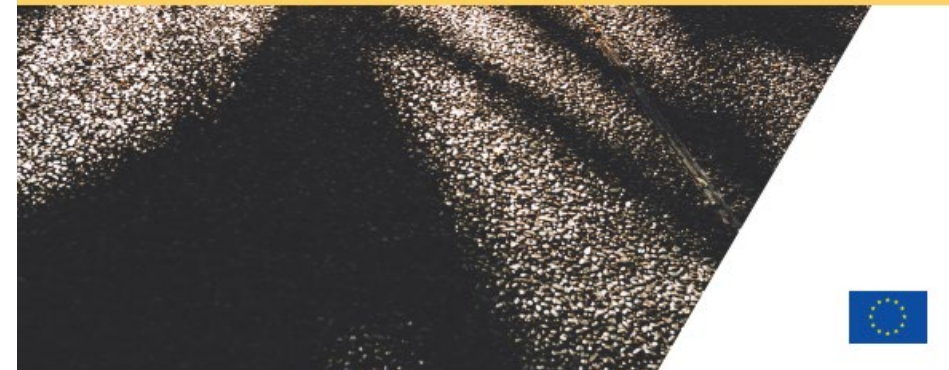
Different context, different focus

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

*PUBLISHED ON www.eltis.org

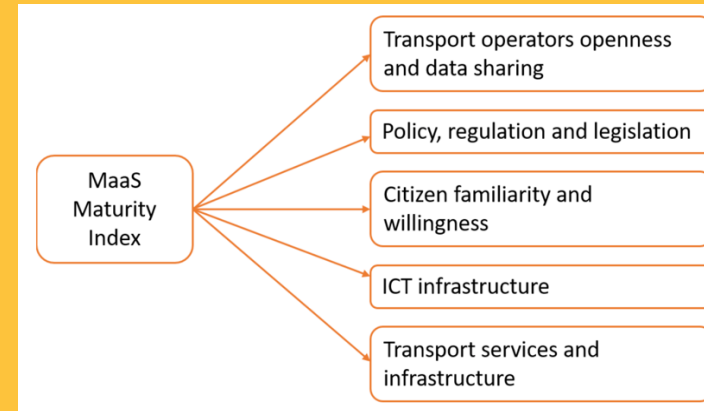


MOBILITY AS A SERVICE
(MAAS) AND
SUSTAINABLE URBAN
MOBILITY PLANNING



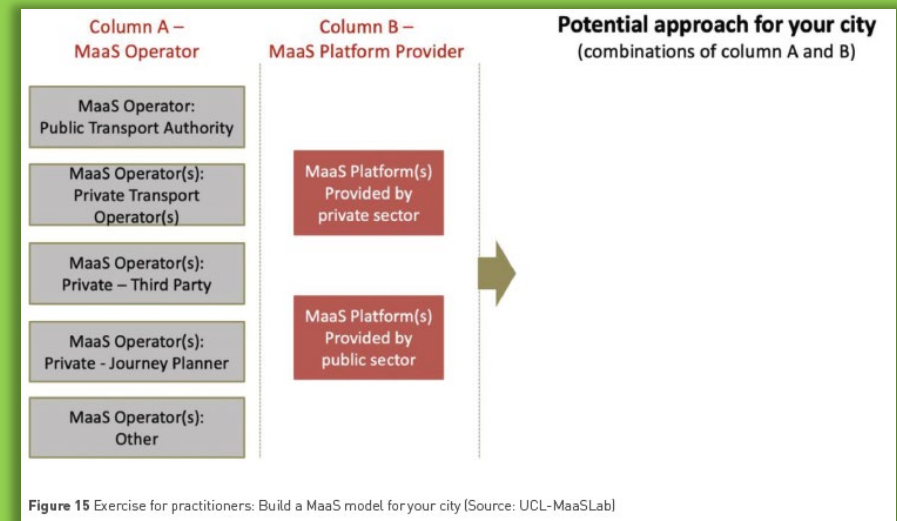
- Explore advanced data management models, strengthen the data management capabilities & flows
- Strategic use of public procurement and public service obligations

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



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

- **Determine the most suitable model**



Key recommendations for policymaking



Consider ticketing and payments system as transport infrastructure

Don't enable new technical / operational gatekeepers

1



3



5



Facilitate access to data

With regulation
Via code of conduct
Via reciprocity models

2

Set right requirements in procurements and PSDs

4

Build comprehensive passenger / consumer rights schemes

Study on the Roles of Public and Private Parties

Main conclusions:

- PTOs / PTAs are able to extend their scope and become a MaaS operator, but there is a lot to take into account before doing so: competition law, pricing and providing equal access to all services
- MaaS operators must be able to access the same deals concerning tickets and services, such as mobile tickets, monthly tickets etc., as the ones offered to end-users by public transport operators
- When defining the price of public transport tickets paid by MaaS operators, the PTOs should apply similar pricing principles as the ones applied to their own distribution channels
- Competition concerns could also arise as a result of the use made by a dominant PT of aid received from the State, the region or the municipality. By way of example, this could happen if the PT was to receive public funding for the provision of universal transport services and it were to use this aid to cross-subsidise MaaS services so as to apply predatory prices in this segment.



Study on market access and competition issues related to MaaS

June 2019

Access the study here:
<https://maas-alliance.eu/maas-alliance-commissioned-study-to-clarify-the-legal-framework-and-roles-of-public-and-private-parties/>

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





**Innovation for
tomorrow's journey.**

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