

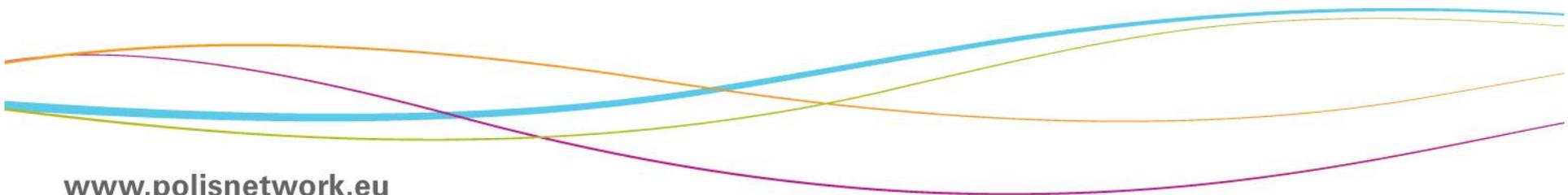


EUROPEAN CITIES AND REGIONS NETWORKING
FOR INNOVATIVE TRANSPORT SOLUTIONS

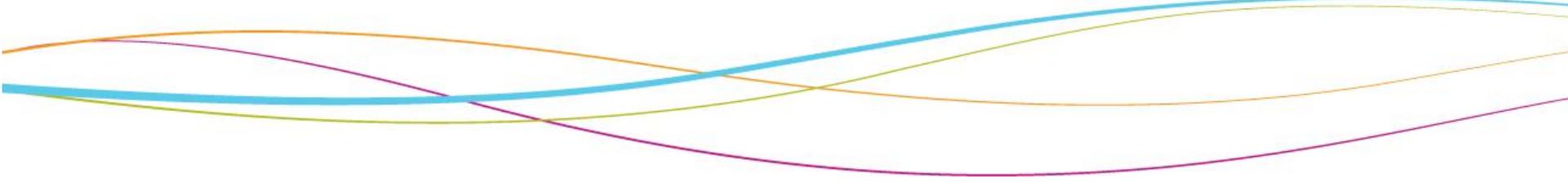
MaaS workshop

Suzanne Hoadley, Polis

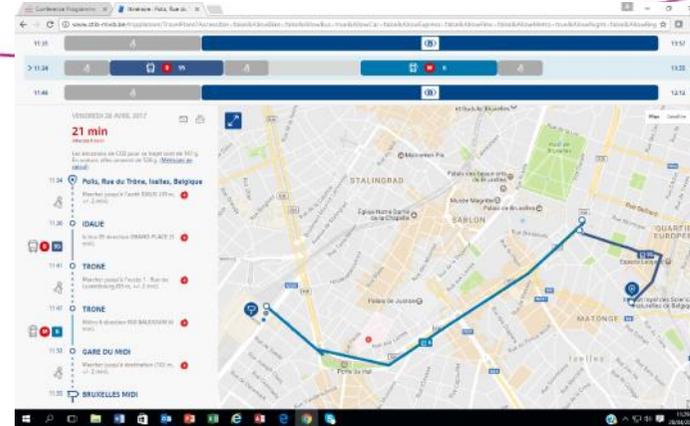
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Polis & MaaS

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- **Monitoring from a distance – much hype at EU level but not a big issue locally**
 - **Local authorities do buy into principles of shared mobility, demand responsive transport and reducing car use/ownership**
 - **Main observations:**
 - Technology (data) and taxi/car share driven – public transport largely absent
 - First/last mile active travel missing – sold as door to door service
 - **Many MaaS objectives and building blocks already being delivered by local authorities**

Delivering integrated mobility services is not new to local government



Pastel
Plus loin avec les transports publics

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Open data is happening



➤ Growing momentum for opening up transport data

- | | |
|--------------|------------------------|
| Transparency | Outreach |
| Innovation | Economic benefit |
| Reduce costs | Optimal use of network |

➤ More and more local authorities are committing to open transport data where technically, legally and financially feasible

- Local authority is not always owner of data
- Systems not designed for publishing data
- Limited resources and skills – local authorities are not data managers

So then, what is MaaS and what is its added value?

- **MaaS is a brokerage platform not a transport service**
- **What is needed to make MaaS happen?**
 - Transport services
 - Access to data
 - Commercial agreements
 - Users
- **What can MaaS deliver above and beyond current (integrated) transport information and payment services?**
 - Private transport service providers, eg, taxis, private car-share
 - Different mobility packages

Some preliminary Polis views on MaaS

➤ Positive where MaaS can support sustainable transport practice:

- prevent and reduce car ownership and car trips, increase vehicle occupancy, maintain/increase public transport patronage, promote active travel
- Enable improved accessibility and a more efficient service than traditional public transport in specific circumstances, such as where demand is low and dispersed (rural areas)

➤ Concerns that MaaS may lead to:

- Greater number of trips that are less sustainable
- Higher costs for the user or the transport provider
- Disconnect between the user and the transport provider

Key issues and questions

- **What should be the role of the local authority?**
- **To what extent should travel planning/booking/payment be left to the private sector? Where is the right balance?**
- **Customer-centric principle: deliver better customer experience but not at any cost – collective need takes precedence over individual need**
- **What is the impact of MaaS on travel behaviour?**
- **How to avoid a MaaS monopoly?**
- **What is the business model? Who will pay?**
- **Could MaaS affect way in which transport authorities tender transport services in the future?**

What views, questions or concerns do you have regarding the (changing) role and responsibilities of a traffic manager?



Suzanne Hoadley
shoadley@polisnetwork.eu
www.polisnetwork.eu