



Mobility as a Service in a multimodal European cross-border corridor (MyCorridor)

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Consortium



Coordinator



Technical & Innovation Manager



Industrial Partners



Mobility Market SME's



Mobility Agency



ITS Association



Research Organisations



Legal firm



Association (Liaison to MaaS Alliance)

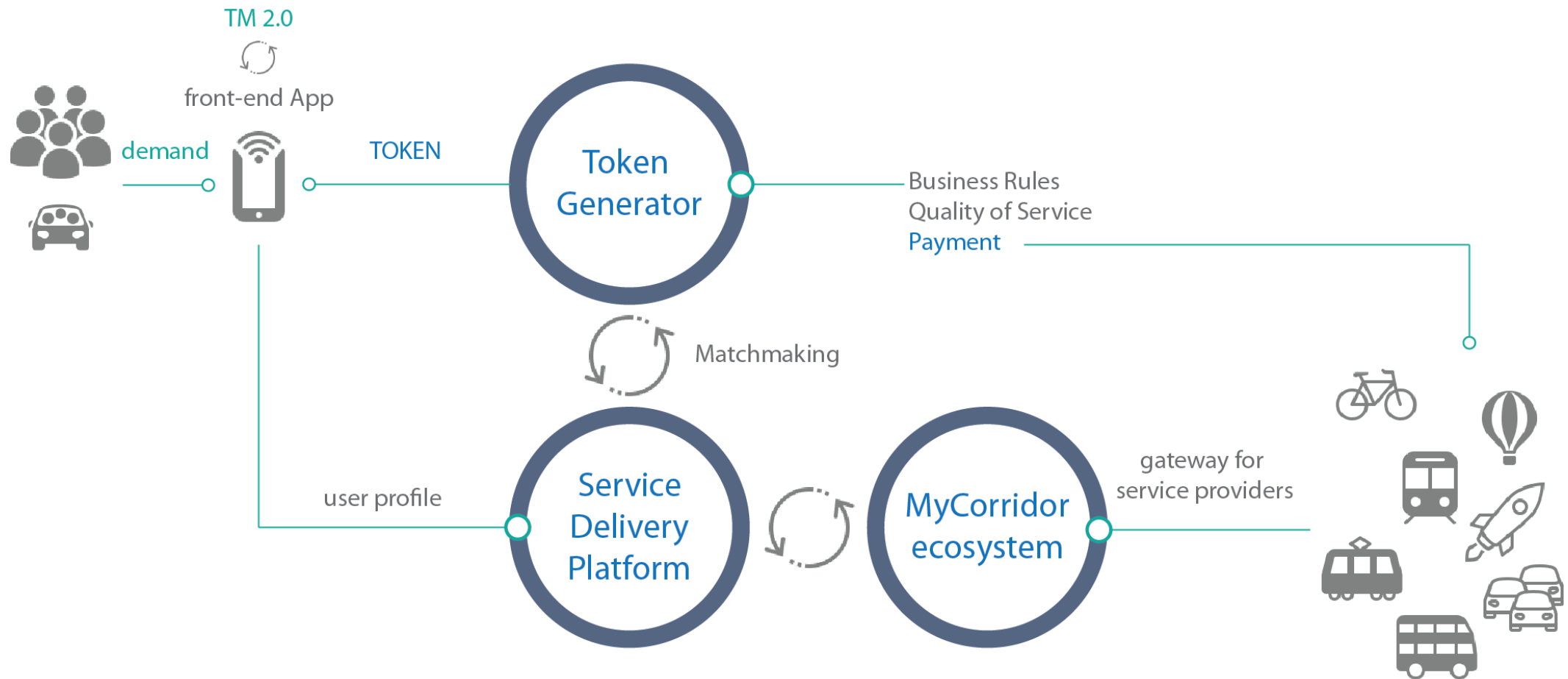


What does this mean...

MyCorridor approach underpinned by **four key aspects**:

1. Definition of the **disruptive** nature of MaaS;
2. Practical implementation of **TM2.0** and foundations towards **TM2.1**;
3. Definition, development and testing of an integrated architecture based on **mobility tokens** and **one-stop shop** suitable for roaming aspects
4. **Evidence-based** recommendations on
 - End-user **acceptability**;
 - **Business models**;
 - **Integration** of MaaS through interoperability of different city platforms and modes in the MyCorridor **ecosystem**;
 - Potential **incentives**;
 - **Policy**

The one-stop shop



This also means...

- Building a **one-stop-shop** for MaaS



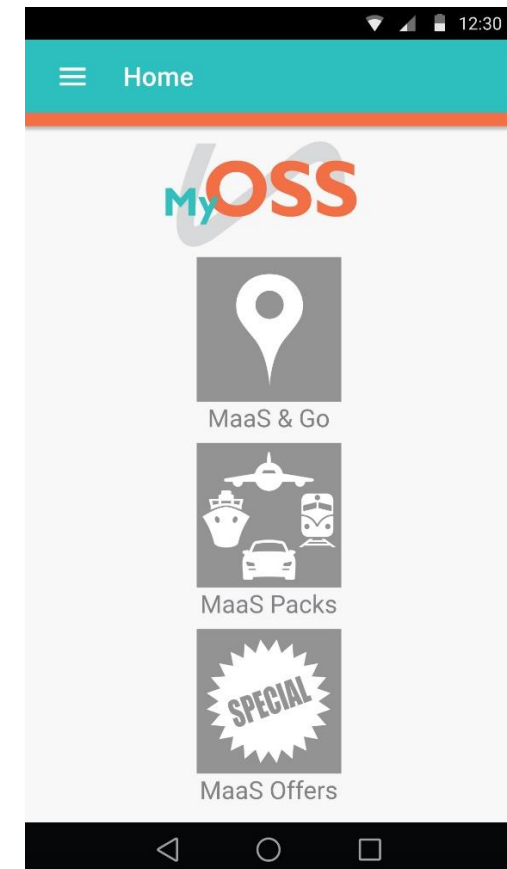
Integrate several types of services to offer in a MaaS pattern.

Services (multimodal):

- ✓ Mobility services
- ✓ Infomobility services
- ✓ Traffic management services (TM2.0 → TM2.1)
- ✓ Added value services (cultural, sports, etc.)

Products:

- ✓ “MaaS & Go”: MaaS coupled with trip planning
- ✓ “MaaS Packs”: MaaS supported via multicriteria search
- ✓ “MaaS offers”: Ready to use mobility packages



This also means...

Service Providers:

Registering their service to MyCorridor via the *Service Registration Tool*



MyCORRIDOR

Registered services

Add new service

Please fill in the form

Name

Name of service

Website

Service's URL

Cluster

Choose one

Subcluster

Mobility Product

Choose one

Level

Location

Where does the service operate

Level

Level

Cost

Free Paid

API

Available Not Available

API URL

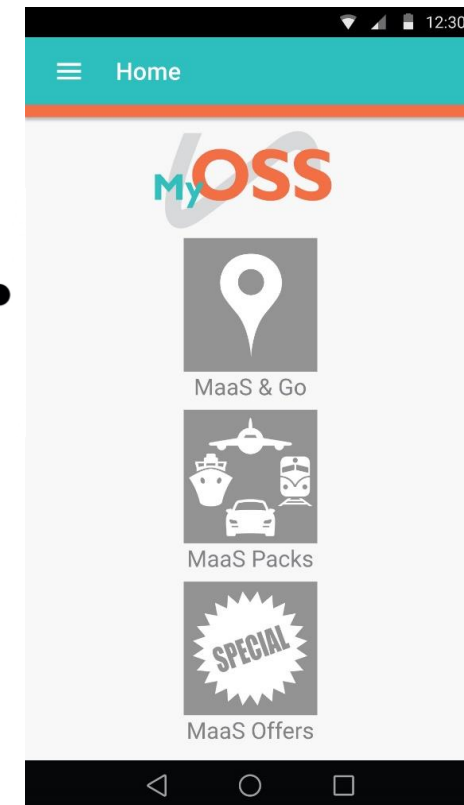
API's URL

Submit Cancel

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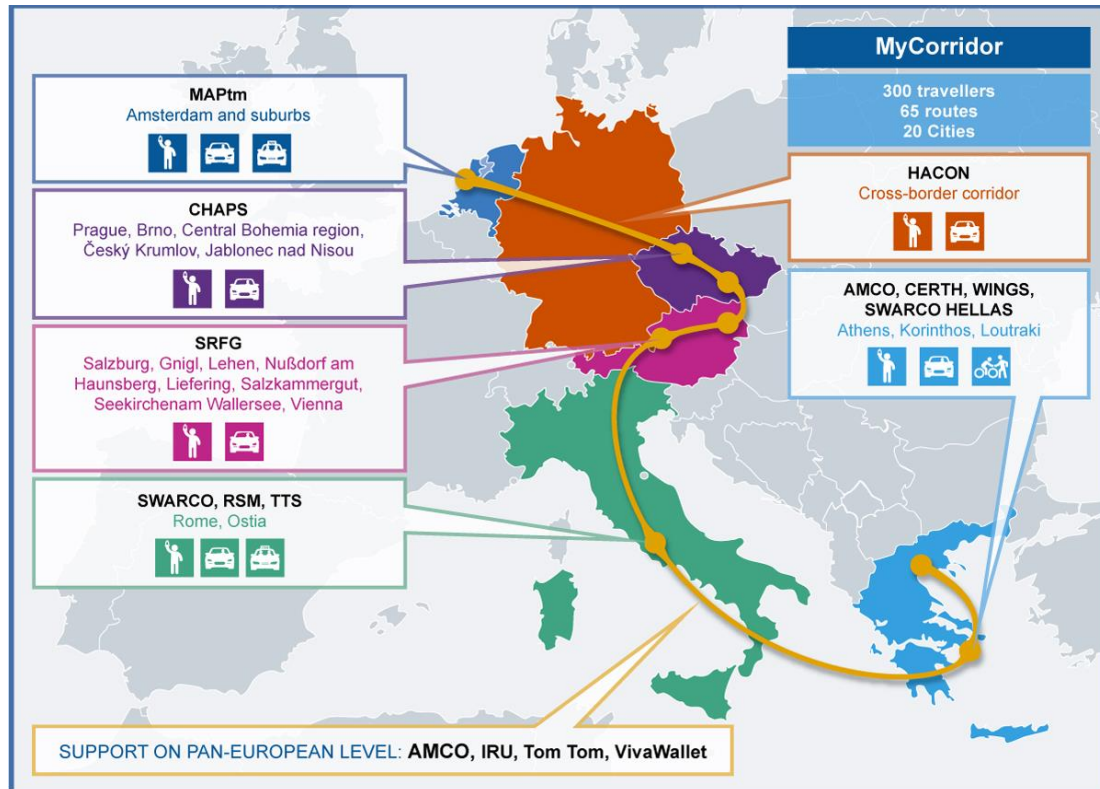
Travellers:
Using the mobile app. available on
Android & iOS



Pilots



Pilots



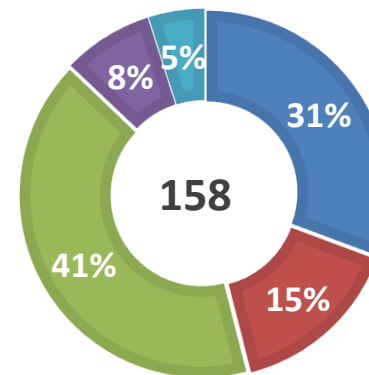
MONITORING PERIOD
March-October 2020



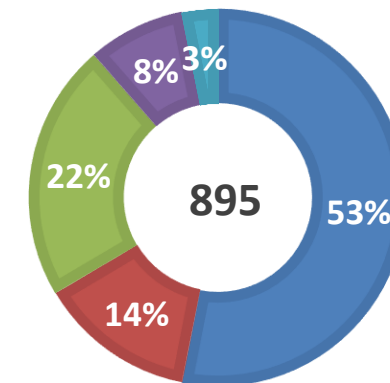
PILOT SITES
5



Logged users



Logged trips



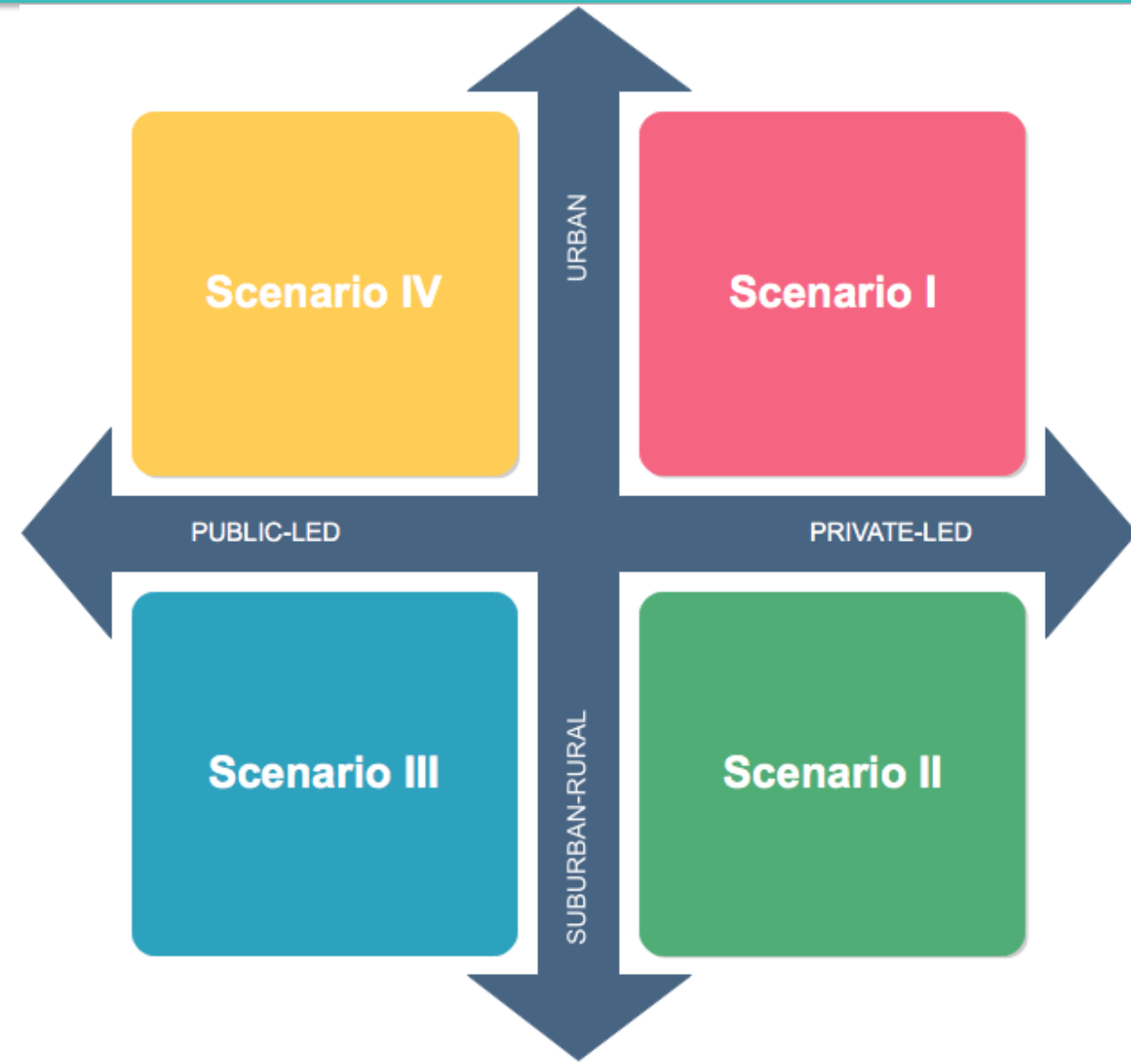
■ Austria
■ Czech Republic
■ Greece
■ Italy
■ Netherlands

Business Models



Deployment scenarios for MaaS

- **Public-led governance** - MaaS driven by public procurement and/or government regulation allowing decision makers to achieve *societal goals (potentially)*
- **Private-led governance** - MaaS by private organisations, partnerships with transport operators/authorities; *revenue potential* is key
- **Urban scale** - presence of several commercially-viable services, such as personal transport and mass transit systems, enabled by the high demand density; *ease of modal interchange* among services is key
- **Suburban/rural scale** - limited number of services available to users; focus is *flexible and personalised solutions*, such as community transport systems, personalised carsharing services, etc.



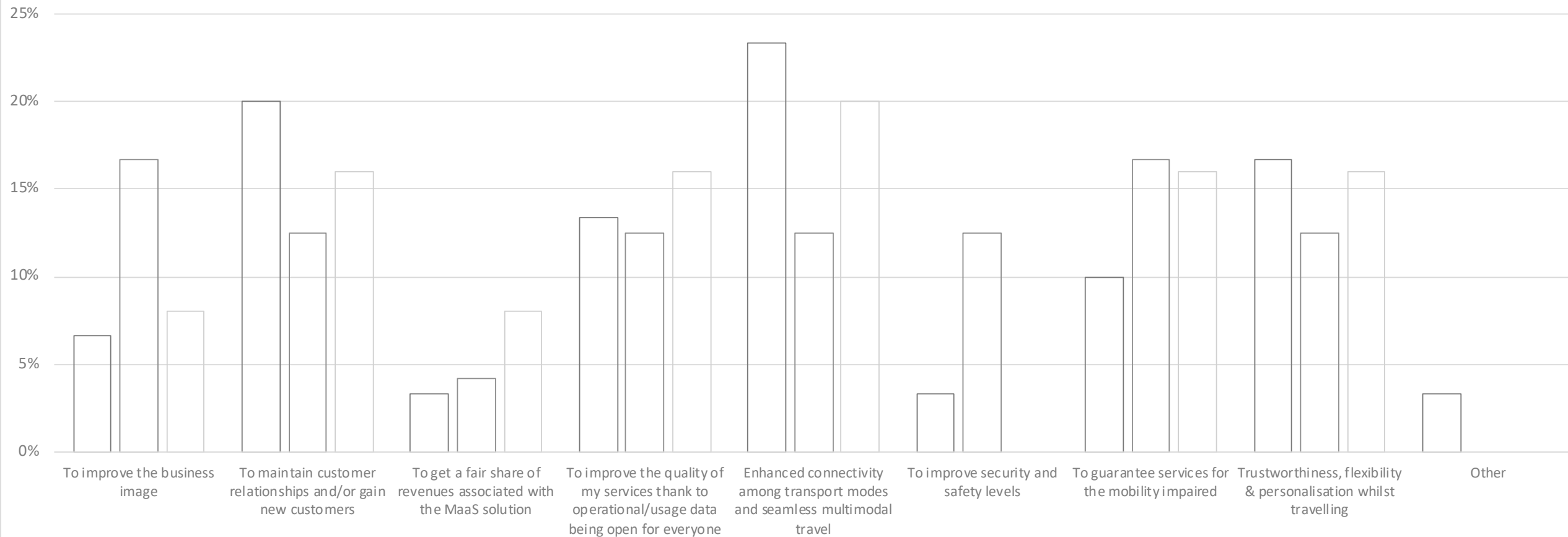
Stakeholder Consultation

- **Objectives:**
 - gather stakeholders needs and views about possible future deployment conditions for MaaS in Europe
 - investigate expected MaaS impacts for stakeholders
 - explore key policy and regulatory barriers hindering the widespread of sustainable MaaS
- **Activities:**
 - Round table discussions about MaaS & MyCorridor
 - Interactive session on impacts of possible future deployment scenarios
 - Interactive session on barriers, challenges as well as policy and regulatory recommendations to boost uptake of sustainable MaaS
- **Stakeholder consultations, either Focus Groups or interviews in:**
 - Austria, Greece, Italy, Czech Republic
 - UK, added value, not originally planned

Business- & policy-related sample outcomes (Austria, Greece and Italy)

What benefits do you see for your organisation in being part of an ecosystem such as MyCorridor?

□ Austria □ Greece □ Italy



Business- & policy-related sample outcomes (Austria, Greece and Italy)

What types of impact would you expect for your organisation in the medium-term period (3 to 5 years) from being part of MyCorridor?

□ Austria □ Greece □ Italy



Conclusions



Concluding thoughts

- MaaS means different things to different people;
- There is no universal business model but a suite of scenarios that are applicable to different combinations of characteristics such as local policy, urban form, cultural aspects;
- Technical integration of diverse services into a common MaaS platform is the best (only?) way to create a mobility ecosystem that can support true integrated mobility;
- Incentives have a role to play;
- Policy, privacy (e.g. GDPR) and suitable regulation are essential components to a successful MaaS deployment;

www.mycorridor.eu

