Developing new user centric mobility services:
Past, present and future

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MaaS in transport decarbonisation tool kit

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

Source: ITF Transport Outlook 2019
Whimpact study


2,15 trips per day with public transport by Whim users

1,6 trips per day with public transport by Helsinki residents on average

Whim users use taxis 2,4× times more often than other Helsinki residents on average

42% of Whim users citybike trips combined with public transport

3× Whim users combine taxi three times more often with public transport compared to Helsinki average
By encouraging desired modal shift:

- From single-occupancy to shared vehicles / rides
- Better information on active mobility options
- Making multimodal combined trips more predictable, easy and attractive
- Providing better info & access to tourist, to public transport networks, and services

By making transport network operations more efficient:

- Less vehicles – less urban space needed for vehicles - less traffic & congestions related to search of the parking space
- “Fleet effects” (B2B market): Easier to implement measures through agreement with fleet operators
- Data gathered by MaaS app used for predictive traffic management services and network and capacity management

Mechanisms on how MaaS change the world
Towards open MaaS ecosystem for the benefits of the users

• **Governance to ensure the delivery of societal values**
  • Not a one but many business models
  • Enablers for open ecosystem
  • Accountability on decarbonisation, inclusivity
  • Incentives dictate the business models

• **Regulation as trust building mechanism**
  • Focus on facilitation of access to data, access to market and fair competition
  • At EU-level: reduce market fragmentation

• **Efforts needed for technical harmonisation**
  • Minimum Interoperability Mechanisms for APIs
  • Common Data Models
Competitive edge of MaaS in the COVID-19 context

Business as Usual

Adaption

New digital features
(seat reservation, balancing the demand)

Recovery

Information
(occupancy, safety & security measures)

Bundle of options & flexibility / complementarity
Integrating occupancy features into MaaS

Current new features: real-time occupancy of carriages, COVID-19 alerts

Future dev: occupancy-based routing of journeys, alongside other priorities
Together towards sustainable multimodal mobility

Creating a common approach of

- Public and private sectors
- Mobility service providers (often local) and tech companies (often global)
- Disruptors and incumbents
- Data providers and data users
- Local and global approaches
- Players with different business models (B2C, B2G2C, B2B ...)
Work in progress (by end of 2020)

- **Building TRUST** with Code of Conduct (MaaS Market Playbook)
- Framework for assessment of **ENVIRONMENTAL IMPACTS**
- **Tool Kit for CITIES**
- Early explorations on **MaaS & TRAFFIC MANAGEMENT**
Thank you for your attention!

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