

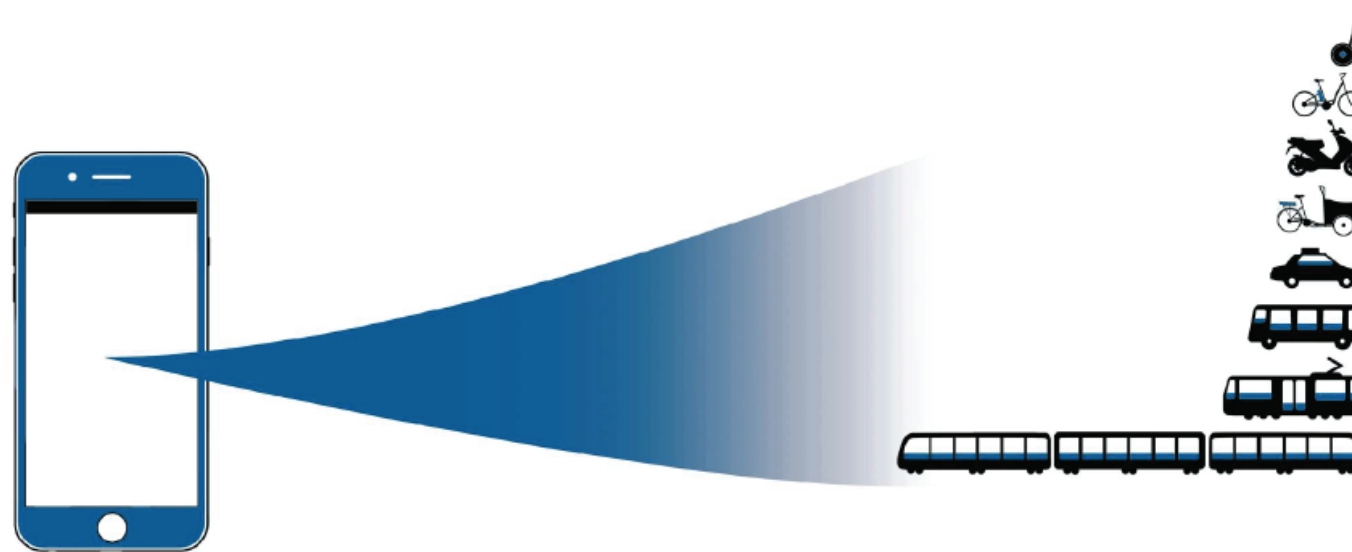


Public Sector Roles in Mobility as a Service: Promoter, Partner, or Enabler?

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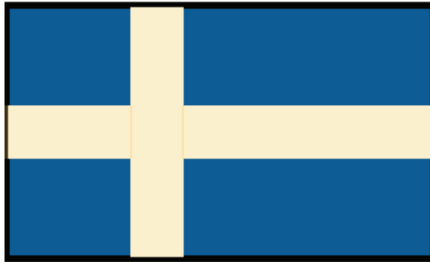
MOBILITY-AS-A-SERVICE



“...a type of service that through a joint digital channel enables users to plan, book, and pay for multiple types of mobility services.”

PUBLIC SECTOR ACTIVITIES

What have public sector actors done in relation to MaaS developments,
and how have these activities shaped MaaS developments?



Public transport authorities have been very active
Focus on growth goals for public transport
Changing view of how to organize MaaS
Mostly reflexive and tactical activities



Led by the Ministry of Transport and Communications
Ongoing deregulation and reform of transport
Focus on economic renewal
Strategic, tactical, and operational activities



Newer topic compared to in Sweden and Finland
Ongoing reform of transport regulation
Focus on deploying new technologies
Mostly strategic and tactical activities

MOBILITY-AS-A-SERVICE



MODES: Public transport, car rental, car sharing, taxi, & bicycle sharing

FEATURES: Prototype smartphone app, monthly bundles, & customer support

PARTICIPANTS: 71 households in Gothenburg, Sweden

DURATION: Six months (2013 - 2014)

FEEDBACK: 80% wanted to become regular customers

RESULTS: Less car use; more use of mobility services, bicycling, & walking

Shared Mobility in Rural Contexts: Organizational Insights from Five Mobility-as-a-Service Pilots in Sweden

Table 1. Analyzed rural MaaS pilots in Sweden.

Pilot	Location	Period	Modes	App Integration
DalMaaS	Skattungbyn	November 2018 –ongoing	Ridesharing (private car and special transport)	Search and book functionality integrated in app Search, book, and payment functionality integrated in app, except for public transport, which is deep linked (i.e., a hyperlink that links to a specific piece of content on a website or app)
FjällMaaS	Södra Årefjällen	February 2020 –ongoing	Commercial bus service, home delivery, ridesharing and public transport	Search and book functionality in web app and deep link to public transport Search, book, and payment functionality integrated in app, except for taxi and car sharing, which are deep linked
Hämta	Torhamn	March 2018 –April 2018	Ridesharing and public transport	Search, book, and payment functionality integrated in app, except for taxi and car sharing, which are deep linked
KomILand	Broddetorp, Timmersdala & Lundsbrunn	October 2020 –ongoing	Public transport, two types of car sharing, bicycle sharing, tool sharing and taxi	Search, book, and payment functionality in web app, which also visualized public transport schedules
Mobil-samåkning	Broddetorp	September 2013 –September 2018	Ridesharing	

Source: <https://www.mdpi.com/2071-1050/13/18/10134>

Find Rides:

For a single trip (shopping, doctor, etc.) ▾

A 325 Severance Rd, Colchester, VT, USA

B Burlington, VT, USA



VERMONT

Matches

Transit

Routes Buddies



1
carpooler

Depart at
Thu, Oct 21 @ 5:15 pm



7
transit routes

Depart 11:16 am • 56 mins



1
bike route

Depart 11:16 am • 1 hr



1
walk route

Depart 11:19 am • 58 mins

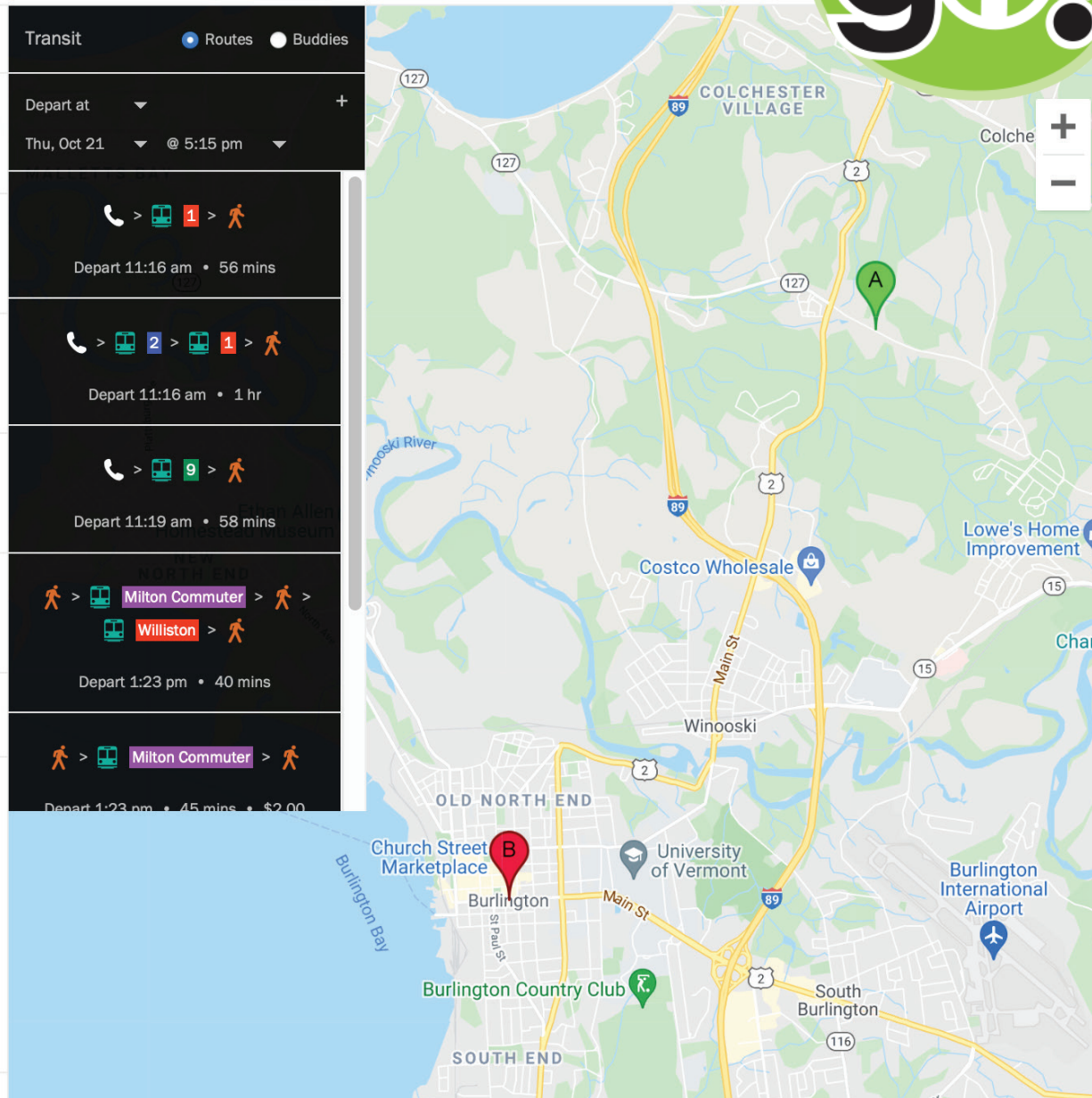


0
trip posts

Depart 1:23 pm • 40 mins

compare options

- ☐ **P** Park and ride
- ☐ **B** Bike share
- ☐ **C** Car share
- ☐ ⚡ EV charging
- ☐ 🚗 Hitching post
- ☐ 🚦 Traffic
- ☐ 🚲 Bike paths



Source: <https://government.agilemile.com>

Find Rides:

For a single trip (shopping, doctor, etc.)

A 325 Severance Rd, Colchester, VT, USA

B Burlington, VT, USA



Matches



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- ☐ 🚲 Bike paths

share trip

Transit

Routes Buddies

Depart at

Thu, Oct 21



@ 5:15 pm



Depart 11:16 am • 56 mins

11:16 am

Take Special Services Transportation Agency Dial-A-Ride to Dorset Street at Williston Road



Rides available to seniors and people with disabilities. Call 802-878-1527 at least 48 hours in advance to determine eligibility and request your ride.

11:54 am

Take Green Mountain Transit 1 to Main Street at Church Street



Map

Transit

Routes Buddies

Depart at

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@ 5:15 pm



Depart 11:16 am • 56 mins

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GOVERNANCE PRINCIPLES



LONG-TERM VISION

Set an inspirational long-term vision for MaaS that builds on transport policy objectives and links MaaS developments to other policy areas.



AGENDA FOR ACTION

Develop an agenda for action, including activities aimed at strengthening service systems, and at weakening the private car regime.

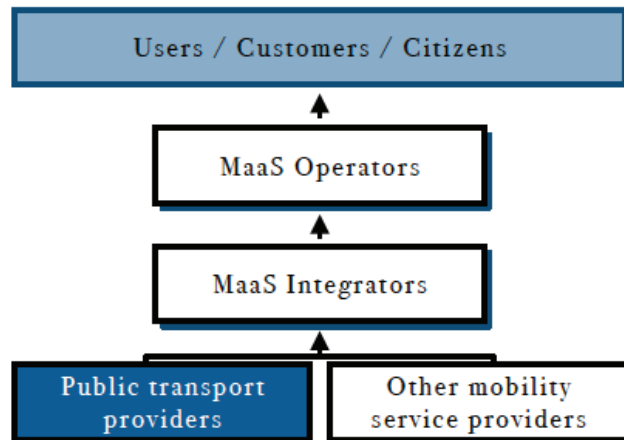


EXPERIMENTATION

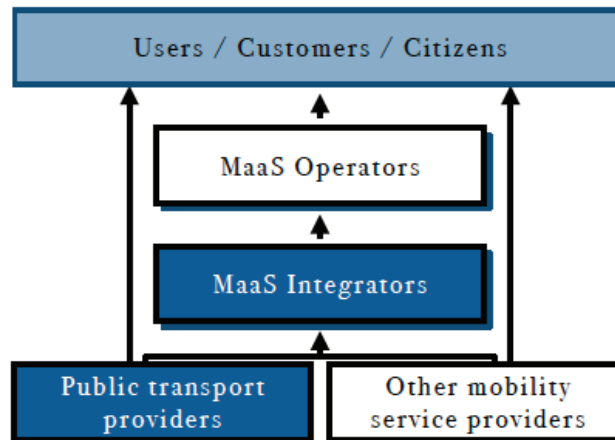
Facilitate knowledge generation by investing in experimentations and by establishing internal conditions that favor risk taking.

DEVELOPMENT SCENARIOS

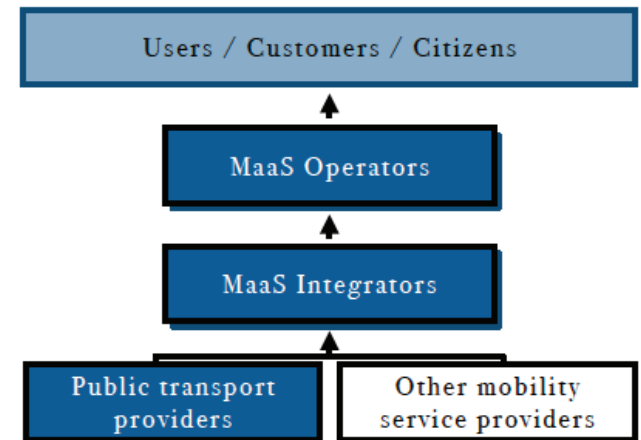
MARKET-DRIVEN SCENARIO



PUBLIC-PRIVATE SCENARIO



PUBLIC-CONTROLLED SCENARIO



- Public sector responsibilities
- Private sector responsibilities

GOVERNANCE PATHWAYS

	DEVELOPMENT	DIFFUSION	USE
MAAS PROMOTER (mostly hands-on)	Takes the lead in transforming MaaS visions and ideas into operational services	Acts as the lead customer for MaaS services and/or advertises MaaS services	Integrates mobility service data and tickets, and operates MaaS services
MAAS PARTNER (hands-on & hands-off)	Participates in knowledge sharing forums and in MaaS experiments	Legitimizes MaaS services, supports marketing, and shares user insights and data	Mediates data and tickets from mobility service providers to MaaS services
MAAS ENABLER (mostly hands-off)	Opens for and funds MaaS-related experimentation and research	Promotes the diffusion of mobility services and/or digital interfaces	Feeds data and tickets for its own mobility services into MaaS services
LAISSEZ-FAIRE (limited intervention)	Monitors MaaS development processes while continuing business as usual		

Discussion

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