MaaS in the cities!

The Role of cities in the development of MaaS

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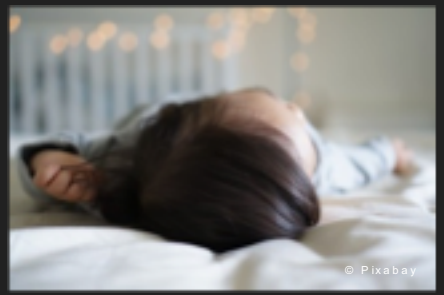
The story...

City 1

City 2

City 3



City 4

Four stories

Four problems

Two models

One approach

… but

we are not yet there

Rise of the cities...

Two factors:

-Development of a new discipline = Urban Planning to facilitate Urban Accessibility

-Industrial Revolution = cities developed differently

City type	Compact	Sprawling
City development	Before the Car Era (older cities)	After the Car Era (newer Cities)
Urban Accessibility	Physical concentration	Speed
Transport mode	Trains in city centers	Cars
Demographic distribution	The more fortunate lived in city centers	The more fortunate lived in the suburbs
Economy	Based on Industry	Based on Agriculture

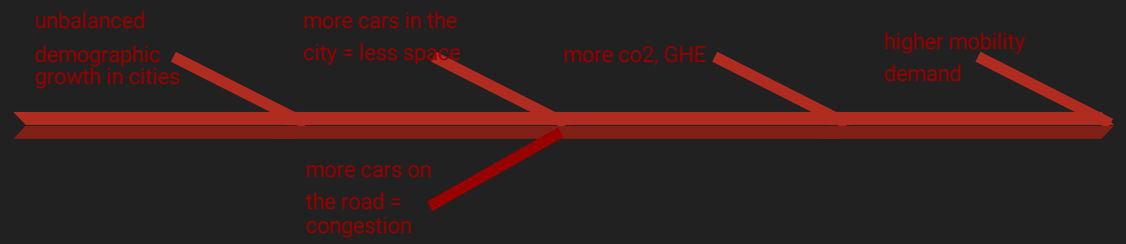
Compact vs Sprawling .. the classic role of the city

… urban structures existed - accordingly suitable transport systems developed

City type	Compact	Sprawling
Transportation system	Public transport	Individual transport
Infrastructure	PT Stations	Roads and Highways
Funds	Public	Partly private
Results	Population increased - Cities got more compact	Highways increased - Cities got more decentralized

… results - both models experienced gaps in their coverage/urban accessibility

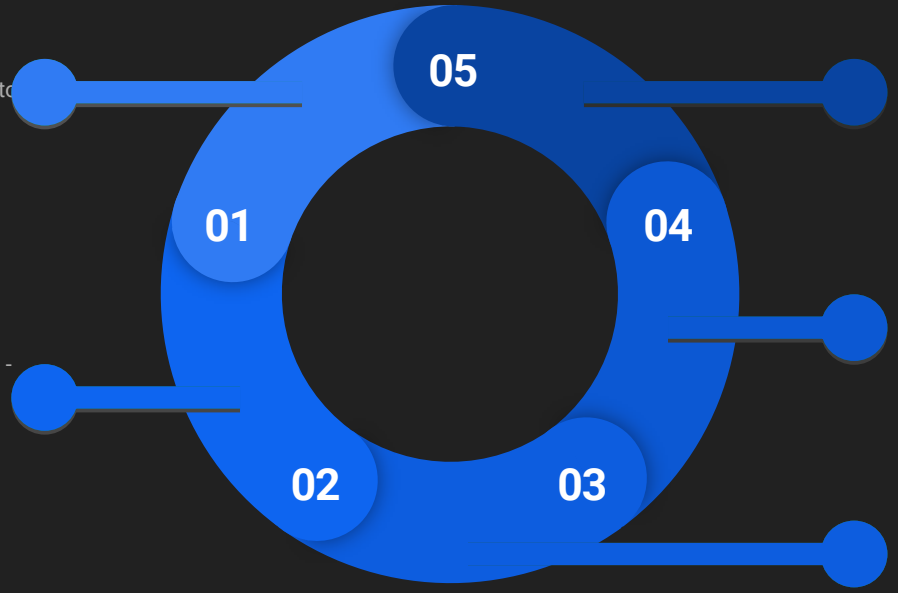
Results of the cities' modern lifestyle



but also..

So the cities had to take action...

..now what?



acceptance that cities are changing, demands are changing, supply have to adapt or risk being obsolete

fact - a solo provider can not cover the diverse demand of the modern user .. so new rules were set..

“local-factors” rule, new perception for the disruptive model (CS, RS, TNC, CAV..), e-Ticketing, e-payment

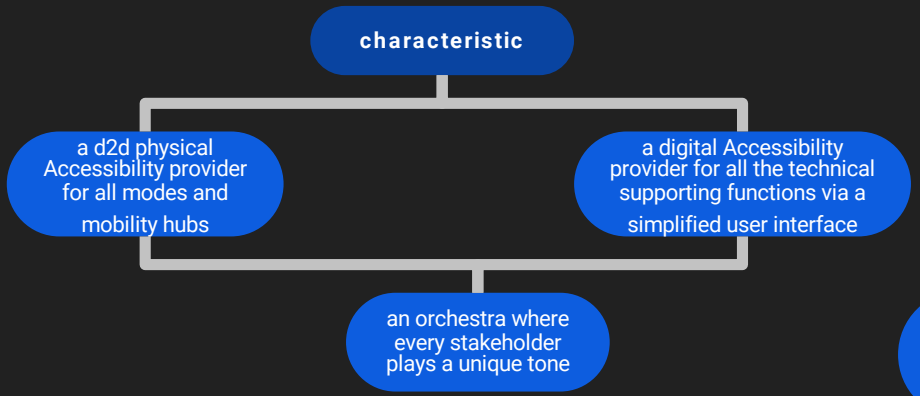
potentials of the Digital Era unfolded - needs acknowledged

acceptance to new/other players in the field - cooperation is the way

- and cooperation needs a leader..

Cities the enablers of MaaS

..but what is the new model like?



Cities are the maestro that leads the band to play their unique song

Active, passive or ..?

Cities vary.

Accordingly, different are their urban planning/transport system, local Stakeholders, users' demands and city role

→

either an active role

subsidize Startups, optimize streets and hubs,..

+

or a passive one

encourage innovation, empower community,..

These differences in the cities will be projected in the MaaS model as well.

Financially

it makes sense to integrate the existing MaaS puzzle pieces first and then compliment them

→

Cities with Mass Transport as backbone,

their MaaS core will be PT and other modes compliment

+

Cities with Individual Transport as backbone,

their MaaS core will be Collaborative modes and PT compliments it

Challenges .. achievements .. threats .. goals

01	**Top threats**	• blind competitors that spoil the game • users demands remain unserved
02	**Top challenges**	• balance between regulation and innovation • to evolve to the role of the enabler
03	**Top achievements**	• cities became MaaS construction sites • great profit in the value chain
04	**Top goals**	• to reduce the public expenses • a holistic integrated and convenient Mobility system - Urban Accessibility

..lookout

- Every sustainable innovative idea, started with a dream and ended as a fact ..

- MaaS and MOD = two sides of the same coin

- CAV = integrated puzzle piece of MaaS either

as 1st/last mile mode (pods, shuttles,..),

as Collaborative mode (cars, vans,..),

or as private vehicles (cars)

… all depends on MaaS in the cities.

Thank you!
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