



MAAS MADRID: Promoting integration from the public sector

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EMT
MADRID



EMPRESA MUNICIPAL
DE TRANSPORTES
DE MADRID



MAAS is about... "sharing" mobility





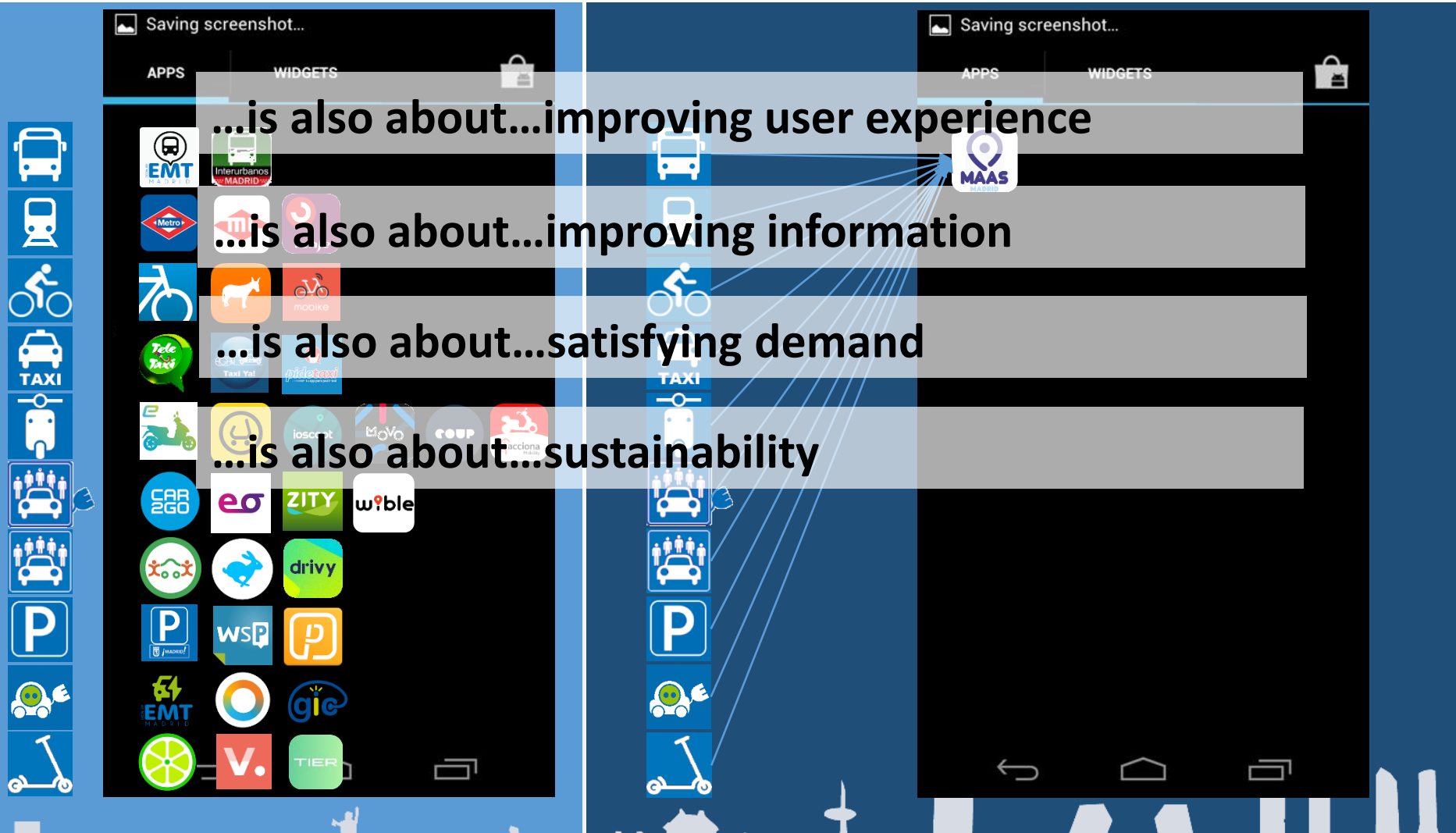


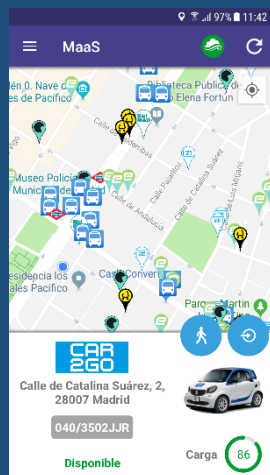
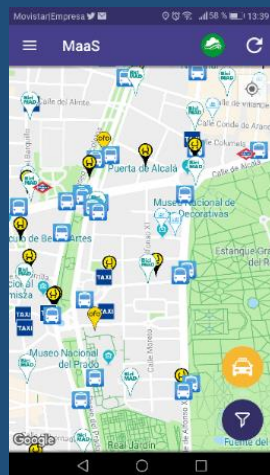
...is also about...improving user experience

...is also about...improving information

...is also about...satisfying demand

...is also about...sustainability





Phase I

Spring
2018

Geo-referenced information of:

- Public transport
- Other services
- Additional Information

Phase II


1st
quarter
2019

Incorporating:

- Multimodal planner
- Personalization
- Booking//Payment// Ticketing



Phase I already available in Android and iOS



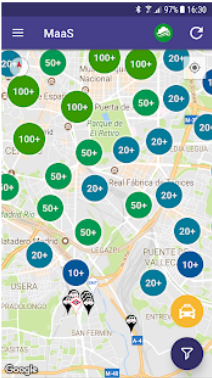

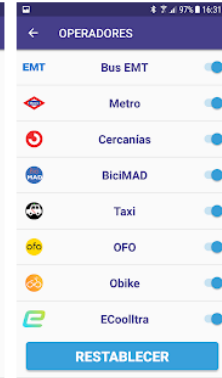
MaaS Madrid

EMT Madrid, S.A. **Mapas y navegación** ★★★★★ 1 ↓

3 PEGI 3

Esta aplicación es compatible con algunos de tus dispositivos.

Instalada

Los diferentes modos de transporte para moverte por Madrid en una única aplicación.

OPINIONES Política de Reseña


✎ Escribir una opinión

50

Mac
iPad
iPhone
Watch
TV
Music

Vista previa de App Store

Esta app solo está disponible en el App Store para dispositivos iOS.

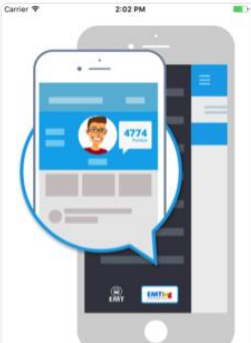
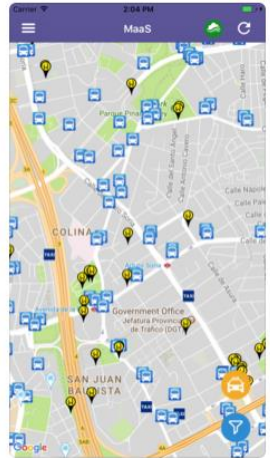



MaaS Madrid

EMT Madrid

Gratis

Capturas de pantalla del iPhone

Register through EMTing and get points travelling with MaaS Madrid

OK
OK, DONT SHOW AGAIN

Service API aggregator :

- Vehicle location / PT stop
- Vehicle data (availability-model-capacity-autonomy) / PT information (lines / next arrival / frequency)

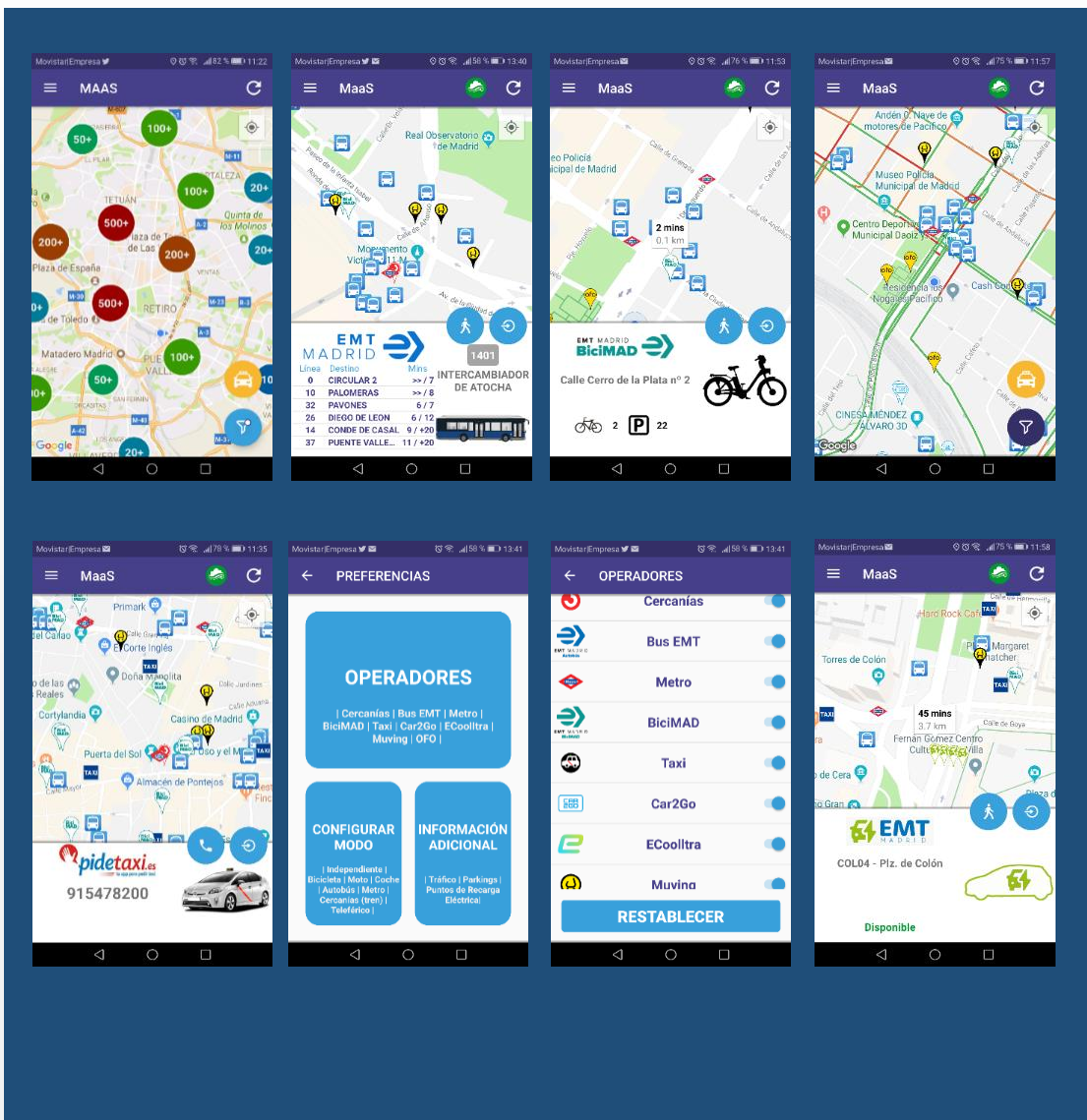
Redirects to provider app

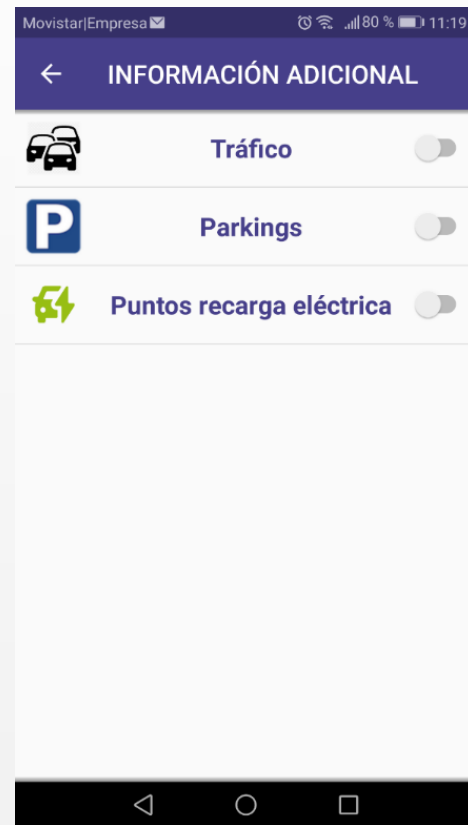
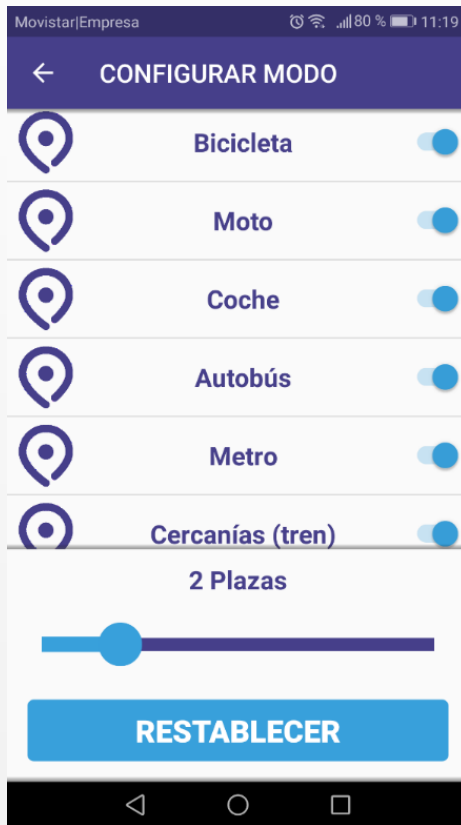
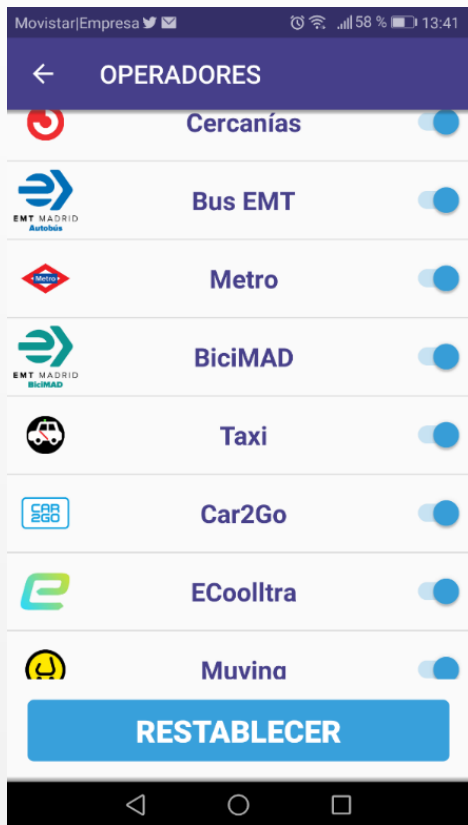
The information is configurable by the user according to:

- Providers
- Mean of transport
- Additional information options (air quality, traffic, charging points, POIs...)

The user decides to transfer travel data:

- Always anonymously
- If registered: recurrent data available



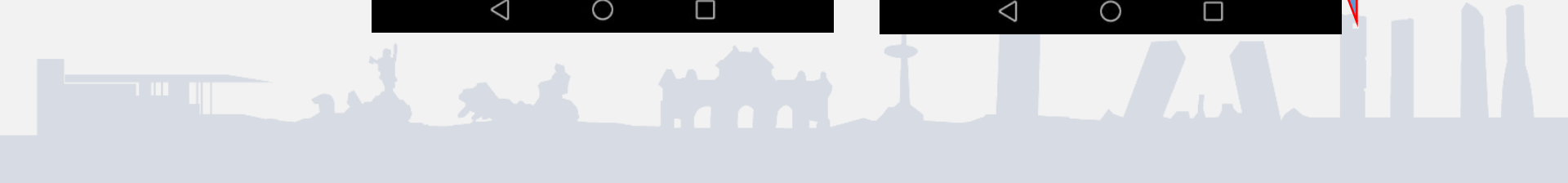


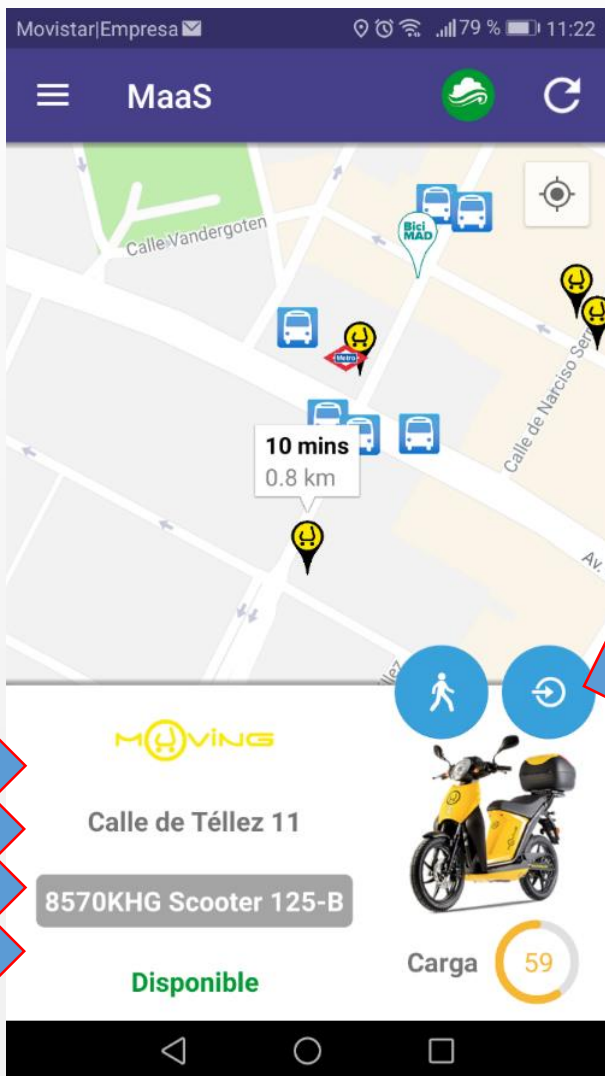


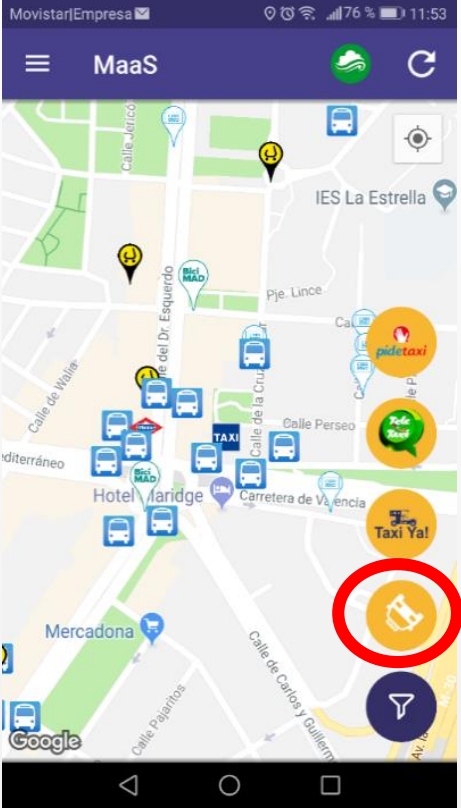
Arrival times



Bikes and available docks





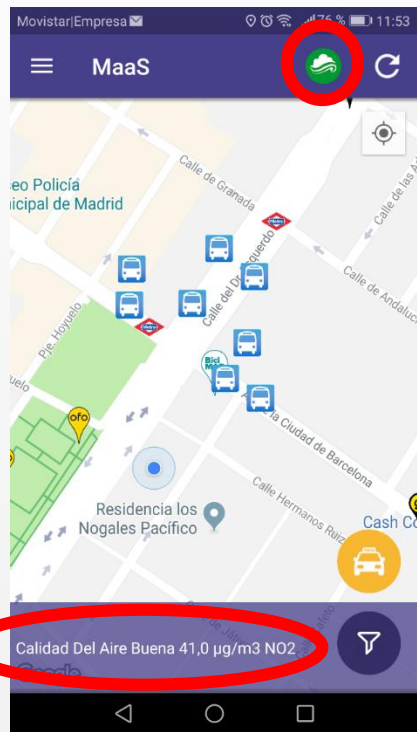


Call

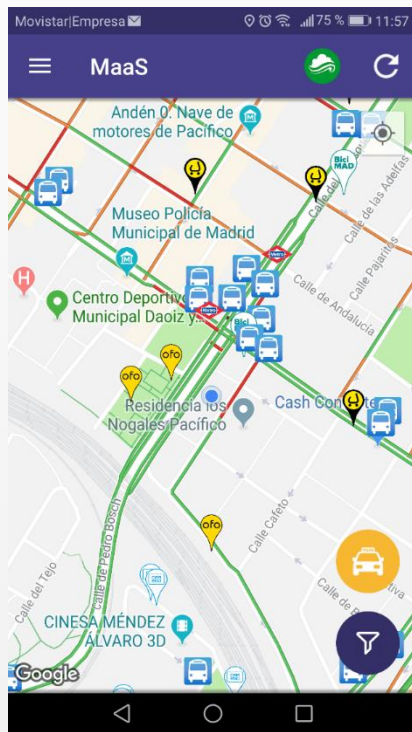


Go the App





Air Quality

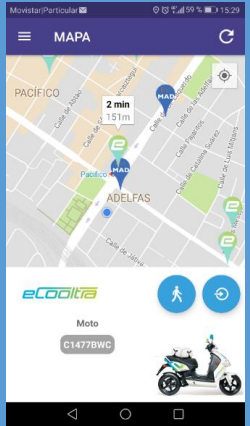
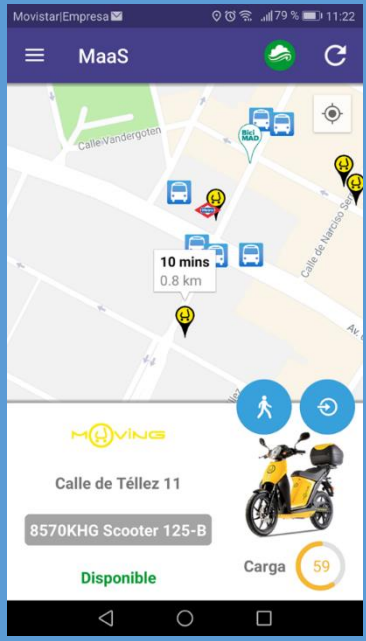


Traffic status



EMT charging infrastructure





Adding **journey planner** with comparison options AND **configurable by preferences**

- **Choosing origin and destination: route selection**
- **Vehicle availability**
- **Booking**
- **Vehicle access / ticket cancellation**
- **Payment: Direct / through provider**

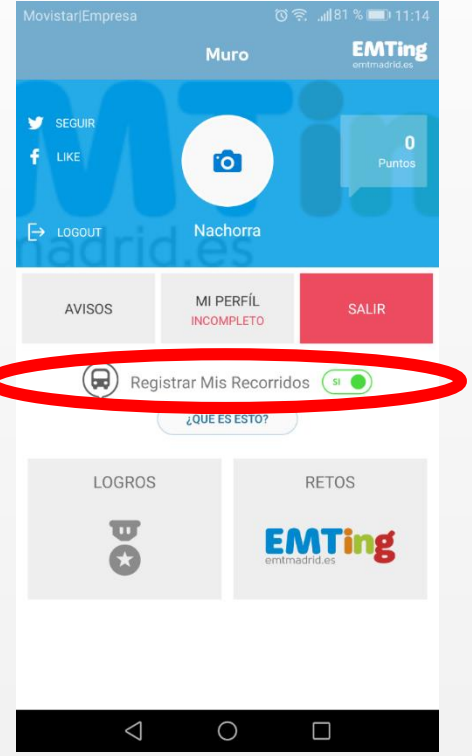
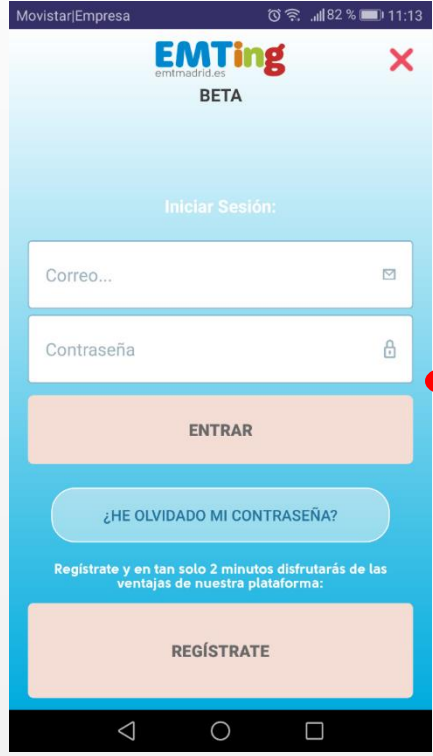
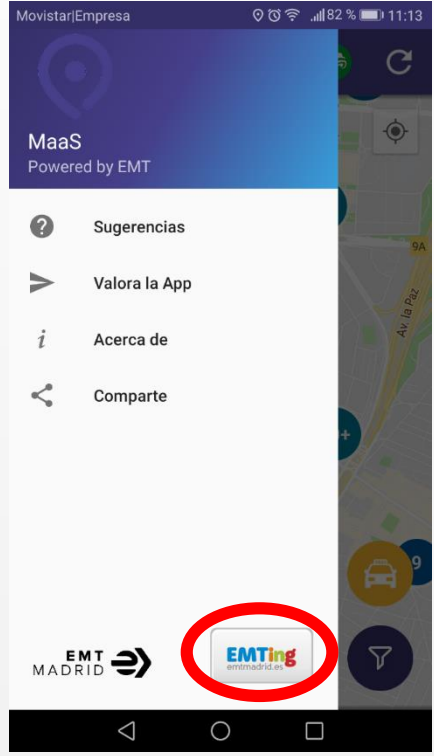
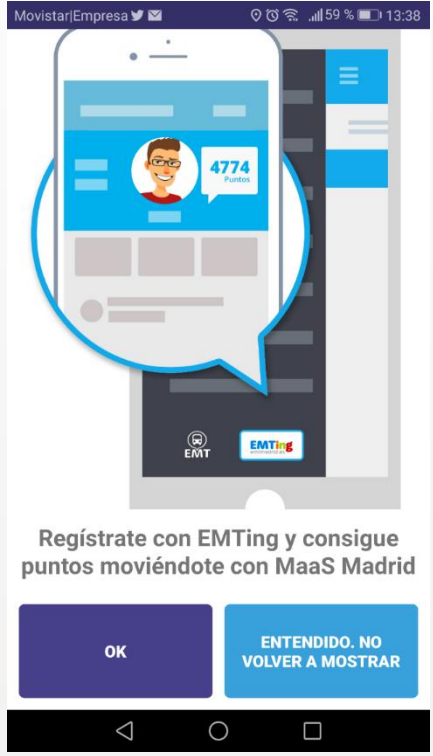
The information shown is configurable by the user according to:

- Comparison preferences: cheaper, faster, less polluting, healthier
- Providers
- Mean of transport
 - Save “My stops“ option in PT
- Additional information options

The user decides to transfer the travel data:

- Always anonymously
- If registered: recurrent data available

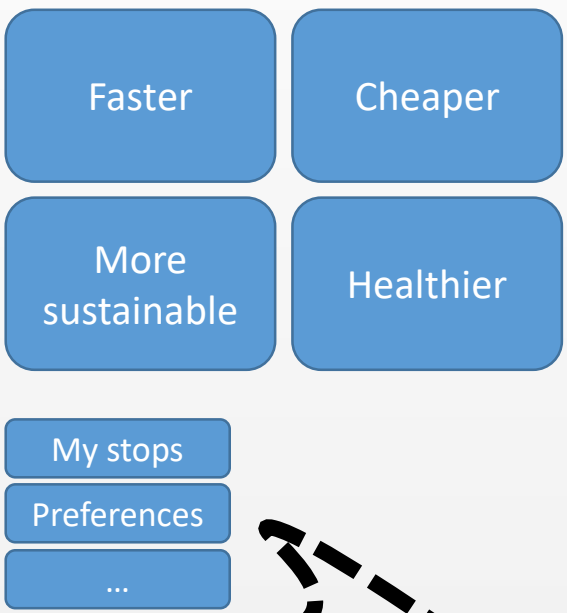




Anonymized data
Registers itinerary during 90 minutes
It requires opening the App
Getting points



By using the App
By providing data
By sustainability of mode/trip



A

B

Reflections:

- Multimodality vs. user experience
- Air Quality protocol (push&pull – prioritization, gamification...)
- Accessibility (limitations)
- Incidences in real time (public works, traffic, meteo...)
- Estimation of parking time
- Personalization to elderly (timing, recomendations...)
- Other specific groups (students, mobility to work)
- Indications (how to get to...)
- Existing Algorithms (taxi prices, healthy streets - IKAAS)
- etc.



- Improving the experience of (specific) users

University

Comparte.
Colabora.
Mejora tu ciudad.

CONCURSOS ACTIVOS [Ver todos los concursos](#)

Area de Trabajo: MOVILIDAD
¿Qué acciones pueden ayudar a hacer más eficiente y sostenible la movilidad en la ciudad?
0 proposals 1 Comment

Noticias

- Nace el Madrid CoLab
- 7 days ago Ignacio joined the Madrid CoLab community
- 3 weeks ago MemberRemoved10150 joined the Madrid CoLab community
- 4 weeks ago JorgeC joined the Madrid CoLab community

Contact Help Register Sign In Language

Part of the Climate CoLab Community

Mobility to work



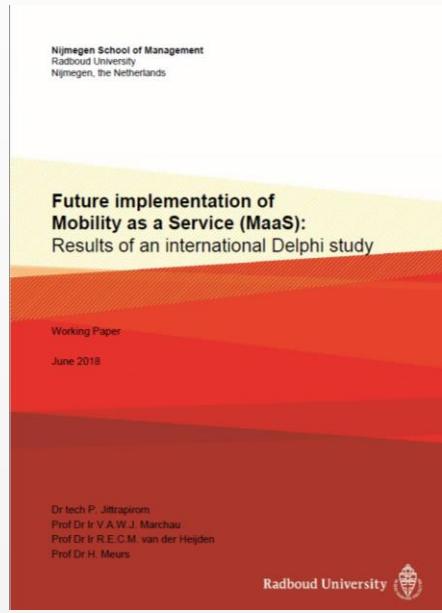


Table 6-1 Vulnerabilities of the pilot project

Rank	Most significant vulnerability	Selected by respondents (%) n = 35
1	b) Crucial actors are unwilling to collaborate	31 (89%)
2	c) Lack of an appropriate and attractive business model	20 (57%)
3	f) Travellers do not recognise the added value of MaaS	15 (43%)
4	a) A weakening ..of financial and political support	13 (37%)
5	e) Insufficient physical infrastructure	13 (37%)*
$w = 0.23$ $P = .000$		

89 MaaS experts
Nijmegen School of
Management
Radboud University
(June 2018)

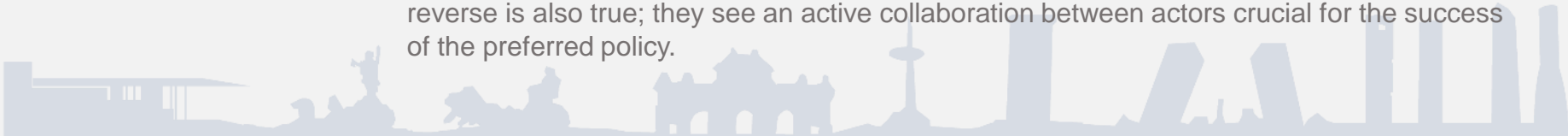
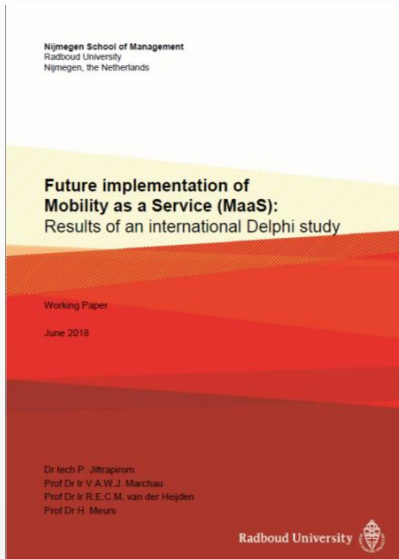


The expectations on Early Market

- Fully-integrated MaaS is expected to be in operation in urban areas before 2020
- Younger generations (Gen-Z and the Millennials) will lead the adoption of MaaS.
- Regular public transport users and flexible travellers, who combine different modes of transport to make their trips, are thought to be the early adopters of the concept.
- Experts also see MaaS being used for commuting and business trips in its early stage.
- Transport operators are seen as the most important actors and the experts prefer them as the MaaS service integrator.
- Investors and shareholders are also seen as the most important stakeholders.

Planning of MaaS implementation

- Top objectives to implement MaaS from public organisations' perspective (i.e. local authority or the central government) are to reduce car dependency and its usage and to provide public accessibility.
- The implementation of a pilot project to experiment and to enable learning is the most preferred policy.
- The pilot will require a close collaboration between key actors and stakeholders as the most important condition to ensure its success.
- The key constraints that may prevent the stated objectives to be reached are the perception of users that MaaS service is of limited value, the existing forms of public transport contracts, and the current inadequate ICT condition.
- The most important vulnerability or an event that can cause the preferred policy to fail is the lack of collaboration between the crucial actors. The experts similarly agreed that the reverse is also true; they see an active collaboration between actors crucial for the success of the preferred policy.





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Nos mueve Madrid

THANK YOU!
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