Mobility Talks #5

MaaS: disrupting mobility in the city!

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What is MaaS?

Not a “universal” definition yet, but should include, at least:

✓ one single app
✓ multiple modes of transport (public and private)
✓ a user-centric approach: integrated info & planning, booking & access, and payment
MaaS key attributes
Angles of MaaS

0 - NO INTEGRATION
Single, separate services

1 - INTEGRATION OF INFORMATION
Multimodal travel planner, price info

2 - INTEGRATION OF PAYMENT
Single trip – find, book and pay

3 - CONTRACTUAL INTEGRATION
Bundling / subscription, responsibility

4 - POLICY INTEGRATION
Governance & PPP

“Mobility as a right”
A tool to better plan mobility, address negative transport externalities, and achieve societal goals

“Mobility as a business”
A new, highly profitable business opportunity disrupting the world’s 2nd largest consumer market
New MaaS roles

- Public Leadership
- Private Leadership
MaaS goals from a... Public perspective

- Sustainability
- Affordability
- Accessibility
- Inclusivity
- Equity
- Public Transport

Private perspective

- Profitability
- Market share
- Business Models
- Monetisation
- Intermodality
- Customer-centric
Governance: the cornerstone of MaaS

- PPP, coopetition but also “walled gardens”
- Limit to the “ask forgiveness rather than permission” approach
- Build an ecosystem: avoid winner takes it all market
- Level playing field: regulation enabling innovation
- Access to data is key: standards, GDPR
- Public funding innovation extending to privately-run mobility services
- Liability over the whole multimodal travel chain
- False dichotomy owned vs shared
- Owning the user / customer vs serving the citizen