



SYNTHESIS of MaaS WG discussion

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New words: shared vehicles, ecosystem, AV, apps, big data, MaaS, urban commuter packages, ecolabel scenarios and users (living locally, Hedonic techy ecologists), atomic....

Traditional words: public transport, business model, end-users, travel behaviour, ticketing systems, networks and services integration...

Where we are? Each region/city as a different perception, acceptability or level of MaaS adoption

Rights, needs and equity

ITS-MAAS: the real opportunity to produce an Inclusive Mobility As Service?

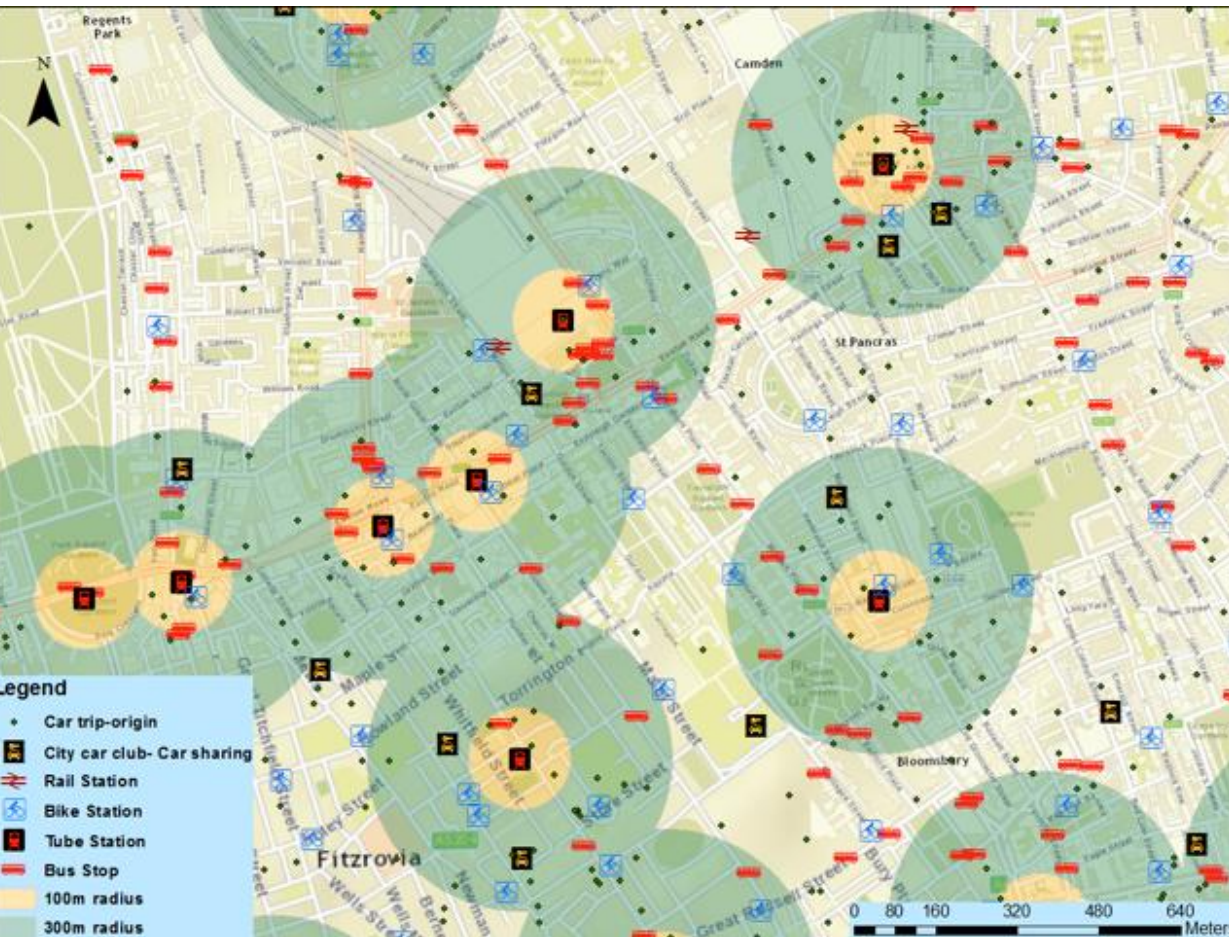
A. MaaS: apps effective and affordable mobility (i.e. use of car/bike sharing, public transport, and walking mode through City mapper, Moovit, **Finnish virtual private transport Consortium application**).

Rights, needs and equity

ITS-MAAS: the real opportunity to produce an Inclusive Mobility As Service?

- B. Who are current **users of MaaS tools**?
Millennials (18-35 years old), with their decreasing loyalty to cars: **less money** and more smartphone for **better and cheaper mobility!**
- C. But do you need a **credit card/bank account**?

Transport Spots vs Networks



Source: Feasibility Study for “Mobility as a Service” concept in London FS--MaaS , Dr. Maria Kamargianni et al. , UCL Energy Institute

Future scenarios, Rand-Charlene Rohr et. al.

- **The Driving Ahead, for capital intensive people**
- **Live Local, for strong environmental scenario (people awareness+ strong regulation)**
- **Digital Divide scenarios (slow growth people without digital resources)**

What next?





Thank you for
introducing me to MaaS
(and WhatsApp)

Charlene Rohr

Discussion notes

(it is always difficult to do justice to a rich debate – you have to have been there !)

Floriea Di Ciommo instead of having lunch wrote up the following notes

Q1- Quality of services and price?

- Mobility : we need an entry point for apps mobility
- Rail vs bus: travel time.
- criteria of quality of services: the predictability and information.
- The worst example of MaaS is Uber that is a car.
- MaaS should include Public transport, but as well other services.
- MaaS is the water.

Q2 Public transport operator involvement

- I want to try MaaS
- PT/private car : private car is the winner
- Ubigo project in Gotemborg
- Do we need the PT engagement?
- PT in Gotemborg was afraid of pricing
- PT vs P Authority. There are other modes of transport that could complete their PT networks.
- How to push MaaS to be inclusive?

Q3. How to push MaaS to be inclusive?

- Transportation is congestion in the city
- How we solve the problem
- MaaS should sign the social contract: crowdsourcing?
- Two questions on the table: what? And why?
- Do I know the cost per year?
- The question of travel time?
- MaaS is just for few people?
- How much cost the car? And other services?

Conclusions

- UK Young people want the drive licence just for getting in the Pub!
- Who should pay for MaaS? Public...
- MaaS is a tool: so much questions, but at the end end-users want a glass of water.
- Research community needs to work on user behaviour, large data analysis

worst + best (ITS) example ?



UBER

is not MaaS

MaaS definition

demand responsive

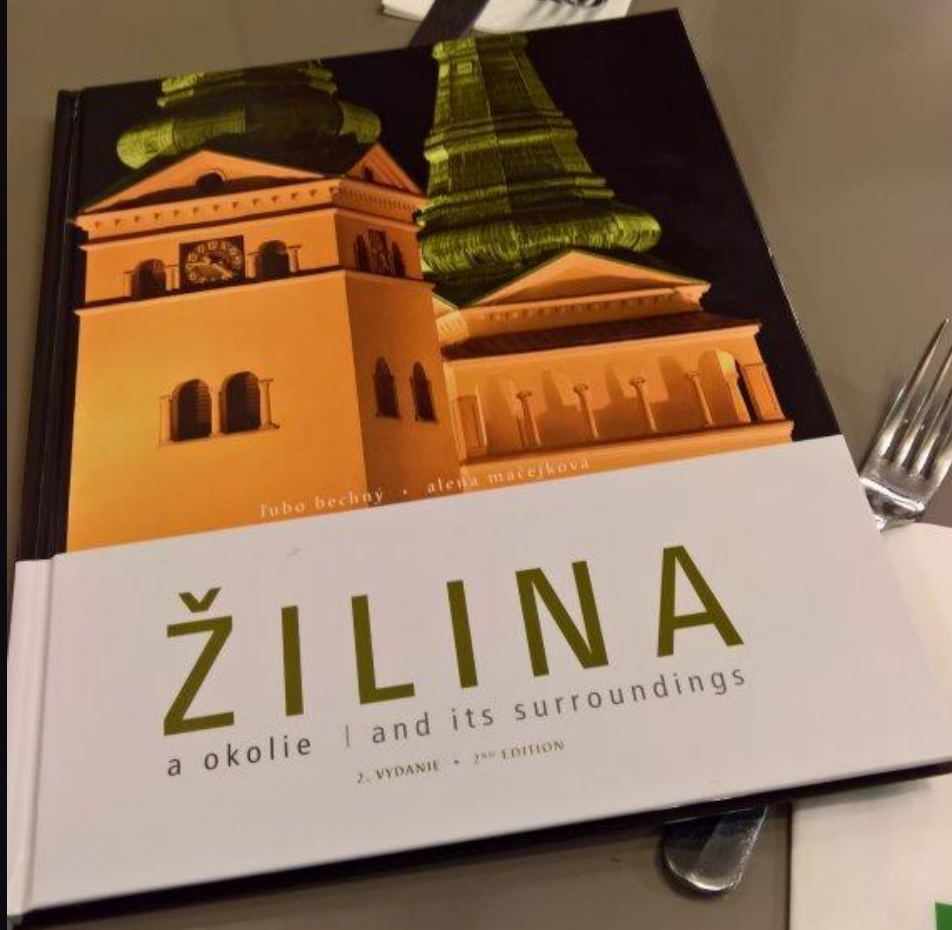
customer oriented

variable geometry (space + time)

variable pricing

a trip planner
is not MaaS





Ľubo bechný • alena matejková

ŽILINA


a okolie | and its surroundings

2. VYDANIE • 2ND EDITION



every conference has
a soul behind it

here it is
Tatiana Kovacikova
and a great team





Ángeles Rodríguez Peña





$$2 + 4$$



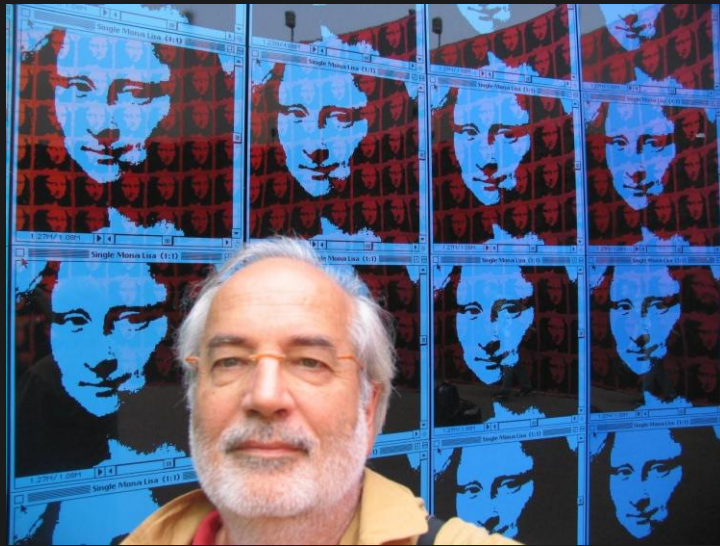








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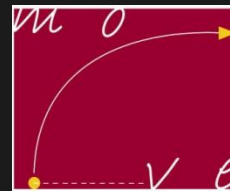
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