

Problems and promises of new mobility concepts:

The implementation of MaaS across three Nordic city regions

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The promise of "smart mobility"

“Urban mobility of the future could be transformed, with developments such as: new forms of propulsion; new forms of vehicle control; changing business models of ownership and use; mobile technologies that equip and empower individuals; and opportunities to undertake activities without the need to travel. ‘Smart’ is the order of the day. Smart urban mobility conjures up a sense of new opportunity; of progress.”

Lyons, 2018, p.4



”The move to a system characterized by more ‘smart mobility’ is inevitable. What is less clear is how it will happen and how differently it will happen in different places. This we suggest is contingent on how state and non state actors interact to shape the future transition, in short, how smart mobility is governed”

Marsden & Reardon 2018, p 4



MaaS (Mobility as a Service)

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



Source: iMOVE

<https://www.traffictechtoday.com/news/mobility-as-a-service/australias-imove-consortium-launching-maas-trial-in-sydney.html#prettyPhoto/0/>

Research focus: the role of regional public transport authorities (PTA)

Research project: Re-inventing Public Transport in a future of "Smart" Mobility: Roles, strategies, and collaboration (2018-2019, K2 funded)

The aim of this study:

To explore how initiatives for MaaS are being framed and implemented in regional public transport planning.

Case-study of Stockholm, Oslo and Copenhagen
Interviews and analysis of policy documents



Theoretical framework

Bacchi: What's the problem represented to be?

“what one proposes to do about something reveals what one thinks is problematic (needs to change). Following this thinking, policies and policy proposals contain *implicit* representations of what is considered to be the ‘problem’ (‘problem representations’).”

(Bacchi 2013, p 21)

Highlights from our work

Stockholm/SLL



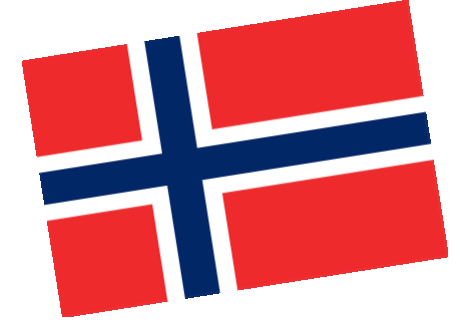
MaaS is presented as

- a way to meet changing behaviors and demands from the travellers
- A way to create an attractive alternative to private car
- A way to develop services that are more appealing to the travelers

Problem representation:

- Existing public transport has a too low level of service in relation to the expectations of the groups of travelers that the PTA wants to attract

Oslo/Ruter



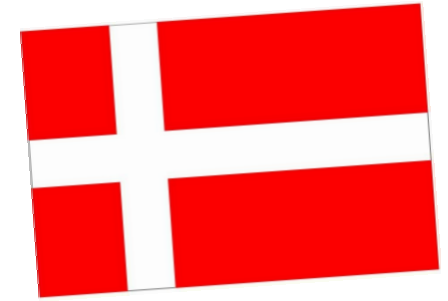
MaaS is presented as

- A key element in the work to combat car-dependency (zero-growth aim)
- A way to develop public transport so that it can meet the needs of all citizens – also those who have very complex travel patterns

Problem representation:

- Public transport has not been designed to meet the needs of all groups. The planning authority should learn more about the needs and restrictions of different types of users.

City of Copenhagen/Movia /Denmark



Movia talks about MaaS as

- A way to reduce climate emissions and congestion caused by private car use.

The Ministry talks about it as

- A way to use the opportunities of digitalisation to develop more and better options to the customer.

Problem representation

- The transport system is not used efficiently. All travel options are not visible for the customer.

Altogether

- Three different problem representations – each one is related to a specific way to accomplish MaaS:
 - Stockholm: pilot projects shaped by commercial partners
 - Oslo: a user-centric approach and an "in-house" pilot programme
 - Denmark: a nation-wide approach where existing travel information platforms are further developed

Final reflections

- Different problem representations has led to different ways to implement MaaS
- Different ways to implement MaaS will (probably!) lead to different types of effects (for public transport and urban mobility)
- Problem representations = a key factor explaining the variety of approaches among Nordic city regions

Thank you!

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