INTRODUCTION

Mobility as a Service (MaaS) is a concept that has generated much attention within the transport sector during the last few years. The core idea of MaaS is to provide mobility through “bundled offerings that facilitate the usage of multiple means for solving everyday travel needs” (Smith et al. 2018: 1), often by “the use of a single app to provide access to various mobility services with a single payment channel” (Li 2018: 232). It is commonly stated that this should be done with a focus on user needs, based on a digital platform with a high degree of integration, including information, payment, ticketing and potentially mobility packages for transport services from many different providers (Sochor et al. 2018).

Various types of initiatives to test and develop MaaS are under way, and public transport’s role in these initiatives is often described as being the backbone of MaaS (UITP). However, this role in the development depends on how, and if, new mobility-services are integrated with existing land use and current transport planning. Thus, it is important to explore how Public Transport Authorities (PTAs) are currently working with MaaS, how they position themselves in relation to the new concept, and their strategies for developing and implementing MaaS in practice.

AIM

The aim of the study is to gain a deeper understanding of how PTAs in six Nordic city regions are currently working with MaaS, and their approach to integrate MaaS with existing public transport. Research questions:

• What are the PTAs’ key motivations and goals for MaaS?
• How do the PTAs engage in the development of MaaS?

METHOD

Empirically, the study builds on qualitative interviews with public officers working with public transport and MaaS in six Nordic city regions: Copenhagen in Denmark, Oslo in Norway, Helsinki in Finland and Gothenburg, Malmö/Lund and Stockholm in Sweden. In addition, we have conducted workshops with planners and experts involved in the development of MaaS, and analysed policy documents, decisions and plans from the six city regions.

Analytical inspiration comes from interpretive policy analysis, governance literature and conceptualisations of possible pathways for public organisations in relation to “smart” mobility (e.g. enablement, leadership/prescription, laissez-faire) (cf. Pangbourne et al. 2018, Stone et al. 2018).

RESULTS: ONE CONCEPT - MULTIPLE APPROACHES

1. Motivations and goals

PTAs in all city regions studied express a positive attitude to MaaS, and consider the concept as something that can contribute to the development of public transport. Across the PTAs, it was suggested that MaaS could contribute to a variety of goals, for example:

• Less congestion, reduced climate emissions and other air pollutants
• Reduced car-dependency and better travel options, allow for others with special transport needs
• Increased cost-efficiency of public transport
• A way to attract more customers to public transport
• More attractive public transport; more door-to-door options and increased flexibility
• Innovation and new market developments – also in connection to other sectors

2. Ways to develop MaaS

Initiated projects

The Urban Transport for all forum (2017) has made an open APIs and third-party ticket sale, which enables people to plan and book their journeys in Copenhagen. A number of the PTAs have decided to trial MaaS services. Several pilots have been carried out. New areas are being explored through the regional public transport authority (HSL) setup, all in line with MaaS literature and conceptualisations of possible pathways. A market-oriented approach. The public sector enables a private-sector-driven development. The PTA has no plans to ensure that MaaS is developed in line with stated national goals. Reduced and increased flexibility, and how the PTA currently works with MaaS.

Key results

The PTA is exploring what MaaS means for them, and how this can be integrated with public transport, and support goals of sustainable transport.

Developing a large pilot programme based on the user perception. A limited number of original pilots will lead to a large pilot in 2021.

The PTA wants to create a service that is open and easy to use.

The PTA is exploring what MaaS means for them, and how this can be integrated with public transport, and support goals of sustainable transport.

In conclusion

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CONCLUSIONS

The city regions have developed different strategies to develop MaaS, stretching from enabling and market-oriented, over partnership-approach to a more clearly publicly led development.

The problem that MaaS is intended to solve differs in emphasis among the city regions. Some city-regions emphasise goals for sustainable mobility; others city regions are more focused on innovation and market development. The different strategies and ways to frame MaaS lead to differences when it comes to:

• How different approaches affect the long-term development of public transport.
• How different types of MaaS affect the possibilities to reach policy goals of environmentally sustainable and socially inclusive urban and regional development.
• Possible implications of a more or less publicly or market-led development.

REFERENCES


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SOURCE: Nations Online Project

https://www.nationsonline.org/oneworld/europe_map.htm

Source: Nations Online Project

PUBLIC TRANSPORT AUTHORITIES’ STRATEGIES TO DEVELOP AND GOVERN MAAS ACROSS SIX NORDIC CITY REGIONS

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