

Reinventing Public Transport in a future of Smart Mobility: PTA roles as regards MaaS

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The research project

- Re-inventing Public Transport in a future of "Smart" Mobility: Roles, strategies, and collaboration (2018-2019, K2 funded)
- One sub project on MaaS and another on autonomous buses
- Case studies of MaaS across PTAs in - mosly - Nordic cities:
 - What **problem** is MaaS intended to solve?
 - Which **strategies** are pursued by the PTA?
 - PTA **roles**: promoter, enabler, partner

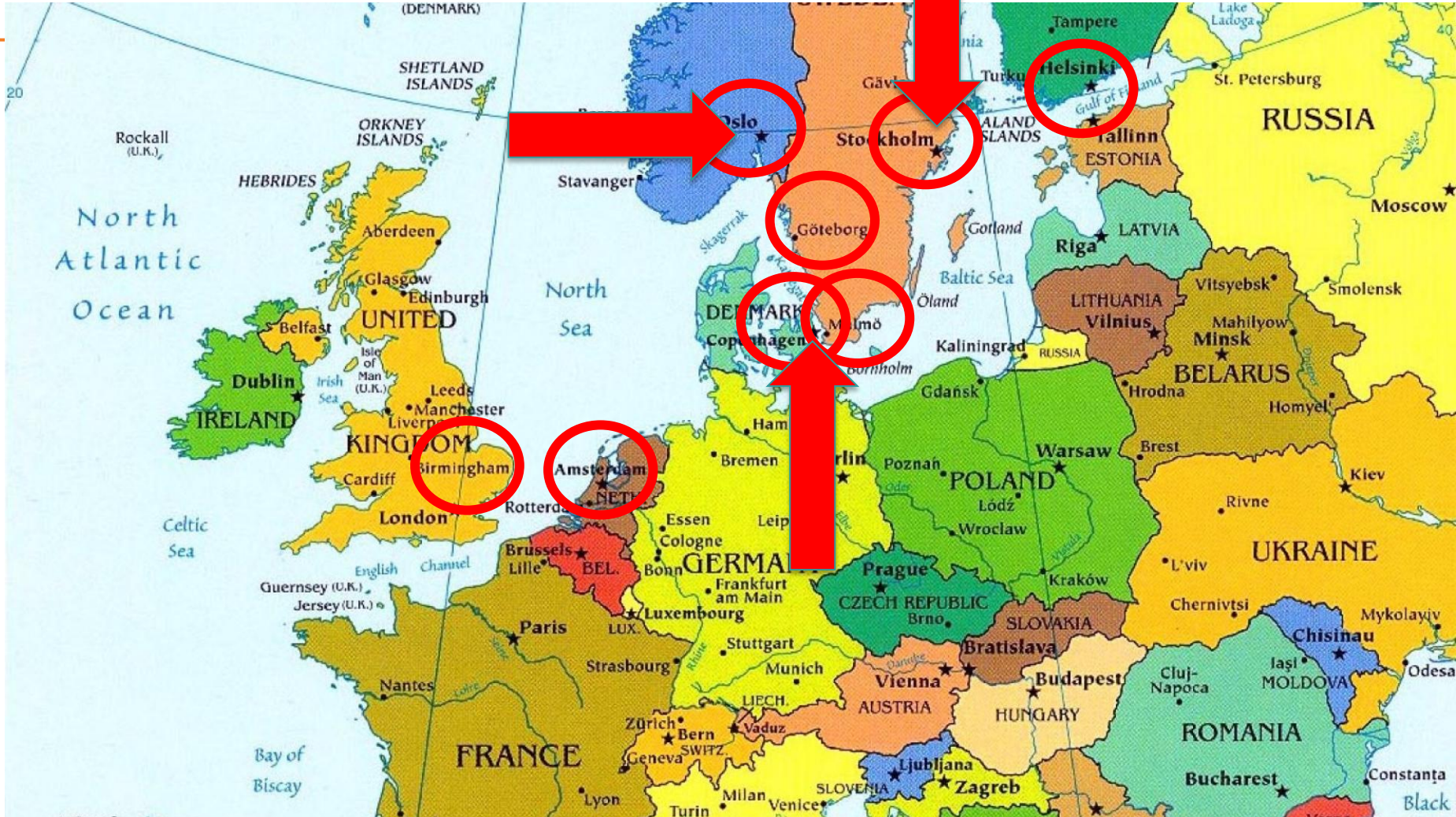
How is MaaS defined today?

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).

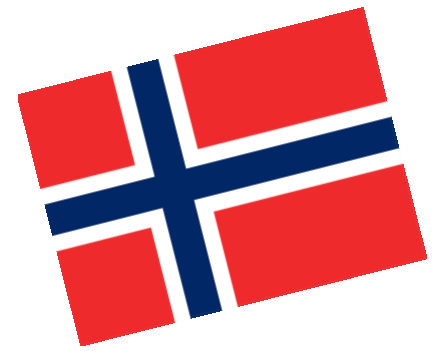
Cases of MaaS studied within the project



Oslo



What **problem** is MaaS intended to solve?



- An explicit problematization of the role of the car in the city ("Nullvekstmålet")
- A need to offer sustainable travel options also for citizens with complex travel patterns

Which **strategies** are pursued by the PTA (Ruter)?



- A stated need for...
 - new perspectives, competences and ways of working
 - further collaboration between public and private actors...
 - ...but also a clear idea that public actors should keep control, ensure that higher-level goals can be fulfilled – therefore not opening their APIs at the moment
- New department for Mobility working dedicatedly with the development of new mobility services
- Developing their own pilot programme/roadmap leading up to larger scale pilot in 2021 – Ruter as MaaS aggregator

Stockholm

What **problem** is MaaS intended to solve?



- A way to respond to changing behaviors and new demands/preferences from travelers in a growing urban region

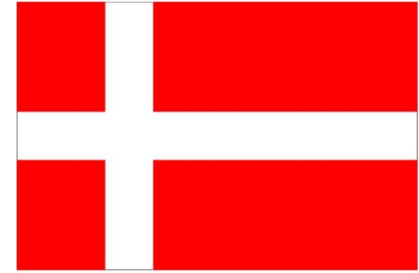
Which **strategies** are pursued by the PTA (Trafikförvaltningerna)



- PTA defining their role as "providing or carrying out the transport service" to be included in forthcoming integrated offerings
- A small group of people working actively with MaaS at the PTA
- Learning through pilots – most of them led by a commercial partner
- Working actively to get ticket and payment-standards in place. Ongoing developments to open API:s in pilots

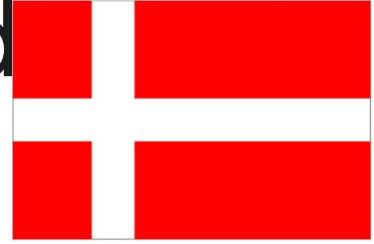
Copenhagen

What **problem** is MaaS intended to solve?



- Political goals on climate and congestion are difficult to achieve. The role of the private car for climate, congestion and attractiveness
- Inefficient and limited mobility today. Too few travel options for the customer

Which **strategies** are pursued by the PTA (Movia)?



- Denmark has a unique and solid background in Rejseplanen (journey planner) and Rejsekortet (Smart card for PT)
- New national legislation from February 2019:
 - New company Rejsekort & Rejseplan Ltd. Aim to develop MaaS
 - Facilitating other MaaS initiatives by opening API and selling of tickets
 - National ministry in board and external chairman
- Changes in Movia: Broader perspective on mobility, collaboration in focus. Movia as service provider and partner

Roles of the PTAs

The roles of the PTAs

The role of each PTA is framed and limited by history, institutional set-up, legislation and other stakeholders' activities

Possible roles (Kronsell & Mukhtar-Landgren, 2018):

Ruter, Oslo



- **Promoter:** Initiation, allocation of resources, leadership

Trafikförvaltningen,
Stockholm



- **Enabler:** Open up for other actors, opportunities for collaboration, no explicit leading role but supporting

Movia,
Coopenhagen



- **Partner:** Participating in partnership on equal terms, shared leadership, collaboration emphasised
- **Non-role:** No responsibility or jurisdiction, strong other actor, recipient rather than actor

Conclusions

Conclusions (1)

- The problem that MaaS is intended to solve do not differ a lot, but the emphasis does: Modal shift or more efficiency and more options for the customer
- In all cases public transport is considered important
- The roles of the PTAs differ: Promoter (Ruter), Enabler (Trafikförvaltningen) and Partner (Movia).

Conclusions (2)

There is not one best role for the PTAs:




- The “promoter” ensure influence and control, but might waste manhours and money on a less important issue
- The “enabler” will learn from other actors’ pilots, but cannot keep control
- The “partner” is dependent on other actors’ initiative, but do not risk wasting manhours and money on the issue

Conclusions (3)

- Important that the PTAs and other actors in the field consider what the problem is and what the aims of introducing MaaS are: Whom should it benefit?



Comparison

	Oslo 	Stockholm 	Copenhagen 
Problem	Need of sustainable travel options	Need to meet new demands/ preferences from travelers	Need to provide more efficient mobility and more travel options
Strategies	<p>Need for new competences</p> <p>Public actors to ensure higher-level goals</p> <p>New department on new mobility services</p>	<p>Learning through pilots</p> <p>The PTA as provider of mobility</p> <p>Small group working with MaaS in the PTA</p>	<p>PTA: Change of perspectives</p> <p>Legislation: Rejseplan and Rejsekort -> MaaS. PTA provider and partner</p>