

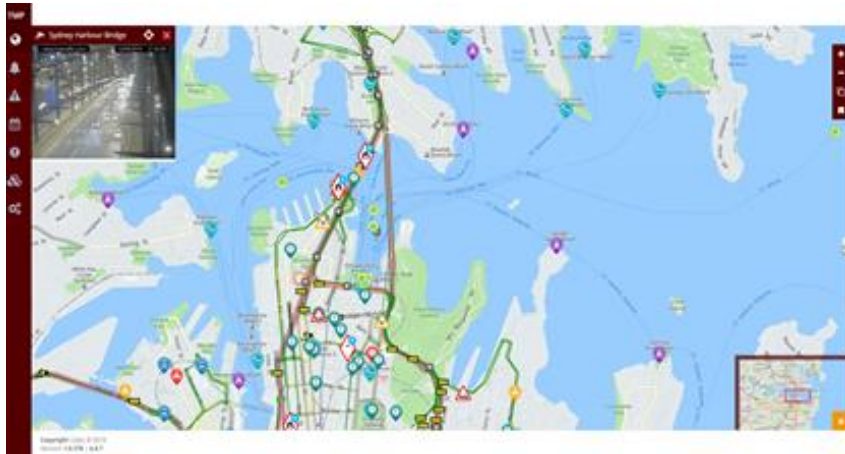


# Session 7B: Is traffic management the unsung hero to make MaaS work?

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# A CASE STUDY

Sydney Harbor Bus Fire –



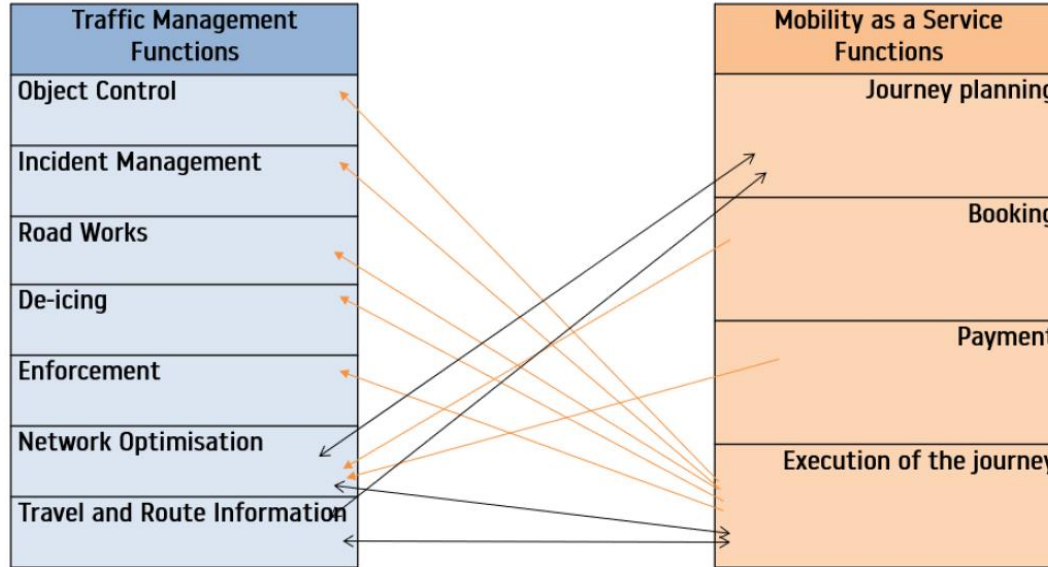
Common Operating Picture



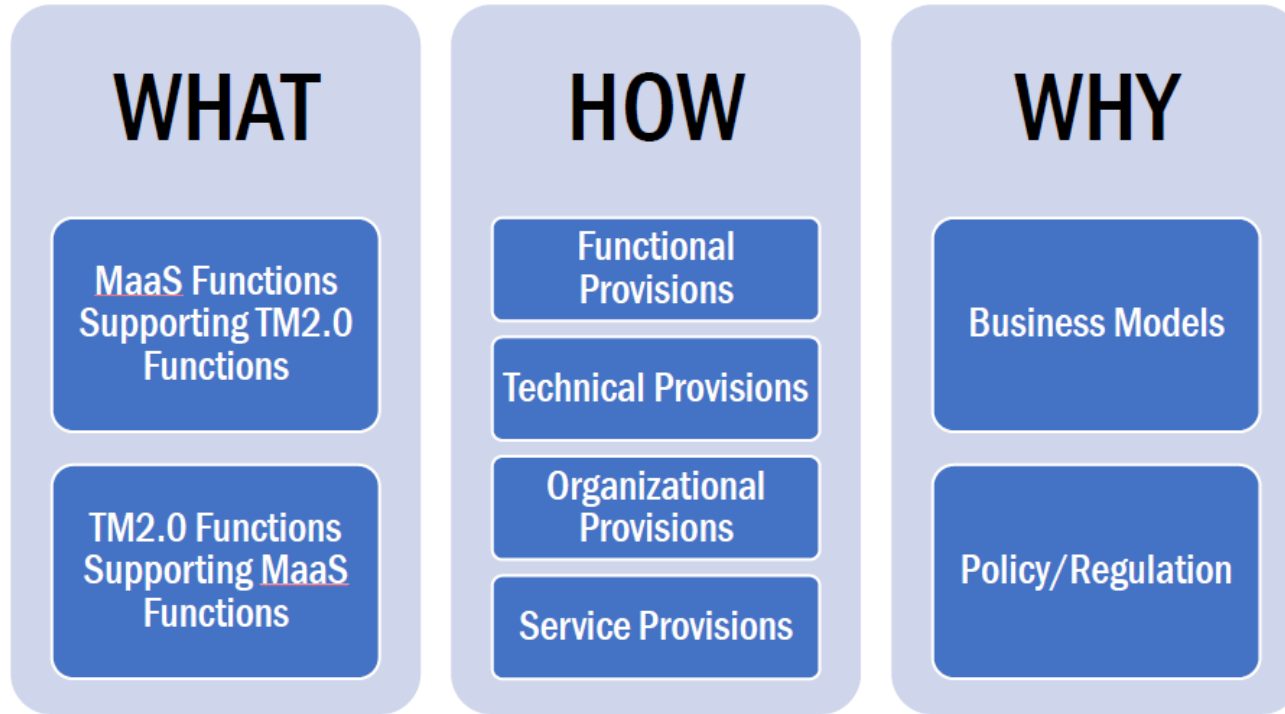
# MAAS AND TRAFFIC MANAGEMENT

- Joint Taskforce between TM2.0 and MaaS Alliance to investigate the impact between Traffic Management and Mobility as a Service
- Led by members of TM2.0 (Vasilis Mizaras) and MaaS Alliance (Andy Taylor)
- Reason:
  - *“As travel demand increases and changes, cities continue to improve the planning, development, and operation of their multimodal transportation systems. Combining data, information and several mechanisms of traffic management with the mobility as a service’s ones, we can reach a high level of multimodal mobility management focusing and empowering the efficiency and sustainability of human mobility.”*

# IDENTIFIED INTERACTIONS



# OUTPUTS OF TASKFORCE



# TOWARDS MULTIMODAL MOBILITY MANAGEMENT - INTRODUCTION

- Multimodal Mobility Management can respond to the increase and changes in travel demand
- Evolution of TM, by embracing multiple modes of mobility
- Support to city authorities in optimizing traffic management
- Efficient use of available transport fleet
- MaaS is a new, key concept
- Focus on human mobility
- Render multimodal transportation attractive



# TOWARDS MULTIMODAL MOBILITY MANAGEMENT - DRIVERS

- Severe congestion issues, poor air quality, noise emissions, CO2 emissions (40% caused by urban mobility)
- Separate ways of management seem ineffective
- Holistic Management introduces a new era of intelligent urban transportation systems
- Symbiotic relationship of transport modes and road network

# TOWARDS MULTIMODAL MOBILITY MANAGEMENT - STAKEHOLDERS

## Primary Stakeholders

- MaaS Operators
- Traffic Management Authorities
- Public Transport Operators
- Public Transport Authorities
- Public Transport Users (Passengers)
- Road Users (Private)
- Logistics/Freight Operators
- Private Mobility Service Providers (Taxi, Ride-hailing, ride-sharing, etc.)
- City Transport Network Management Operators
- Information - application service providers
- Multimodal Transport Authorities
- Local/Central Government

## Secondary Stakeholders

- Urban/Land-Use Planners
- Policy makers:
  - Environmental
  - Socio-Economic
  - Healthcare
- Curb side Management Stakeholders
- Open Data Advocates
- Business/Commerce



# MULTIMODAL MOBILITY MANAGEMENT AS A RESULT OF TM AND MAAS COLLABORATION (1/2)

- Data exchange is a key focus area
- Close collaboration, coordination and interoperability between city MaaS providers/operators and Traffic Management
- Stakeholders' costs consideration
- Deep understanding and acceptance of existing trade-offs for common good
- Increasing effectiveness of all mobility instead of individual optimum
- Higher degree of certainty on journey planning
- Governmental/central arbitration perspective on control and regulation policies is required, in not favouring one mode over another (Equity)

## MULTIMODAL MOBILITY MANAGEMENT AS A RESULT OF TM AND MAAS COLLABORATION (2/2)

- Common and open data sharing framework
- Responsibilities for creation, management and dissemination of data at the right time in the whole lifecycle
- Data ownership matters
- Roles of the key stakeholders and methodologies of cooperation definition
- Incentives and benefits for involvement for entities and users
- User Acceptance and motivation
- Monetization strategies to self-invest into the ecosystem

# REPORT'S CONCLUSIONS

- Evolution from Traffic to Transport
- Migration from Traffic Management to Total (Multimodal) Mobility Management
- Major role of impact driven business models
- KPIs to be developed need to take into consideration the whole ecosystem
- Take into account the objectives of private mobility operators
- Urban planning and public sector in general to support
- Personalization of services on several bases
- Identification of market gaps
- Security and privacy consideration on the centralized effort

<https://tm20.org/wp-content/uploads/2020/10/TM-2.0-Maas-Alliance-report-for-Task-Force-on-Multimodal-mobility-final....-4.pdf>

## NEXT STEPS/RECOMMENDATIONS

1. Further research concerning business and governance models in the framework of TM and MaaS concepts' integration; take into account the role of Government and the objectives of private service providers
2. Further research concerning Users' behavior
3. Closer collaboration with MaaS Alliance in the framework of Multimodal Transport Management
4. New TF focusing on specific issues such as micro-mobility and Traffic Management

# Thank you

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