

PTAs governing strategies for MaaS in six Nordic cities

Session 2.8 “Smart mobility”, Transportforum, January 9 2019

Kelsey Oldbury, Karolina Isaksson, Claus Hedegaard , Alexander Paulsson, Claus Hedegaard Sørensen, Göran Smith

K2 - Nationellt kunskapscentrum för kollektivtrafik

VTI, Chalmers, KTH



The research project

- Re-inventing Public Transport in a future of **”Smart” Mobility**: Roles, strategies, and collaboration (2018-2019, K2 funded)
- Case studies of MaaS across PTAs in six Nordic cities: How is MaaS formed in practice?
 - Ways of working to develop the MaaS concept
 - Strategies and goals for MaaS
 - Key challenges

How is MaaS defined today?

Mobility-as-a-Service or combined mobility

...the "use of a single app to provide access to various mobility services with a single payment channel" (Li 2018: 232)

"integrative concept that bundles different transport modalities into joint, seamless service offerings, ... that cater for end users' travel needs" (Smith et al 2018: 170).

Results

Ways of working with MaaS

| | Sweden (SLL, Västtrafik, Skånetrafiken) | Ruter (Oslo) | HSL (Helsinki) | Movia (Copenhagen) |
|---|--|-----------------|---------------------------------|---|
| Pilot projects | X | X | X | X |
| National program | X KOMPIS | | | |
| Pilot Roadmap | x | X [internal] | | |
| National level changes to formal institutional framework / Ministerial decision | <i>[included after presentation: Januari överenskommelsen-nationell biljettsystem]</i> | | The Act on Transport Services X | Government proposal to change the Act on Public Transport Authorities X |
| Development of existing national platforms | | | | X Rejseplanen & Rejsekortet |
| Nordic knowledge exchange / COPA | X | X | X | X |

What should MaaS lead to?

“The purpose is to increase public transport... the market share.. And get a little fewer /.../ privately owned cars /.../, to improve accessibility. /.../ Then it is also about image /.../ that you appear as modern, that you are part of the game.”

Civil servant, SLL

“...we want public transport to be a central element of a MaaS solution, which is obvious. And that with that point of departure, Rejseplanen is an important cornerstone because we are already working together...”

Official, Movia

“Our ambition is to be able to deliver sustainable mobility to everyone”

Consultant, Ruter



Strategies for MaaS

“...OpenMaaS API is so that anyone, from **anywhere in the world**, without specific negotiation, they can, pick up the single ticket, and also the day ticket now, from our API interface.” (Civil Servant, HSL 2018)

“...Or the idea instead was to **learn more about what is the business of MaaS, or combined mobility**, to understand more **before we take the next step**. And that approach means that we split into **individual programs**” (Civil Servant, Skånetrafiken 2018)

Strategies for MaaS

“...Movia’s point of view has always been, yes we will support MaaS, as long as we can, as far as we can. **We have a platform and a very well established brand in Rejseplanen, why not utilise that**” (Official, Movia 2018)

“...we will be speaking about Ruter as an **aggregator of mobility** solutions and we will be speaking about a **journey that Ruter has to do**, transforming the company, or this PTA, from the supplier of traditional public transport, to a **supplier of mobility**” (Consultant, Ruter 2018)

Discussion

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- MaaS is a concept that has different forms (Li 2019) and is a context specific “integrative concept”
- Can current discussions on MaaS and “smart” mobility represent broader ideas about change in how we travel?
- What does this mean in terms of how we think about the future of public transport and mobility?

What does MaaS look like today?



Thank you

kelsey.oldbury@vti.se

