NEW MOBILITY IMPACTS

URBANISM NEXT EUROPE 2021

The MaaS Response City: Potentials & Challenges

How Integrating Mobility Services and Infrastructure Can Contribute to a Better Urban Environment

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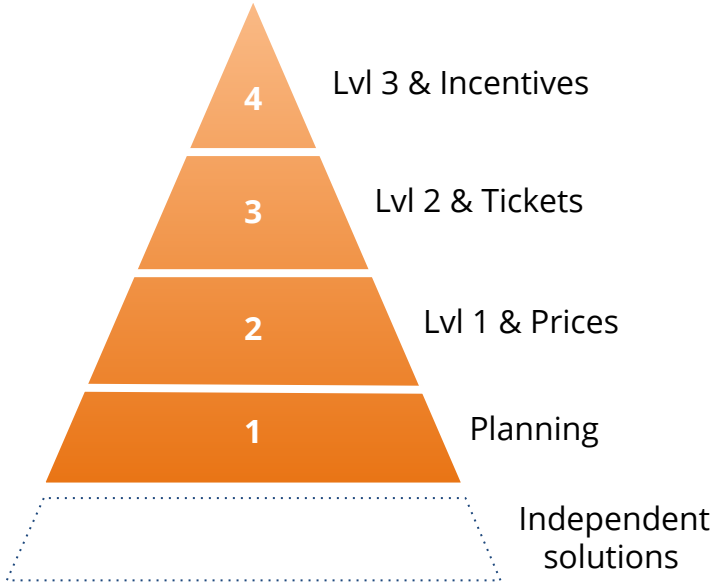
Mobility-as-a-Service (MaaS)

- What type of (urban) mobility are we talking about?
- What are we aiming to achieve through MaaS?
- What mobility problem intends MaaS to address?

What Is MaaS?

And What Isn’t?

What is MaaS?


4
Lvl 3 & Incentives
3
Lvl 2 & Tickets
2
Lvl 1 & Prices
1
Planning
Independent solutions

Working definition Anthropolis Chair

MaaS is an innovation in mobility management, [...] the **integration** of transport services, digital and physical infrastructures, new actors, and other technologies in one digital platform [...] The most valuable characteristics are **provision of improved access** and higher quality real-time-information **to catalyse sustainable mobility practices** and social equity [...] reflected in individual, economical and societal value gains. (Reyes-Madrigal and Puchinger, 2021)

Physical & Infrastructure Layers

Mobility Integration and Accessibility

- MaaS Lvl 1-4

Mobility Offer & Governance

- Modes, frequency, routes, management, tariffs, ...

Mobility Basis

- Physical infrastructure (roads, rails, ...)
- Land use & regional/urban planning (https://youtu.be/em-N9-stcIQ)

Private / public sector roles

- Who operates platforms?
- Who owns/manages data?
- Who chooses which modes are proposed?

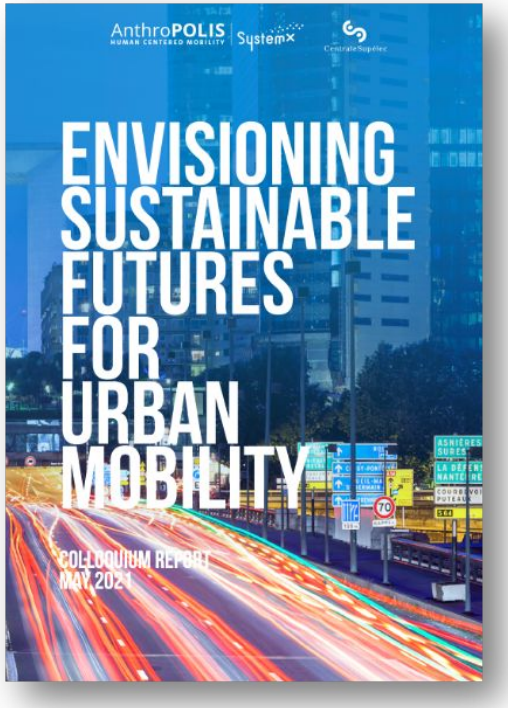
Centralised vs Decentralised

- Winner-takes-it-all? (Hietanen, 2014)
- New app for each city/district?
- How to enable open and effective ecosystems?
  - Loi d'orientation des mobilités France (LOM, 2020)
  - City Data Standard – Mobility (CDS-M)

Key Takeaways

- MaaS is **no magical pill** that solves transport challenges but if done ‘right’, can significantly improve mobility offer and efficiency
- **Quality of mobility infrastructures** defines success
- **MaaS is value-free:** Regulations ensure sustainability/inclusivity
- **Governing the balance** between local/global, private/public is key

More information



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Thank you!

Do you have any question?

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