Mobility as a Service for and by all

Stella Aaltonen, city of Turku
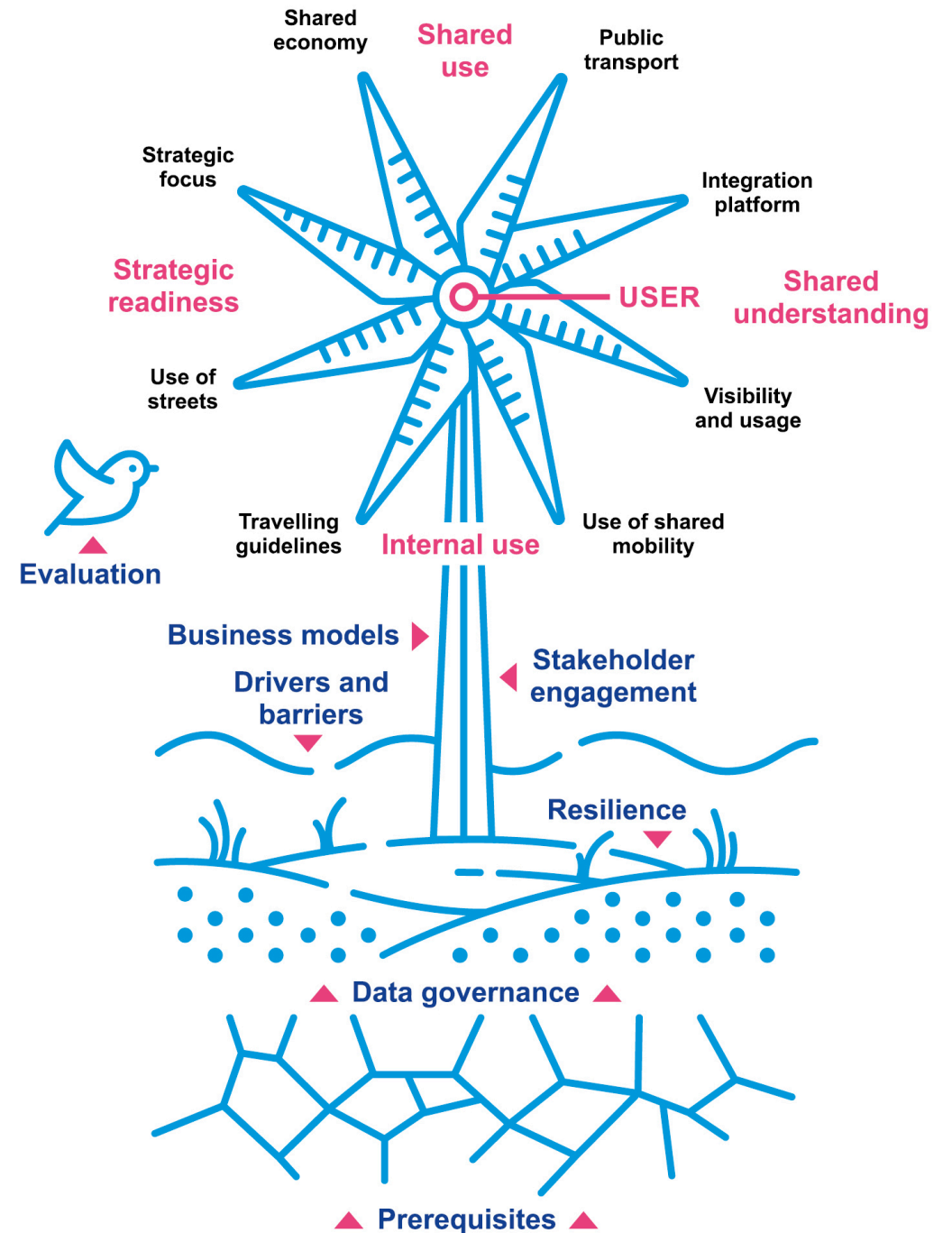
Guidelines on how to implement MaaS in local contexts

Guidelines on
How to implement MaaS
in local contexts

Mobility as a service in CIVITAS ECCENTRIC

- Focus on user needs
- Develop an ecosystem
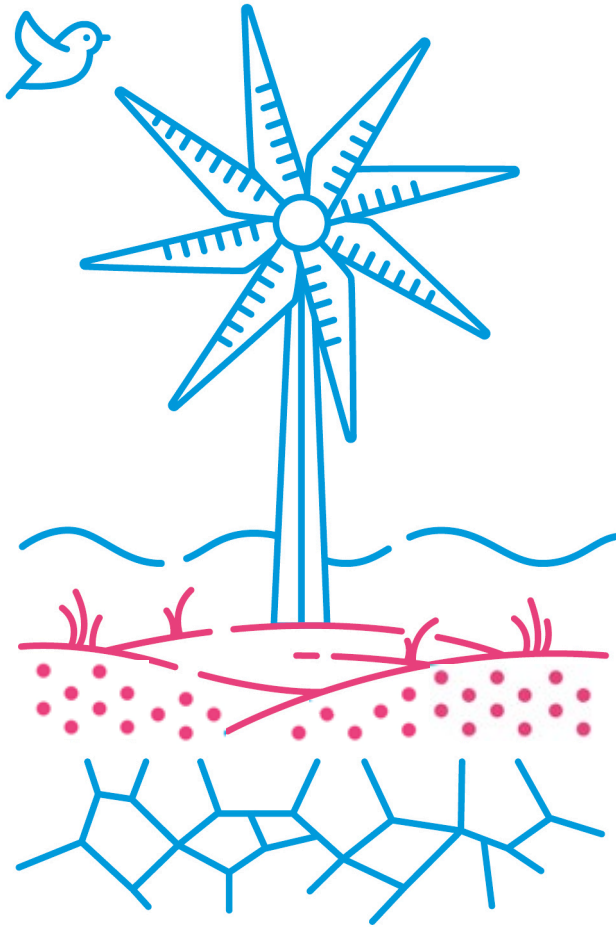- Create ground for MaaS to flourish

Resilience

Risk assessment of the system

Modularity

Interdepence

Privacy
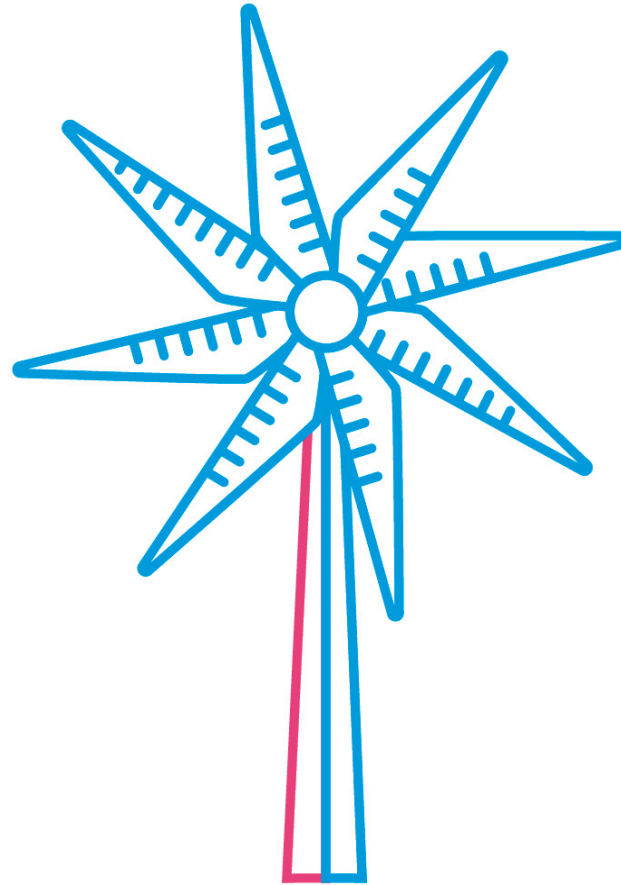

Different roles

Customer data

Data ownership

Data Governance

Business models

Value creation

Value delivery

Value capture
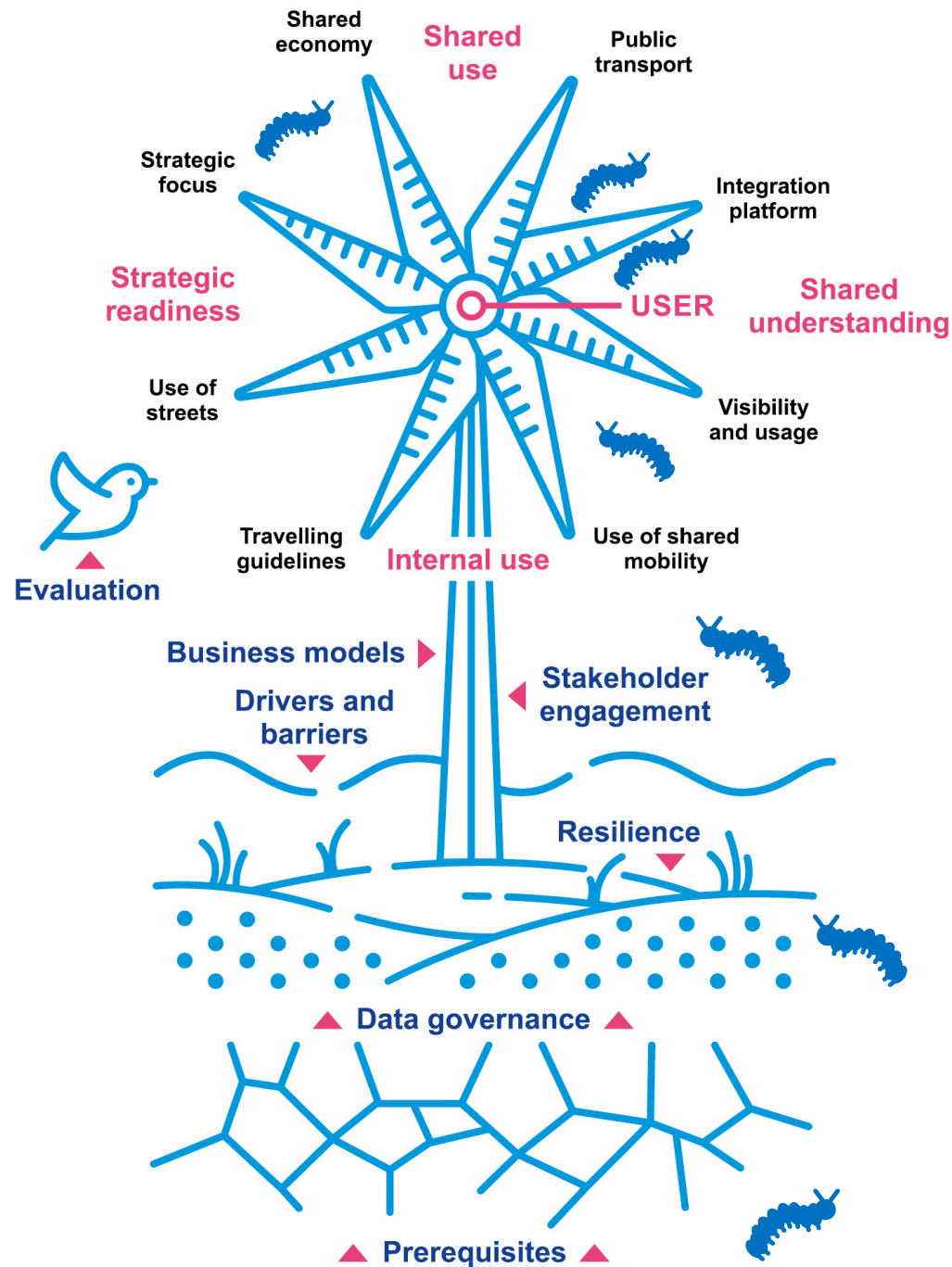

Roles of the local authority,
the region and Public transport
authority

External and internal stakeholders

Shared vision

Stakeholder engagament

Seven ECCENTRIC MaaS measures

Shared economy

Shared use

Public transport

Strategic focus

Strategic readiness

Integration platform

Shared understanding

USER

Use of streets

Visibility and usage

Evaluation

Travelling guidelines

Internal use

Use of shared mobility

Business models

Stakeholder engagement

Drivers and barriers

Resilience

Data governance

Prerequisites

TURKU ÅBO

CIVITAS ECCENTRIC

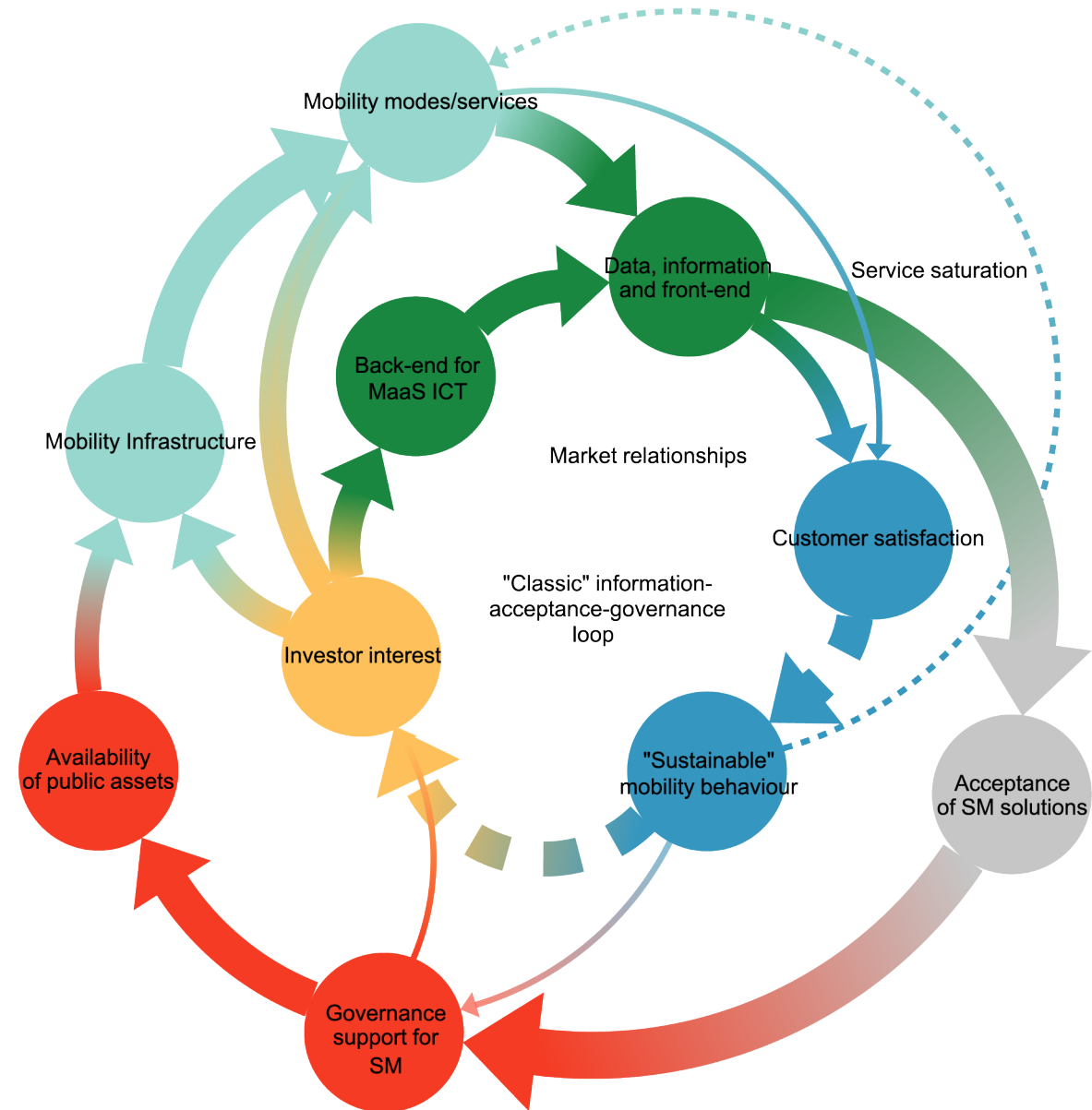THE CIVITAS INITIATIVE IS CO-FINANCED BY THE EUROPEAN UNION

Evaluation

Legend

---- Opposite
⎯⎯ Significance
⬤ Mobility behaviour
⬤ Interfaces / externalities
⬤ Economy
⬤ Urban
⬤ Infrastructure / networks / services
⬤ Social
⬤ Governance and adminstration

Mobility modes/services

Data, information and front-end

Service saturation

Back-end for MaaS ICT

Market relationships

Mobility Infrastructure

Customer satisfaction

"Classic" information-acceptance-governance loop

Investor interest

Availability of public assets

"Sustainable" mobility behaviour

Acceptance of SM solutions

Governance support for SM

MaaS in Turku

- Focus on "ground work" and next steps on the readiness levels
- Achievements during past years:
  - Integration of bus tickets with events
  - Integration of bike share to PT tickets
  - Integration of mobility services to public transportation backend
  - Renewal of parking policies
  - Cooperation with service providers
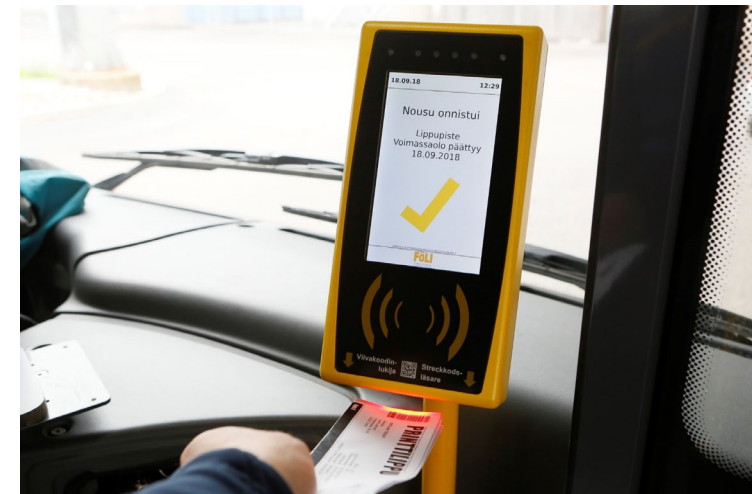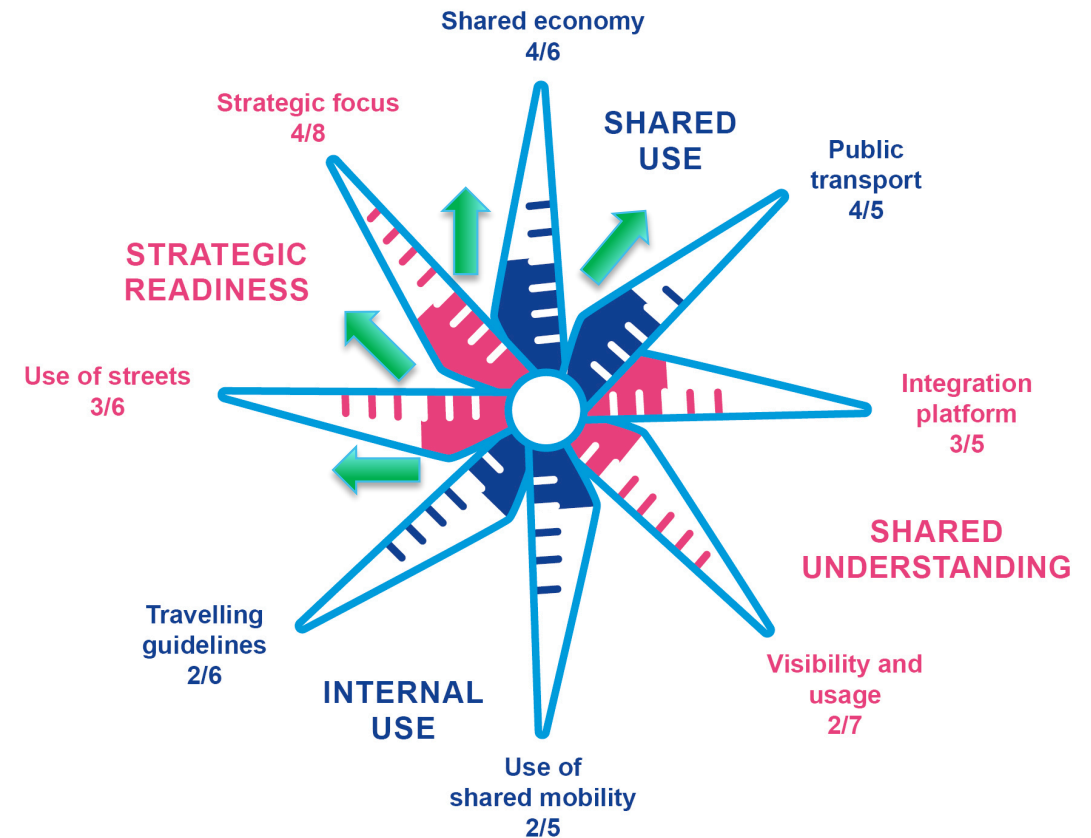
Thank you!

More information

Stella Aaltonen

stella.aaltonen@turku.fi

Guidelines on how to implement MaaS in local contexts