

The Journey to MaaS

Polis Annual Conference – November 22nd 2018

Gustav Friis, City of Aarhus



Businessregion Aarhus



Climate-KIC is supported by the
EIT, a body of the European Union



Business Region Aarhus

12 municipalities
1 million inhabitants
0.5 million workplaces

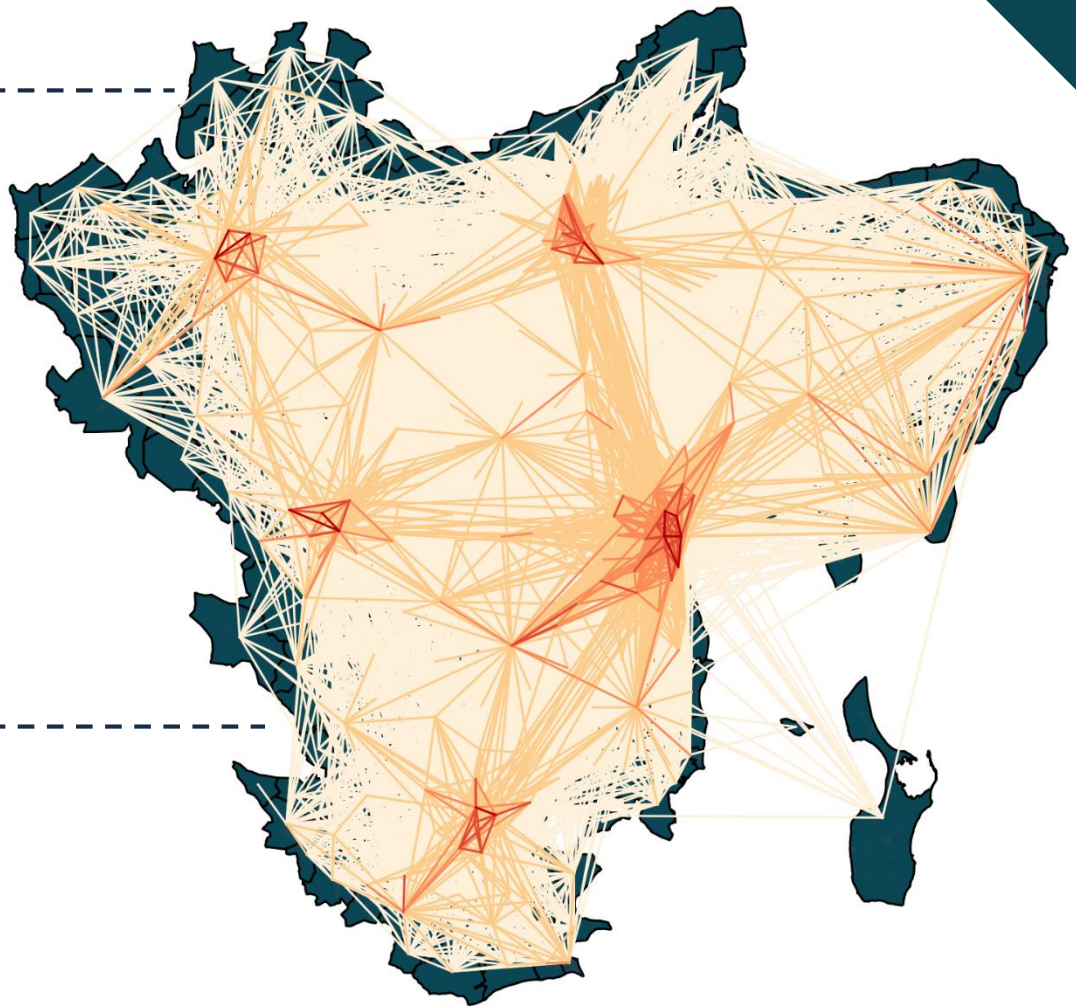


Strategic mobility



Commuting in the region

- The total amount of commuter kilometres has increased by 19 %, from **6.9 millions km** in 2006 to **8.2 millions km** in 2013.
- Every person makes in average more than **3 trips per day** with a total average distance of some **40 km** and a total average travel time of **58 minutes**.
- **58 %** of all person trips within Business Region Aarhus has origin or destination in Aarhus municipality.

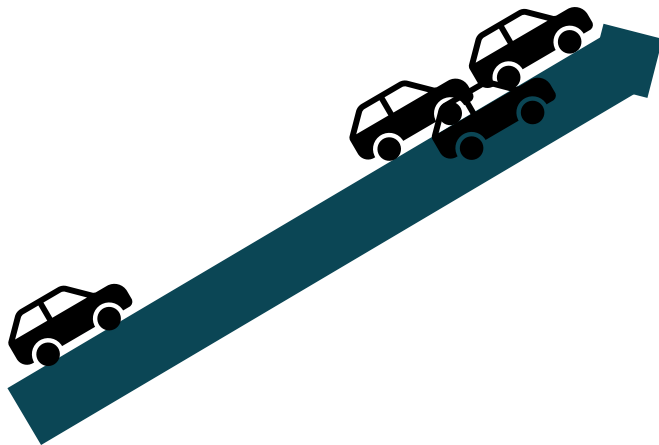


Too few – and too many...



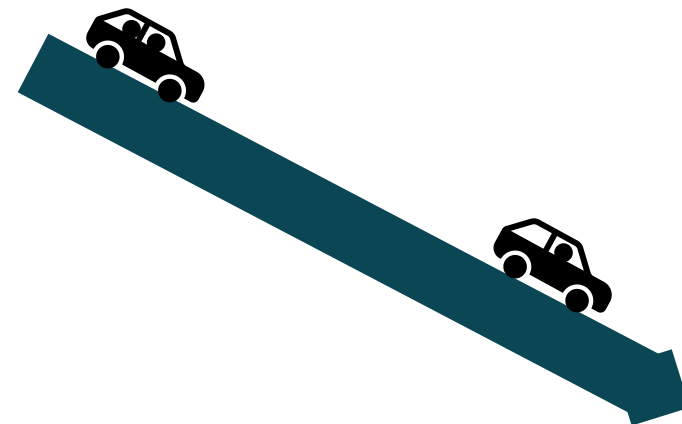
More cars with less passengers

- From 2007 to 2018 the number of person cars in Business Region Aarhus has increased by 32%



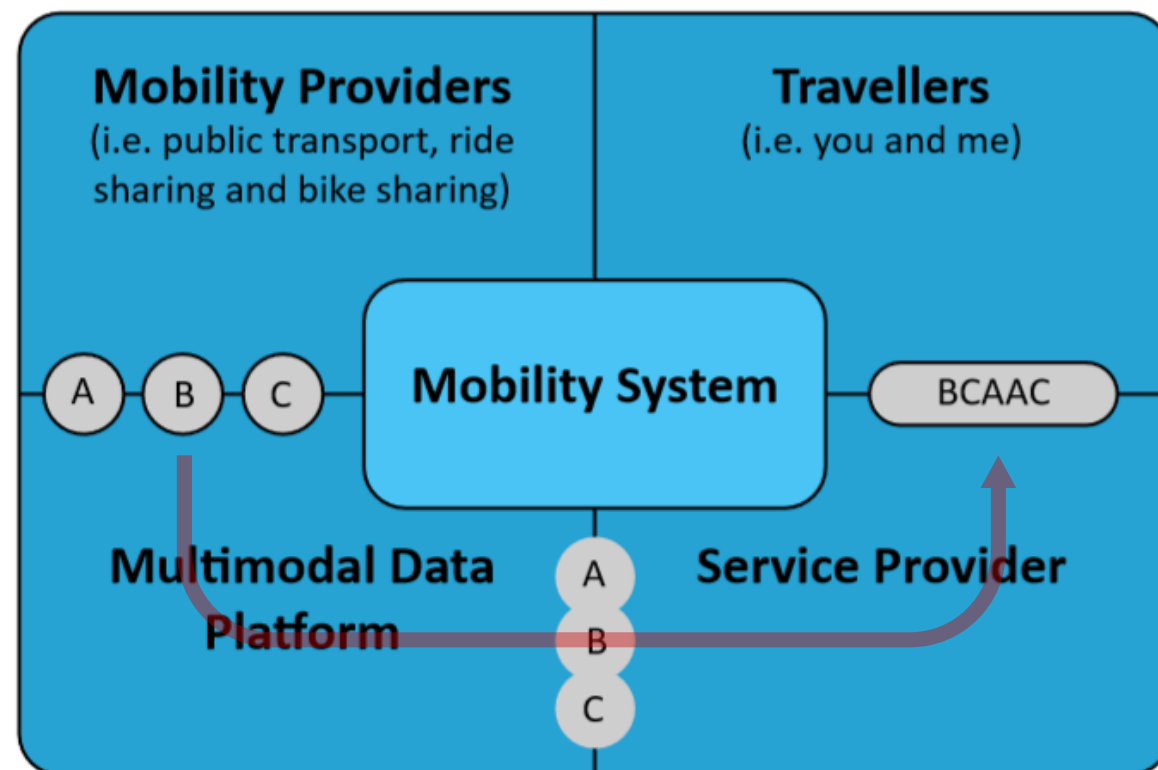
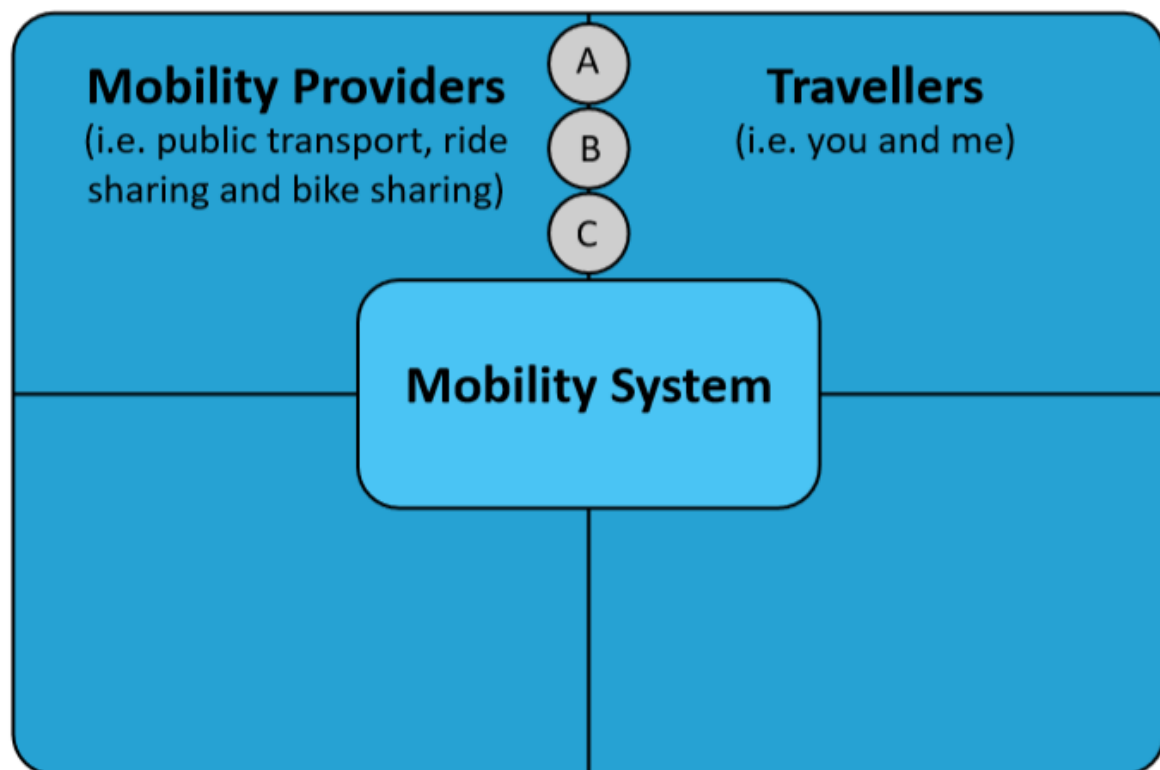
- The number of inhabitants increased by some **8%** in the same period of time.

- In 1981 there was an average of **1.84** persons per car. In 2016, this number had decreased to **1.43**.

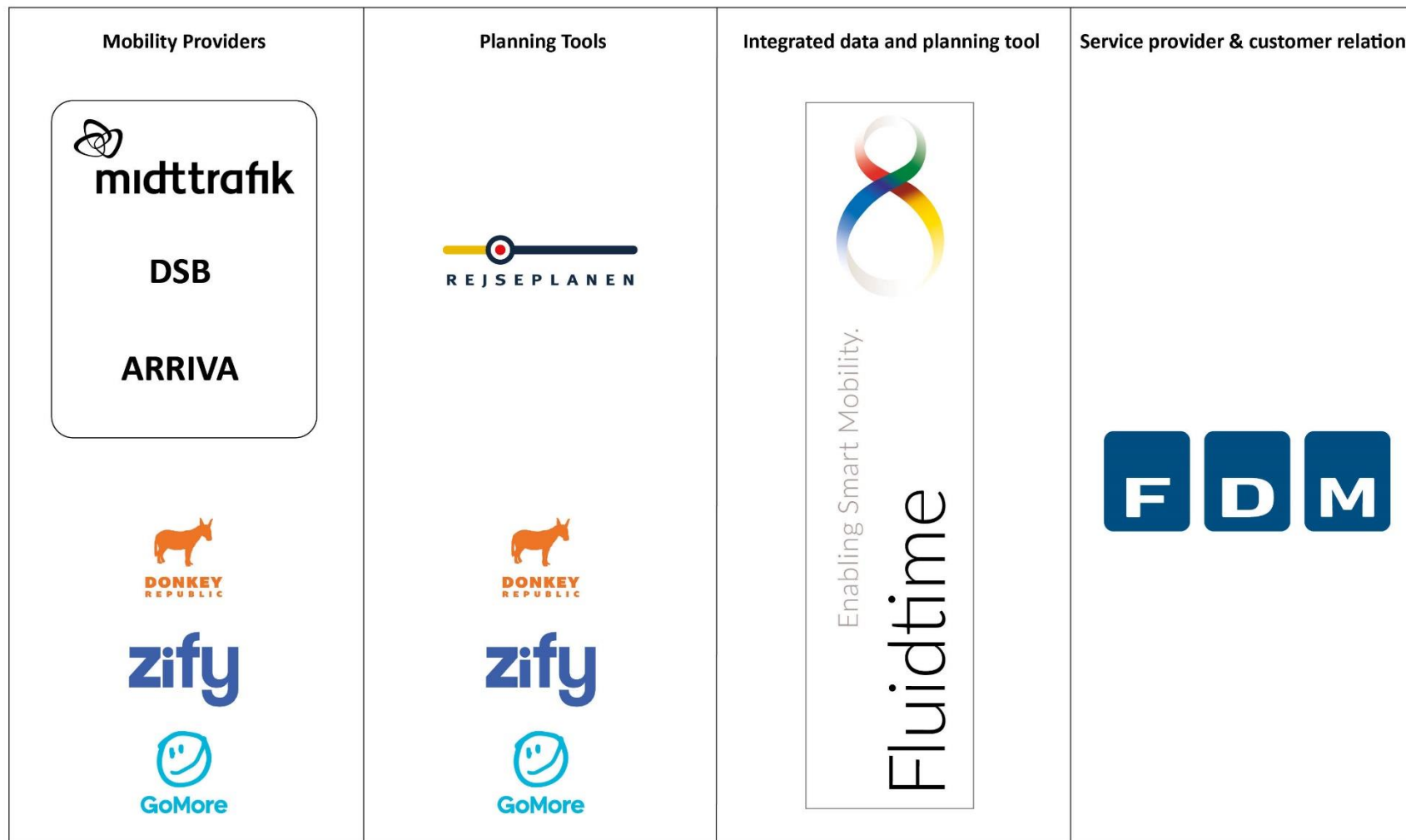


- In 2014 an average of only **1.05** persons occupied the cars for commuting, numbers from the national travel survey indicates.

Hvad er Mobility as a Service?



Organiseringen af MaaS i Aarhus



Hvad bliver det til?

- The user gets a **service** that makes it possible to plan a seamless intermodal journey.
- The service will include a series of **incentives** making it attractive to carpool.
- In 2019 the service will be **tested** in both smaller communities and in companies.



- The service is primarily addressing **car commuters** in Business Region Aarhus.
- It is of high importance that we can gather a **critical mass** so the supply of trips is big enough to make it **attractive** to leave the car at home.

THANK YOU!



Businessregion Aarhus



Climate-KIC is supported by the
EIT, a body of the European Union

