

Urban Planning & MaaS for Sustainable Mobility

June 2021



Urban Planning (Definition):

Urban planning, also known as regional planning, town planning, city planning, or rural planning, is a technical and political process that is focused on the development and design of land use and the built environment, including air, water, and the infrastructure passing into and out of urban areas, such as transportation, communications, and distribution networks and their accessibility.

Why is urban planning important for MaaS and the future of mobility?

Balance between
public and private
transport
expenditure

Balance between
regulation and
private ordering
regimes

Balance between
private MSPs and
public mass
transport



Sustainable Urban Mobility Plans (SUMP)



What are Sustainable Urban Mobility Plans?

- *Strategic plan designed to satisfy the mobility needs of people and businesses in cities and their surroundings for a better quality of life.*
- *It builds on existing planning practices and takes due consideration of integration, participation and evaluation principles.*
- SUMP have been designed to tackle transport-related problems in urban areas more efficiently.
- SUMP are a structured process whereby visions are created, objectives and targets are set, policies and measures are selected and active communication, monitoring and evaluation all take place.

SUMP Principles in the Context of MaaS

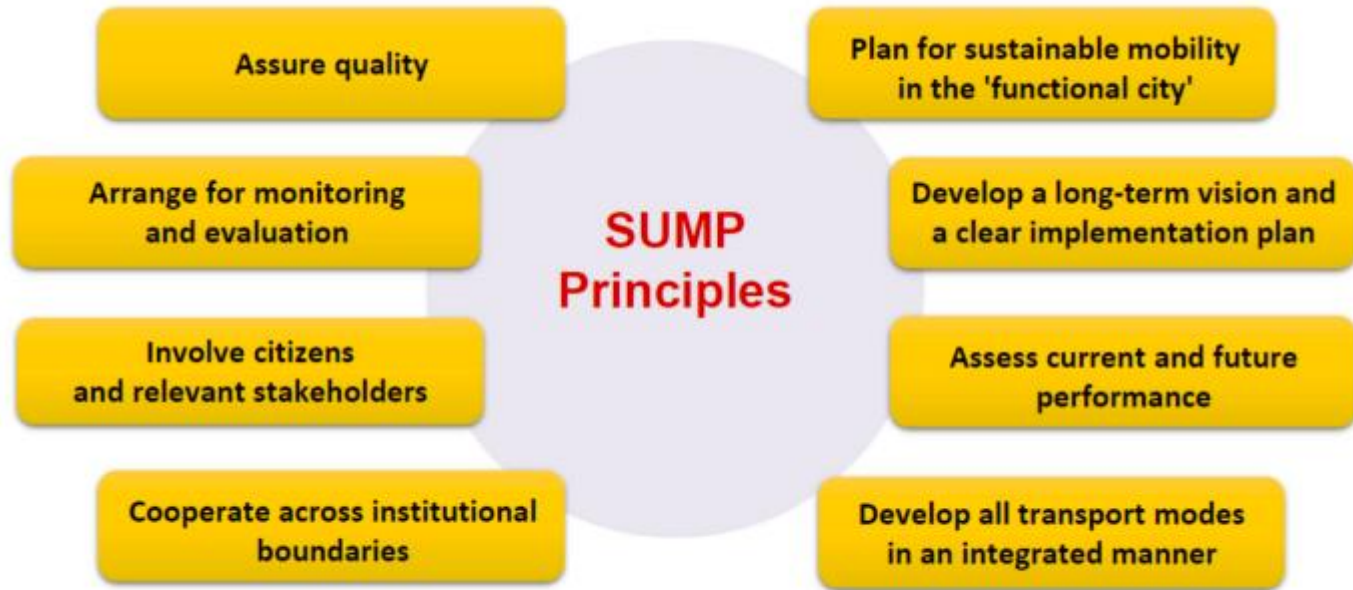
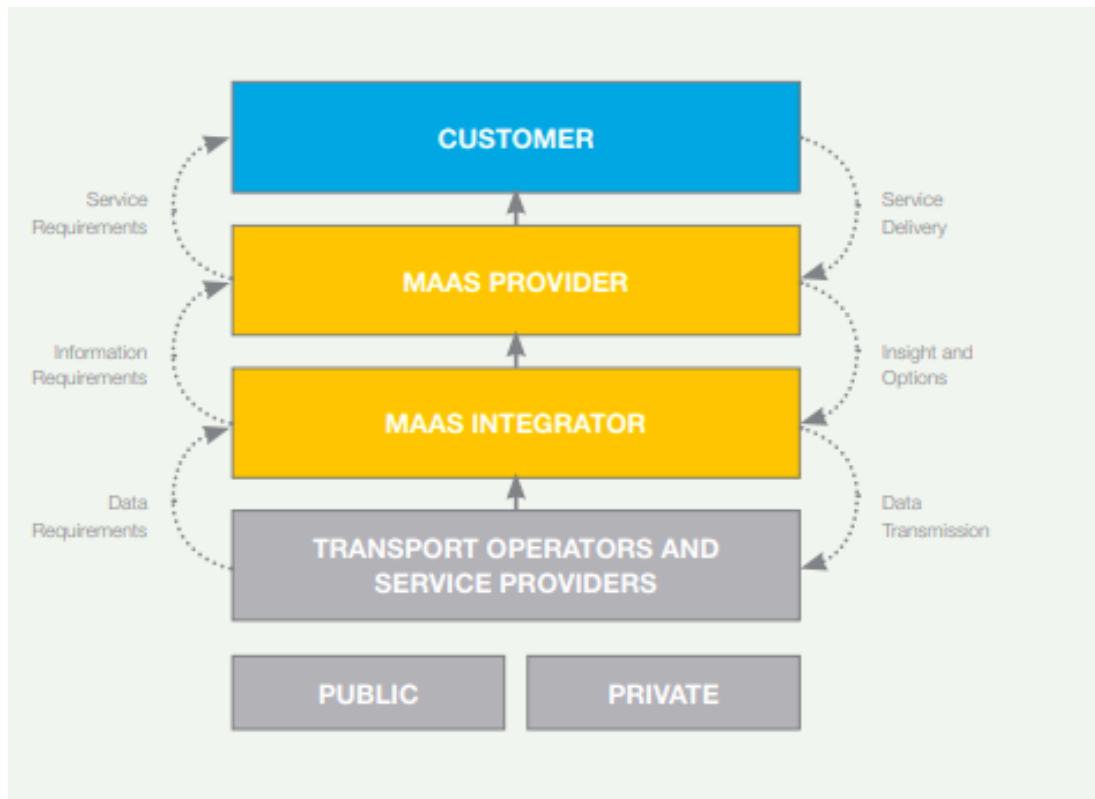


Figure 4. SUMP principles.

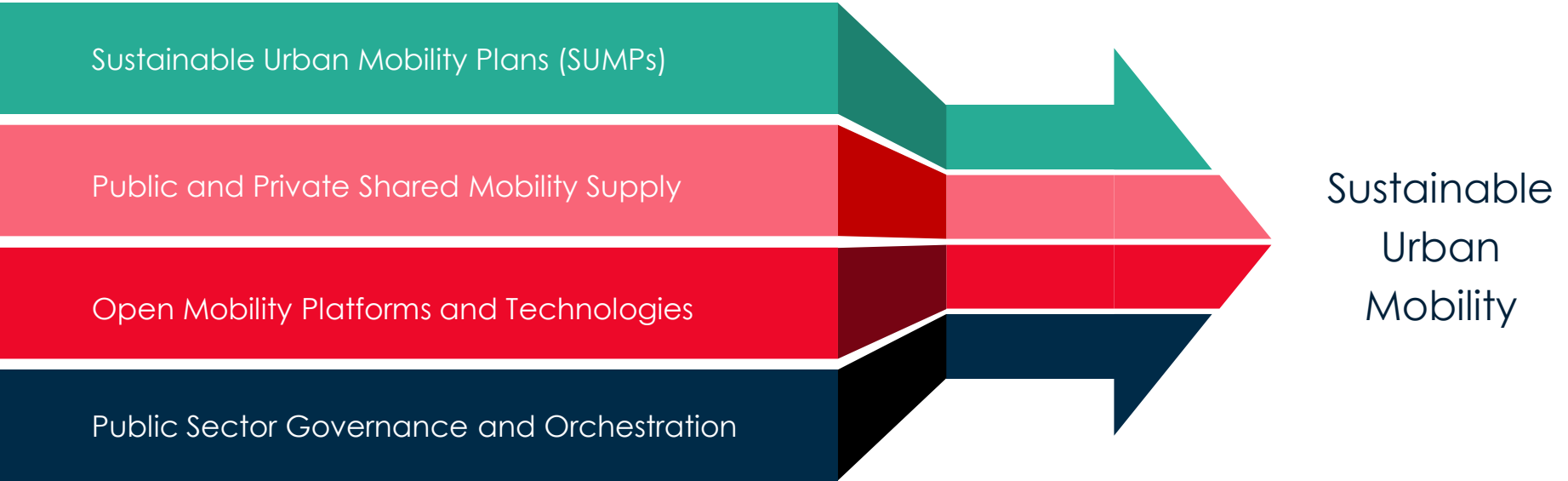
SUMP Principles in Action

- *Plan for sustainable mobility in the ‘functional city’*
- *Develop a long-term vision and a clear implementation plan*
- *Assess current and future performance*
- *Develop all transport modes in an integrated manner*
- *Cooperate across institutional boundaries*
- *Involve citizens and relevant stakeholders*
- *Arrange for monitoring and evaluation*
- *Assure quality*

Conceptual MaaS Value Chain



How can Urban Planning and MaaS Achieve Sustainable Mobility?



Typical MaaS Model



Customers

MaaS App

Payments KYC

CRM

MaaS Operator

MaaS Platform



However....

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Customers

MaaS App

Payments KYC

CRM

MaaS Operator

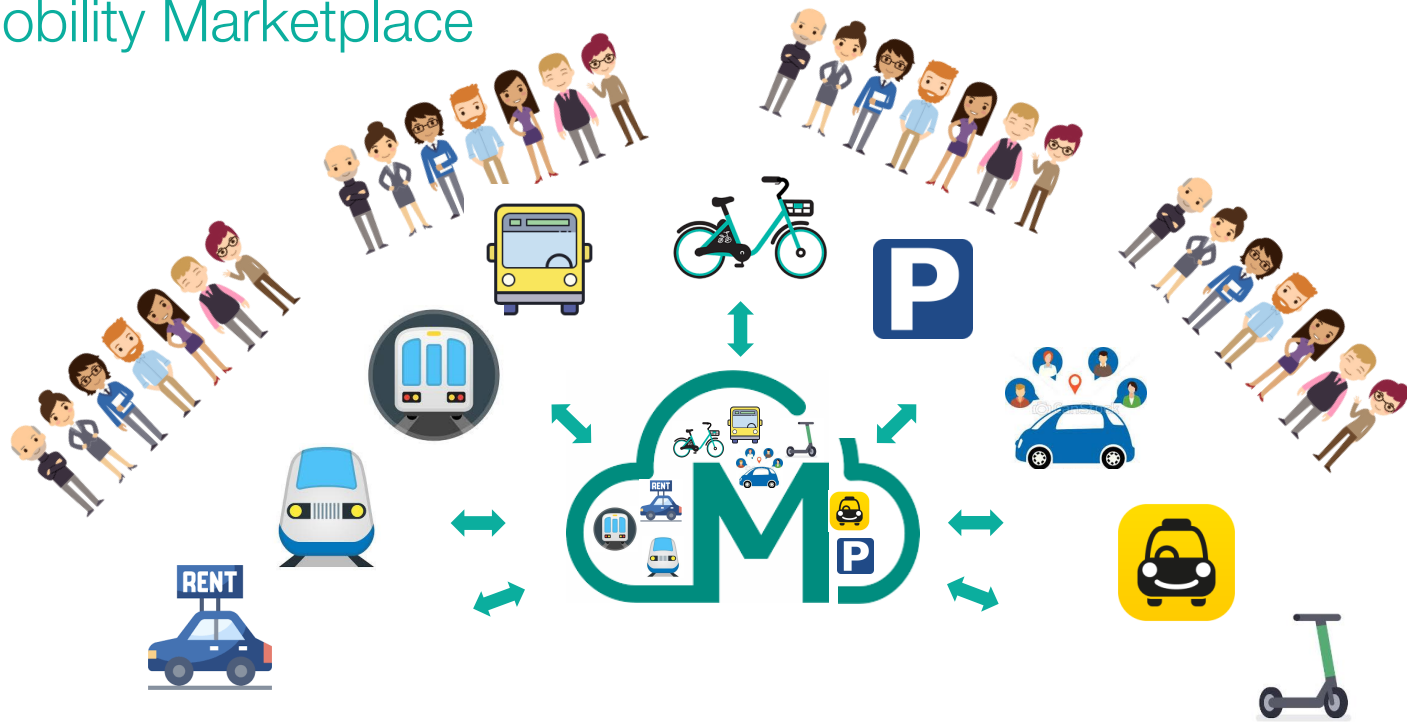
MaaS Platform



MaaS customers are already customers of existing mobility suppliers using existing supplier apps. Why not compliment rather than replace these relationships?



Open Mobility Marketplace



The open marketplace model allows customers to use their existing mobility apps to access additional mobility services as well as supporting one or more dedicated mobility as a service applications

An NYC Scenario - MaaS Contributes to Accelerated Uptake of Alternatives to Inadequate PT Services



Use Case:



The Challenge

- The Skane region sought to increase accessibility, reduce environmental impact and congestion, through seamlessly connecting buses, trains, taxi, bicycles, scooters, car sharing etc. into one open ground transportation marketplace for its inhabitants.

The Solution

- Iomob deploying the world's first Open Mobility Marketplace across an entire region in Southern Sweden.
- The project partners Skanetrafiiken and suppliers Tier, Voi, Lime, ClearChannel, NaboGo, Volvo M, Passenger, Good Seat, and Green Mobility will use Iomob's platform with a unique ability to create open mobility markets which can interoperate across regions and create a reliable and flexible service for consumers.

