

POLIS

CITIES AND REGIONS FOR TRANSPORT INNOVATION

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#POLIS2022

MaaS for the Public Good in Torino

Public-driven MaaS pilot in Turin city

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Who we are



We are a **public in-house company** operating on behalf of our shareholders Città di Torino, Regione Piemonte and Città Metropolitana di Torino

In 30 years of business, we have planned, designed and managed **smart mobility systems and services** in Torino and Piemonte.

We are responsible for the **Mobility and Infomobility Centre of the Municipality of Torino and the Metropolitan City of Torino**, and the **Mobility Centre of the Piemonte Region**

Over the past few years, we have developed extensive **expertise on the theme of Mobility as a Service and Smart Road** coordinating the strategic programs of our Shareholders to activate their services and systems.





5T is leader in MaaS field

We are the first public in-house company in Italy to develop two *level 4* MaaS pilots driven by public government

We supported the City of Turin, with the “**Buoni Mobilità**” pilot. The scope was actively involve citizens, in particular those who don't own a car or have given up on it, by choosing different modes of transport offered by a MaaS app created for the pilot

At the regional level, 5T coordinated the **BIPforMaaS** project with the aim to spread MaaS services across the urban and metropolitan area of Torino and all of Piemonte region, by offering users a MaaS app and a monthly cashback for their trips

Additionally, 5T is also coordinator of the “**#TTS4MaaS**” **National Working Group** instituted by TTS Italia to explore conditions for MaaS development in Italy and is a member of the European network “**MaaS Alliance**”

Pilots in Turin and metropolitan area

Buoni Mobilità – Mobility Vouchers

- Approx. 150€/month to travel in Turin through the MaaS app, to spend at the users' own convenience
- 100 families not owning a car or scrapping one (152 real users, vouchers can be used from all family members)
- 12 months (oct 2021 – oct 2022)
- Personalized, dynamic and flexible

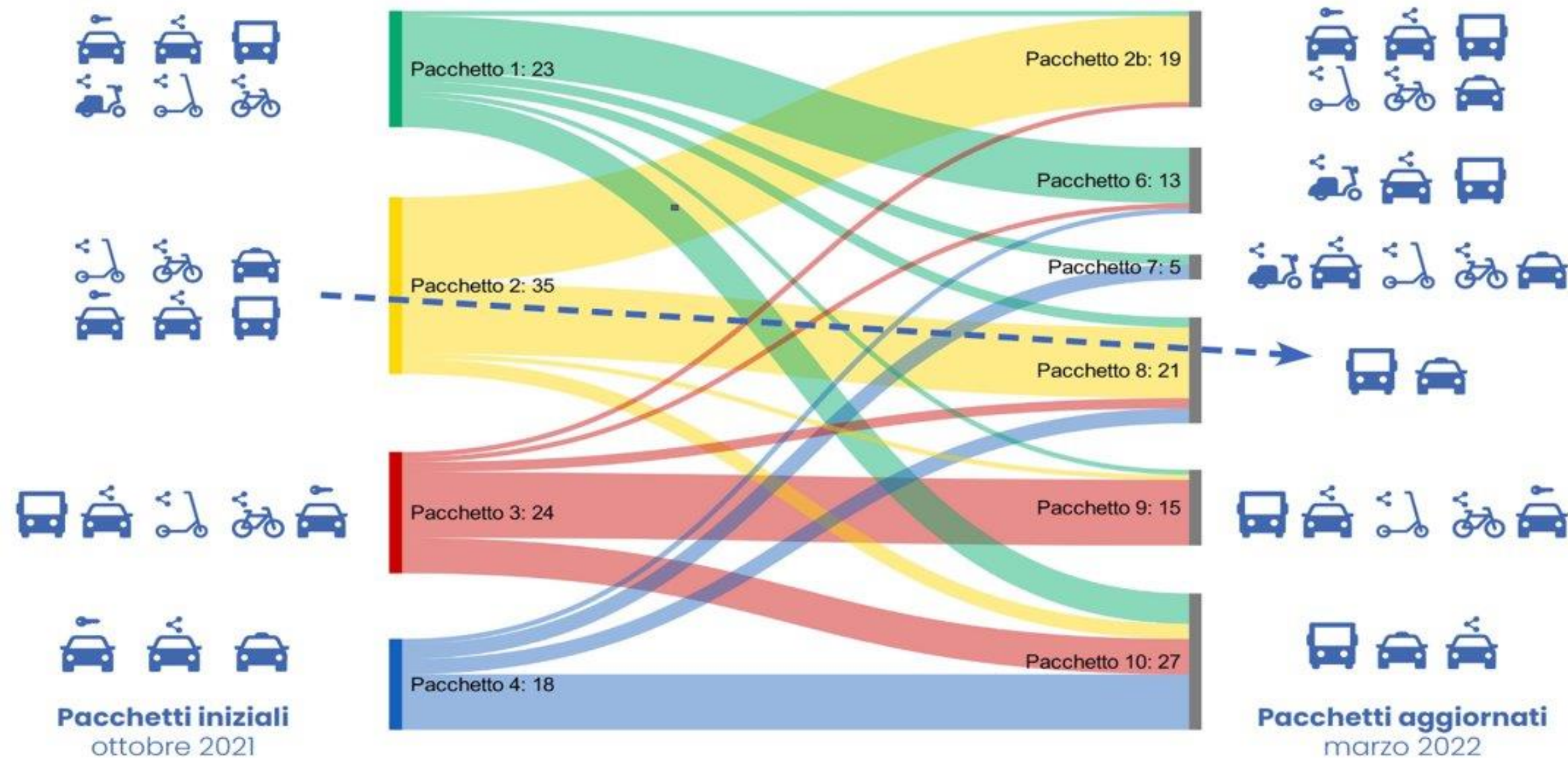
BIPforMaaS

- A monthly cashback based on testers' mobility costs, travelling through a single MaaS app
- 70 citizens interested in trying MaaS and willing to pay for it
 - 5 months (jun – oct 2022)
 - Innovative, socially accepted



Buoni Mobilità pilot - Highlights

- **Full or light integrated** Mobility services
- Users could book it directly in the **MaaS app** (eg. E-scooter, e-moped) or through deep link (car sharing and car rental – via voucher)
- **Mobility packages** redesigned and remodulated three times during the pilot. Users were able to change packages every month by choosing from those available



Mobility Packages

FARE 1° PHASE

1 SINGLE
149€

LPT/monthly
E-mooped
E-scooter
Car rental
Car sharing

2 COUPLE
148€

LPT/monthly
E-mooped
Taxi
Car rental
Car sharing

3 FAMILY
148€

LPT/monthly
E-mooped
Car rental
Car sharing

9 EXCLUSIVE
150€

Taxi
Car rental
Car sharing

FARE 2° PHASE

2 COUPLE
152€

LPT/monthly
E-mooped
Taxi
Car rental
Car sharing

6 METRO SMART
149€

LPT/monthly
E-scooter
Car sharing

11 NO LPT
151€

E-mooped
Taxi
E-scooter
Car sharing
150€

8 PASSENGER
152€

LPT/monthly
Taxi

9 FAMILY 2.0
152€

LPT/monthly
E-mooped
Car rental
Car sharing

10 WINTER
152€

LPT/monthly
Taxi
Car sharing
152€

FARE 3° PHASE

2 COUPLE
152€

LPT/monthly
E-mooped
sharing
Bike sharing
Taxi
Car rental
Car sharing

6 METRO SMART
149€

LPT/monthly
E-scooter
sharing
Car sharing

11 SUMMER NIGHTS
150€

E-mooped
sharing
Bike sharing
Car sharing
150€

8 PASSENGER
152€

LPT/monthly
Taxi

9 FAMILY 2.0
152€

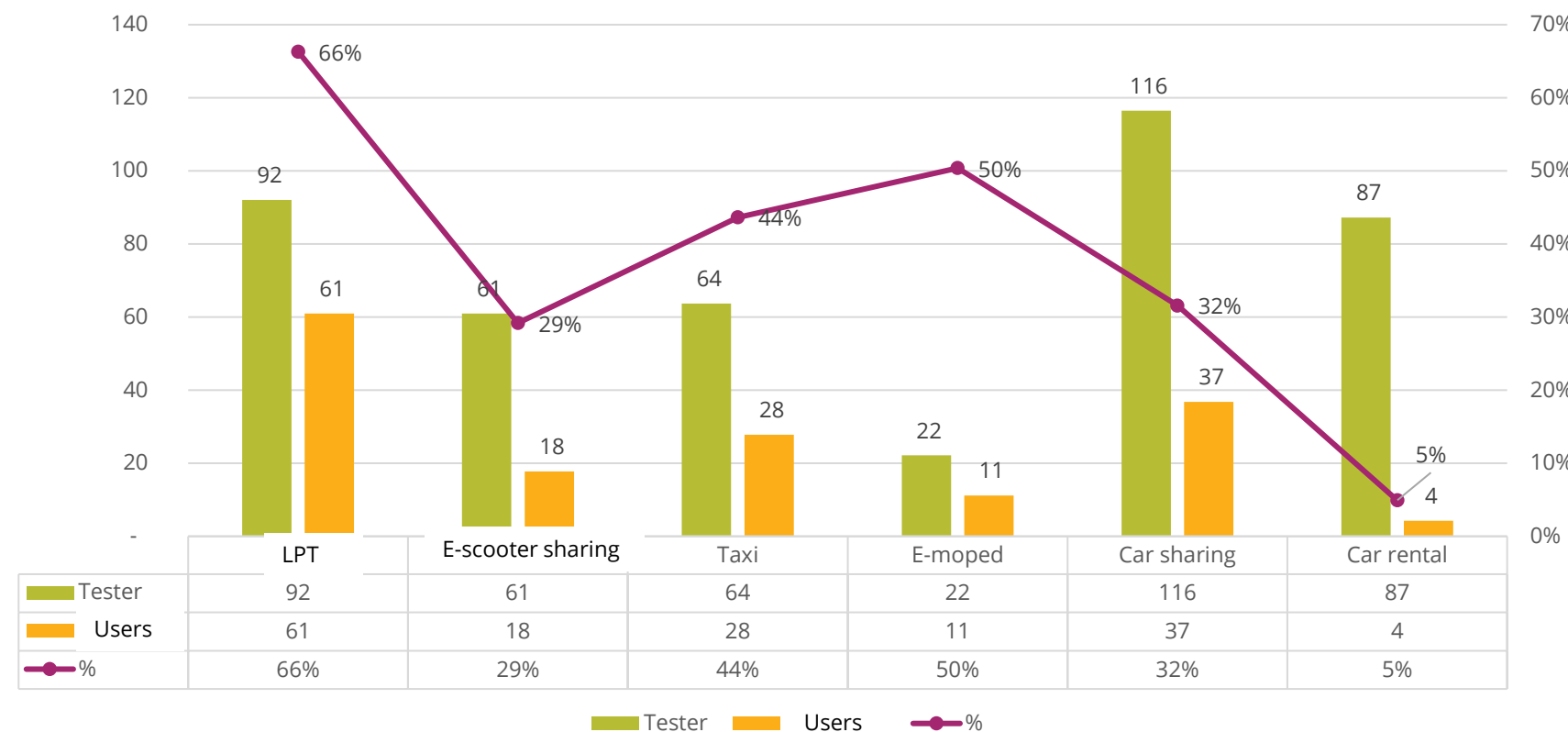
LPT/monthly
E-mooped
sharing
Bike sharing
Car rental
Car sharing

10 WINTER
152€

LPT/monthly
Taxi
Car sharing
152€

Buoni Mobilità pilot Highlights

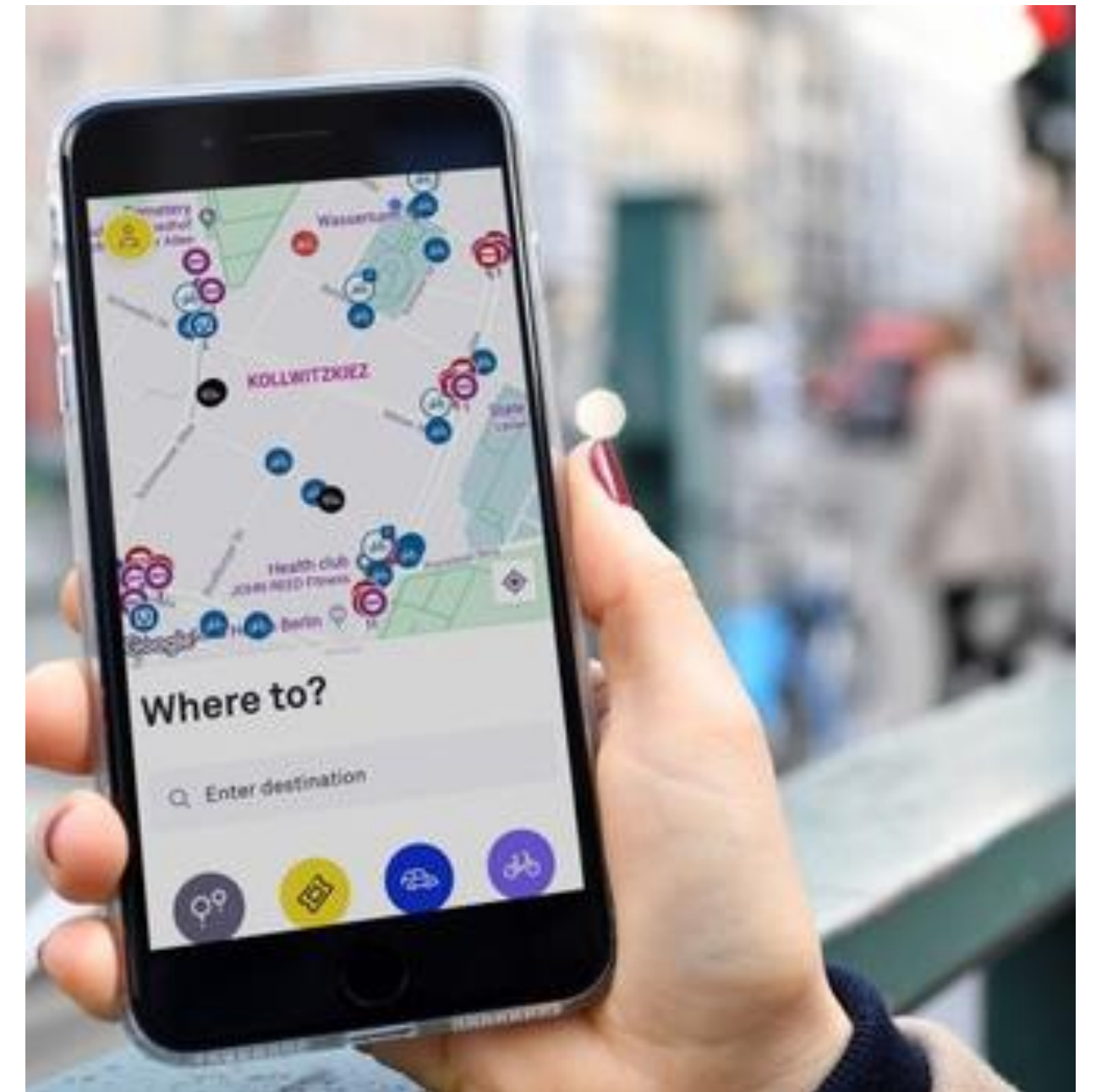
Mobility services trend



- **In Phase 1** there is a predominant interest of users in having a wide range of travel solutions in the same package. On the other hand, in **Phases 2 and 3** we can identify a **polarization among users**: a good portion of testers preferred to have a more varied offer; the other showed a strong preference for one single transport mode
- The **remodulations** of the packages have increased the use rate of all the available options
- **E-scooter**: the average ride is around 8 minutes, with a distance of 3 km. On the other hand, during the night, rentals are on average longer, when LPT is not operational. The preference of e-scooter fans is confirmed, even during **winter months**
- A **significant amount** of users who are not in favor of driving on their own (21%) or prone to traveling away from the weather elements (27%) has been confirmed

Buoni Mobilità pilot - Highlights

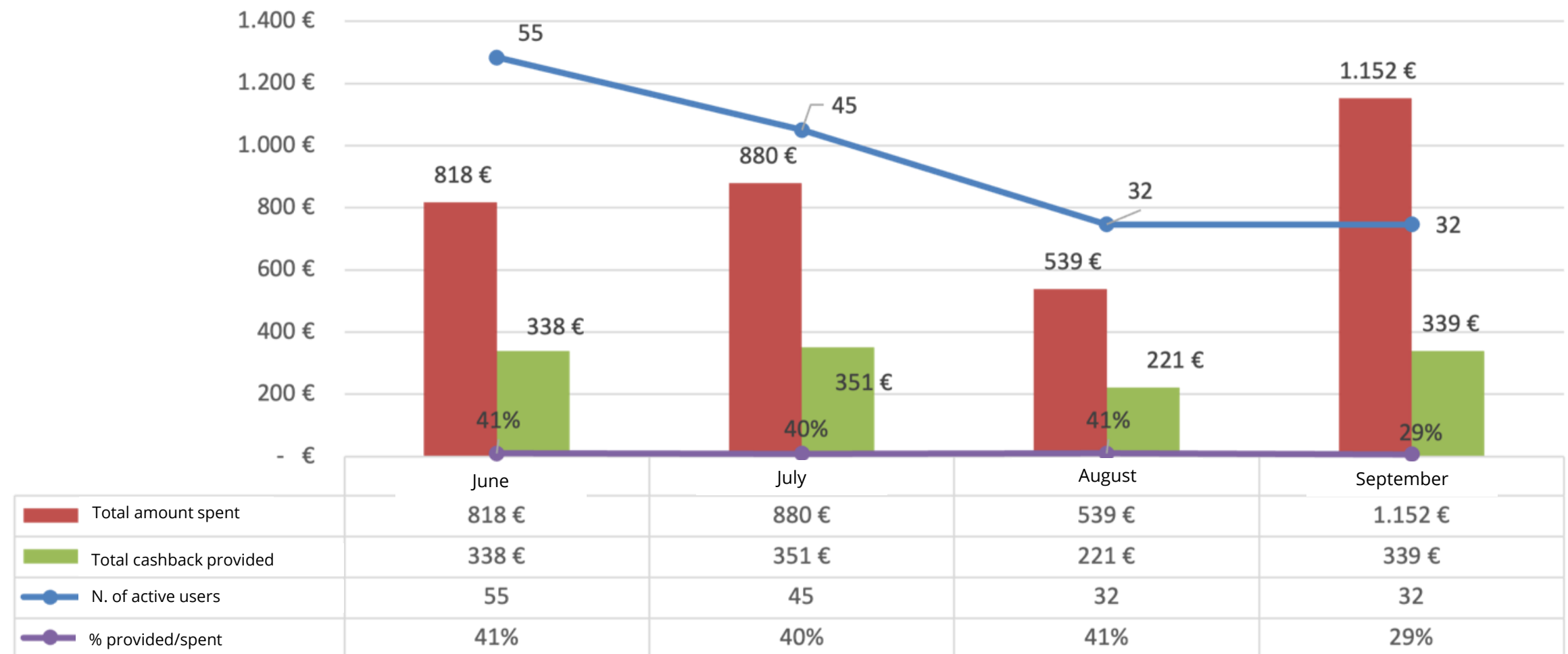
- Public transport is the **most desired** and **used** mode of transport by 85% of users
- MaaS helps to **reduce travel times**: for the majority (35%), the reduction was about 10-12 minutes, while 25% of them declare efficiencies up to 15 minutes!
- If we consider an average of 14km/day per 100 users moving during a year, using MaaS services, we can save **42,2ton CO2** for gasoline cars and **27,7ton CO2** for diesel cars
- **Ranking** of the most used vehicles: public transport (1), car sharing (2), e-scooters (3)
- The **main preference** for choosing a transport option: travel time (1), independence from programming (2), sustainability of the option (3)
- The **least used** service is car rental (97% of those entitled have never used it)



BIPforMaaS Data Analysis

- **Railway tickets** dominate all other titles
- The **preferred services**: train (1), e-scooters sharing (2), parking (3)
- **Cashback**: the mechanism offered recognition of 50% of the amount spent the previous month, up to max of 15€
- **Cashback amounted** to around 37% of the total expenditure of experimental users
- Limited experience but that has allowed us to **understand** the value of this incentive. Users are cashback **familiar**

Cashback trend



A piggy bank with Ukrainian hryvnia banknotes on its back, surrounded by more banknotes.

A false dichotomy about MaaS Incentives

- Public governance can orchestrate incentives for sustainable mobility
- vs**
- Market players can distribute MaaS incentives to users
 - We believe that a collaborative approach is possible!

For this reason, **incentives as cashback** were provided in our BIPforMaaS pilot

Next Step – MaaS4Italy



PILOT CITIES

- 📍 3 Pilot cities NRRP - **Milano, Napoli e Roma**
- 📍 3 Pilot cities «Fondo complementare» - **Bari, Firenze e Torino**
- 🧪 2 Living labs - **Milano e Torino**
- ❓ **7 territories** to select in Q4 2022

MILESTONE

- Q4 2023
- Q1 2024
- Q2 2023
- Q1 2025



BUDGET

€ **57 millions**

- 40 from NRRP
- 17 Fondo Comp. NRRP

Pilots in 13 cities/territories

Realization of **national data layer**

Financial support to public transport operators

Thank you for your attention!

For questions:

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