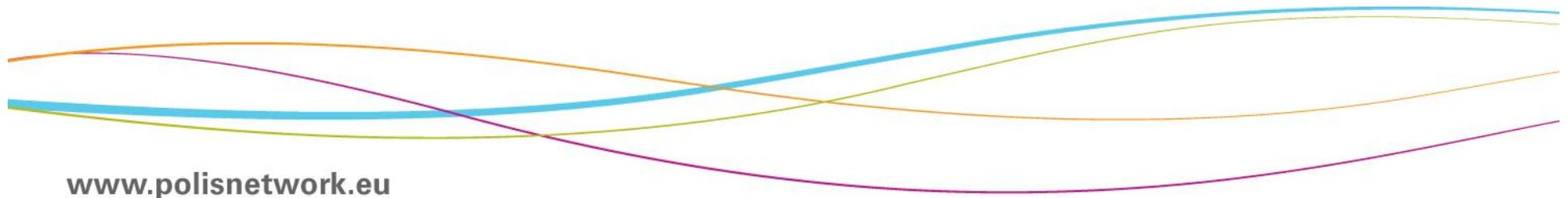




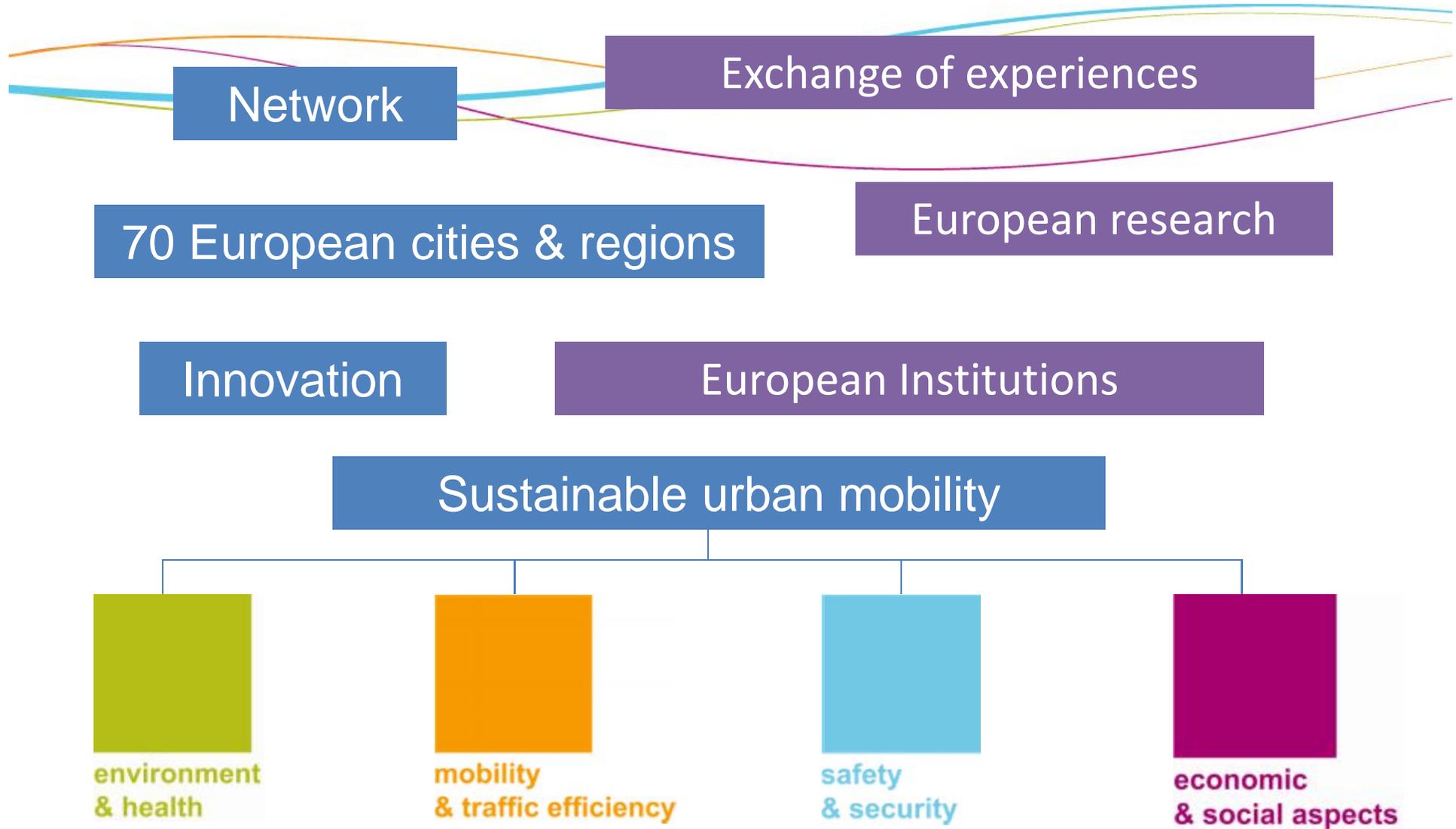
EUROPEAN CITIES AND REGIONS NETWORKING
FOR INNOVATIVE TRANSPORT SOLUTIONS

The perspective of cities and regions on Mobility as a Service

Karen Vancluysen
Suzanne Hoadley
Polis



What is Polis ?

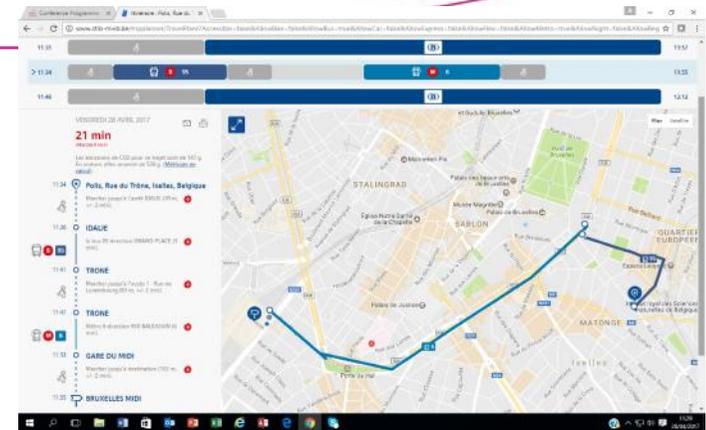


Why prepare a paper on MaaS?

- Provide a public sector response to MaaS developments primarily driven by business and technology priorities
- Promote awareness and a reflection among city and regional authorities about how to best take advantage of the MaaS momentum
- Encourage communication and cooperation between new mobility services/MaaS providers and local/regional government

**FOR LOCAL/REGIONAL GOVERNMENT, MOBILITY IS,
AND HAS ALWAYS BEEN, A SERVICE**

Delivering integrated mobility services is not new to local/regional government



Get the new Leap Top-Up App

Hold your Leap Card to your NFC enabled Android phone to Top-Up, check balance and collect tickets.

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Role of local government in managing transport

➤ Multi-faceted

- Policy formulation
- Transport rules and regulations
- Transport service delivery
- Operational aspects (traffic management)



➤ Evolving

- Due to advances in technology and changes in customer expectations
- E.g. travel information services by satnav companies and apps, open data developments, new shared mobility services

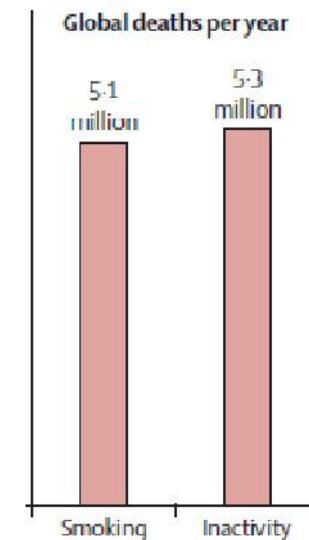
➤ Working in partnership with private sector to develop better outcomes for customers

- Especially for journeys that cannot be easily served by traditional PT
- Fill service gaps while supporting city's wider sustainable transport policy goals

Polis observations about MaaS

- **MaaS attention at European and some national levels not replicated locally**
- **MaaS focus on personal transport sectors (taxis, car sharing, car hire) and door to door trips**
 - *what about public transport, cycling and walking?*
- **Involvement of local/regional government in MaaS developments has been limited**
- **Involvement of public transport sector in MaaS developments even weaker**
 - *public transport is backbone of urban/regional mobility*

Air pollution is still the main environmental health hazard, resulting in high costs for health care systems, unhealthy workers and an estimated 400 000 premature deaths in Europe in 2011
European Environment Agency



Towards a common MaaS vision

- **No common definition of MaaS**
- **Integrated mobility service provision is not new to public sector so what's different about the commercial MaaS model?**
 - Focus on integrating personal transport services into mobility offer
 - Personalisation of mobility offer
 - Private sector delivery of public sector functions, e.g. selling bus tickets
 - Not guided by public policy (sustainability, affordability, inclusion)
- **Commercial model may be unworkable where good integration exists**
- **Other MaaS models can/are being developed:**
 - Cooperation between personal transport sectors and existing integrated services
 - Systems approach to MaaS creation: starting with clear vision and strategy, leveraging local/regional authority partnerships with transport operators, responding to policy goals

Potential MaaS benefits

- Promoting sustainable travel, especially giving up the car
- Improving efficiency of existing transport services and public resources
- Leveraging user centricity to develop more inclusive systems
- Enhancing access to transport services
- Offering choice to users



Risks of a purely commercial MaaS approach

- Dis-incentivising sustainable mobility
- Higher costs for the user or transport provider
- Creating a disconnect between the user, transport provider and transport authority



Key aspects for city and regional authorities

- **Defining the best role for transport authority in the MaaS environment**
- **Finding the right public-private sector balance**
- **Understanding the impact of MaaS on travel behaviour**
- **Ensuring the user-centric approach delivers system benefits**
- **Determining the best market environment for MaaS**
- **Understanding the business model and who will pay**
- **Exploring the potential long-term impact of MaaS on transport service procurement**



Conclusions

- **Integrated mobility service provision is not new – MaaS did not invent this**
- **Various MaaS models will emerge and each city and region will need to determine the one that works best for them**
- **Policy makers (EU, national, regional/local) need to ensure MaaS developments meet sustainable mobility goals**
- **Need for public sector oversight of commercial MaaS developments to ensure public policy (sustainability, affordability, inclusion and service levels) are met**
- **Need for research into behavioural change induced by MaaS**
- **Cities and regions should be involved in MaaS policy at EU and national level**



What views, questions or concerns do you have regarding the (changing) role and responsibilities of a traffic manager?



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