The perspective of cities and regions on Mobility as a Service

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Polis

What is Polis ?

Network

Exchange of experiences

70 European cities & regions

European research

Innovation

European Institutions

Sustainable urban mobility

environment & health

mobility & traffic efficiency

safety & security

economic & social aspects

POLIS GLOBAL PLATFORM

TRANSVERSAL TOPICS

SMART CITIES – SUMP – URBAN FREIGHT
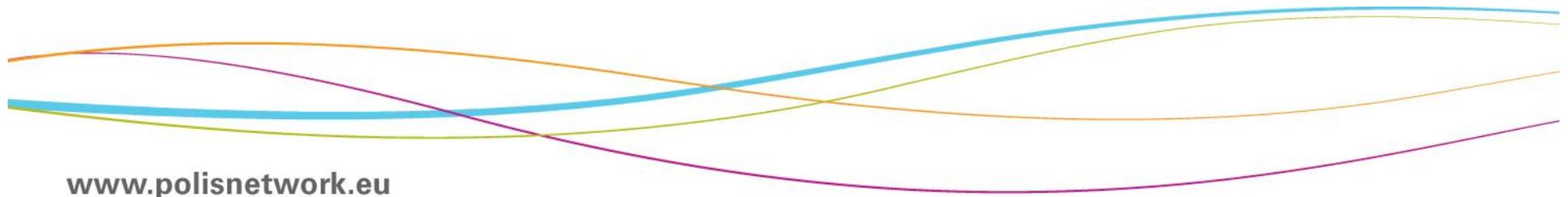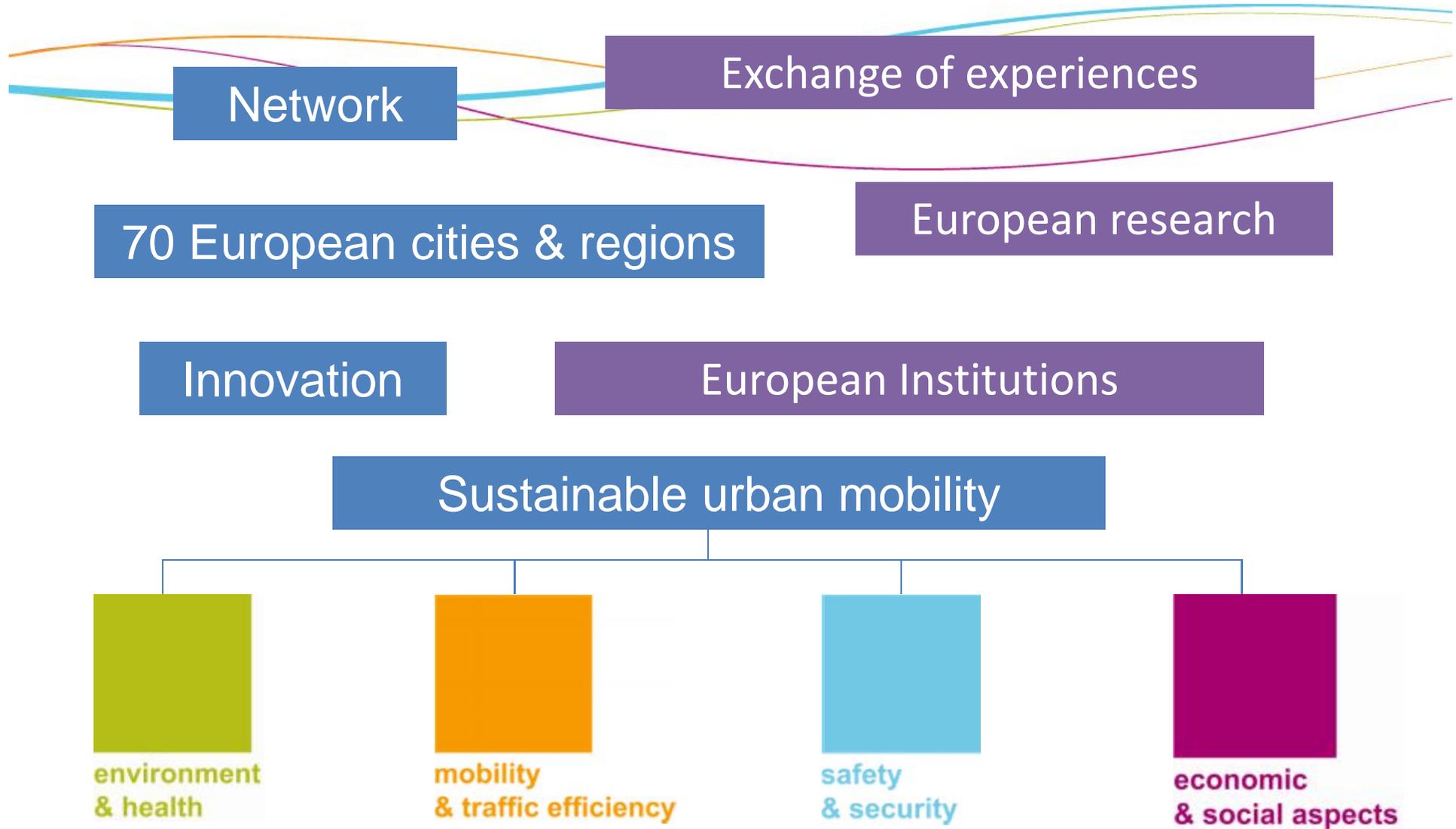
Role of local government in managing transport

↗ Multi-faceted

- Transport policy formulation
- Transport rules and regulations
- Transport service delivery
- Transport operations (traffic management)

↗ Evolving

- Due to advances in technology and changes in customer expectations
- E.g. travel information services through 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

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MOBILITY AS A SERVICE:
IMPLICATIONS FOR URBAN AND
REGIONAL TRANSPORT

Discussion paper offering the perspective of Polis
member cities and regions on Mobility as a Service
(MaaS).

mobility
& traffic efficiency

4 September 2017

Editor: Suzanne Hoadley on behalf of the Polis
Traffic Efficiency & Mobility Working Group

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- ↗ Why prepare a paper?
- ↗ Background
- ↗ Polis & MaaS
- ↗ Towards a common MaaS vision
- ↗ Opportunities of MaaS
- ↗ Risks of a commercial approach
- ↗ Key issues
- ↗ Conclusions

Why prepare a paper on MaaS?
MaaS environment is very dynamic

Why prepare a paper on MaaS?
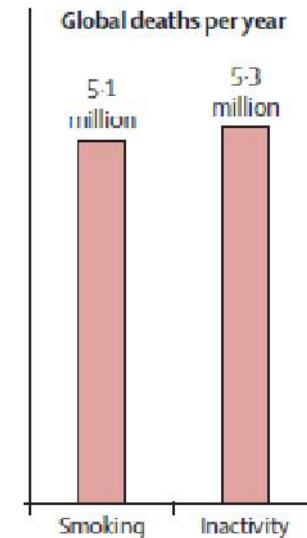## Delivering integrated mobility services is not new to cities/regions
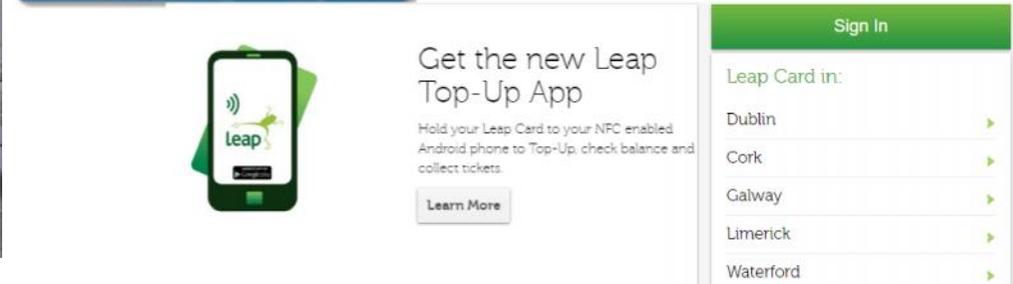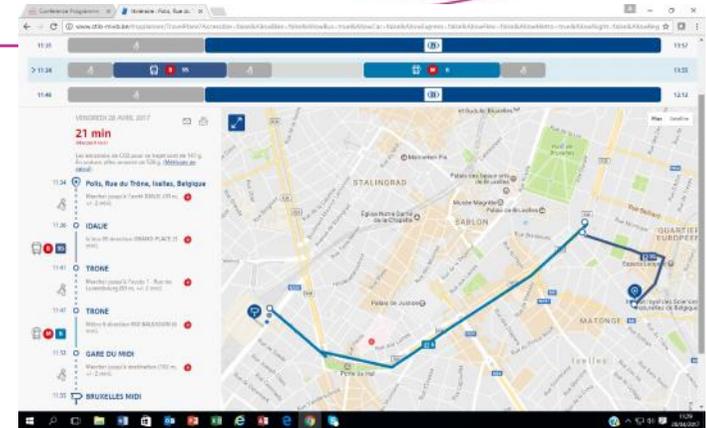
Why prepare a paper on MaaS?
Some observations about MaaS

- **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

Global deaths per year

5·1 million — Smoking

5·3 million — Inactivity

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Why prepare a paper on MaaS?

- Ensure MaaS developments and debate are not entirely **business and technology driven**

- Gain **clarity** on what is MaaS, **promote awareness** among city and regional authorities and determine **best role** for them in MaaS environment

- Promote **integration** of new and traditional mobility services with city and regional transport policies (modal shift, active modes)

- Encourage **communication and cooperation** between new mobility service providers and local/regional government

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**

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Main messages

Transport authorities support working with the private sector, especially to offer better journeys that cannot be easily accommodated by traditional public transport.

Where there is already considerable integration of transport services, it is not clear whether there would be a workable business case for third-party MaaS offers.

The diversity of Europe's cities and regions make it unlikely that a single MaaS model would be universally applicable.

Whatever MaaS approach is adopted, there is a need for public sector oversight.

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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**
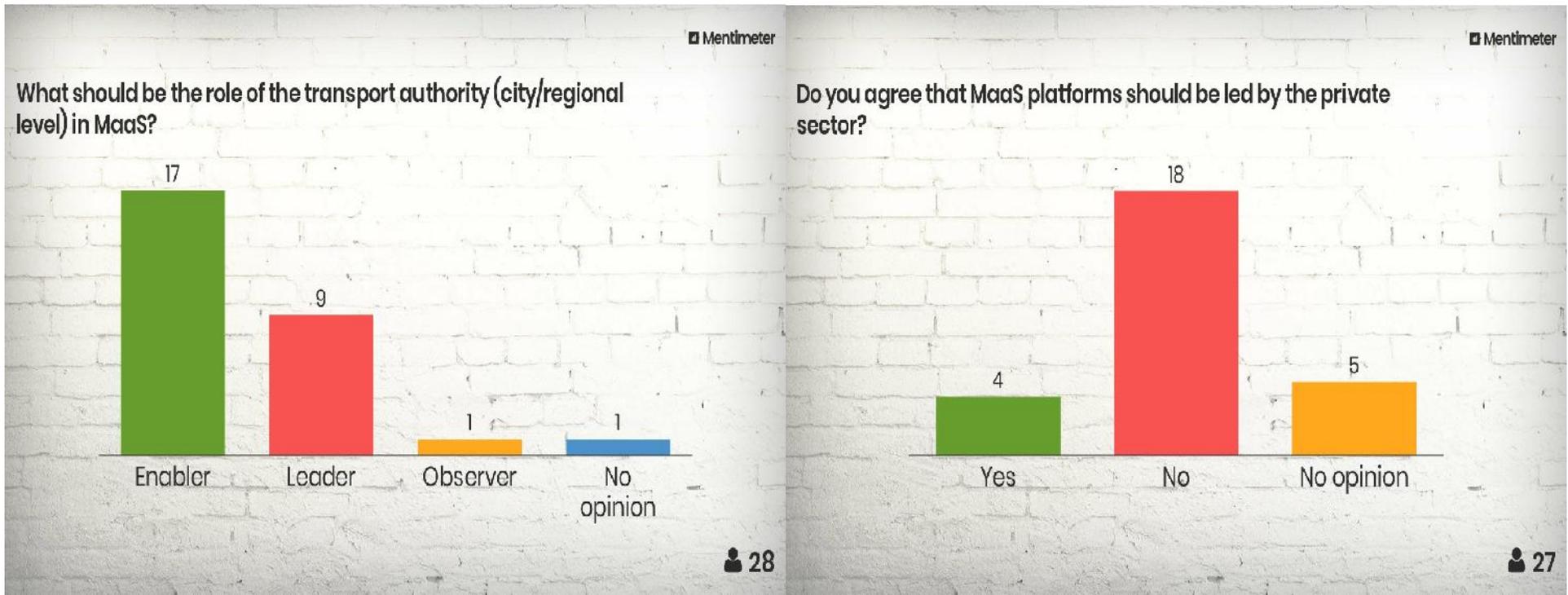
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