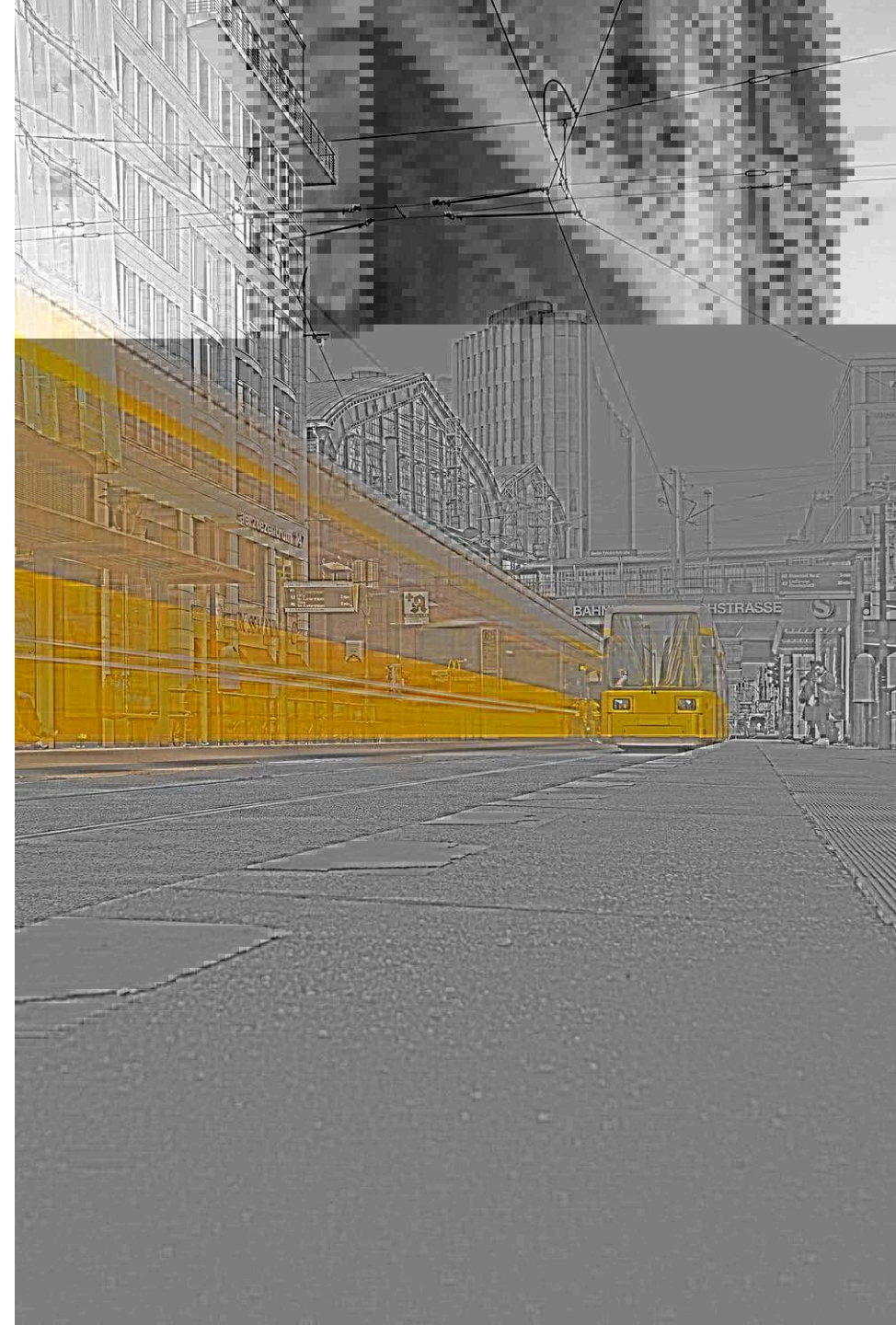# Not every MaaS will save the world

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BSc Logistics, Transport Engineering and Mobility
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Mobility as a Service Discussion Process.

Vervoerregio Amsterdam Regional Transport Authority
European Relations, MaaS Vision

# Challenges of Intelligent Mobility Governance

Conditions of Monopoly

Redistribution of public space to commercial purposes

Data asymmetry

Discrimination through a varying degree of spatial uptake of services

service providers

seamless

integration    public and

commercial transport provisions

general preferences

journey specific needs

digital

interface    trip planning,

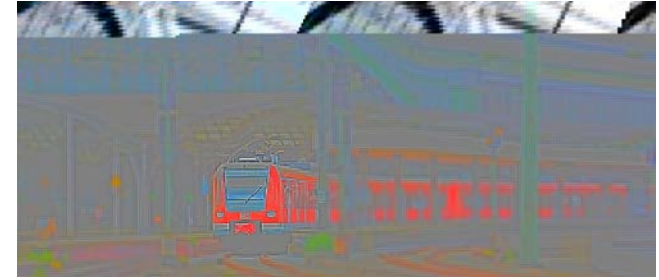reservation, on-route support, payment

and trip alteration

source and manage

total mobility    on demand

Benefits

Eco-System

Set-Up

Issues

# Potential **Benefits**



| | | |
|---|---|---|
| Reduced asset ownership | Targeted subsidization of eligible user groups | Improved insights in customer demand |
| More agile, flexible and adaptive mobility | Incentivization of desired choices | Access to new client segments |
| Choices based on journey specific customer demand | Match of customer demand with network capacity | Journey-to-journey "bidding" |
| Cost of mobility becomes transparent | Improved insights in (future) need for instructure | Replacement of inefficient PT routes with smarter services |
| Increased service quality | Wider social, environmental and economic objectives | |

In Mobility as a Service, service providers offer mobility solutions through seamless integration of different public and commercial transport provisions according to the general preferences and journey specific needs of the user.

The service is delivered through a digital interface that permits trip planning, reservation, on-route support, payment and trip alteration, which enables customers to source and manage their total mobility needs on demand.
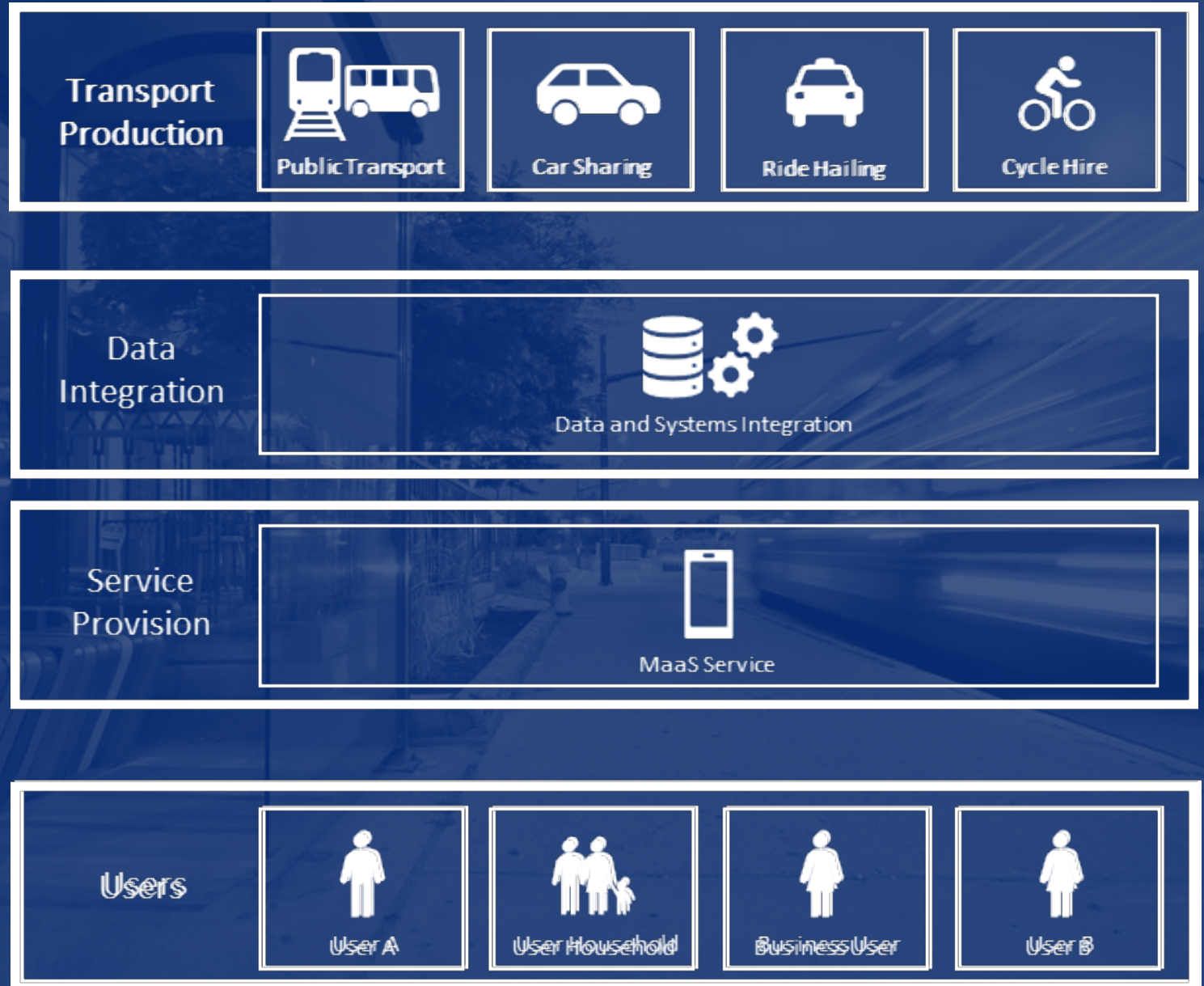
Benefits

Eco-System

Set-Up

Issues

MaaS **Ecosystem**

Transport Production
- Public Transport
- Car Sharing
- Ride Hailing
- Cycle Hire

Data Integration
- Data and Systems Integration

Service Provision
- MaaS Service

Users
- User A
- User Household
- Business User
- User B

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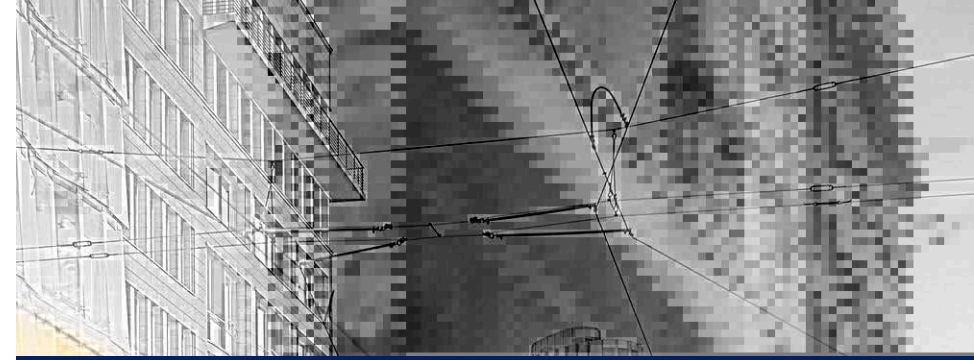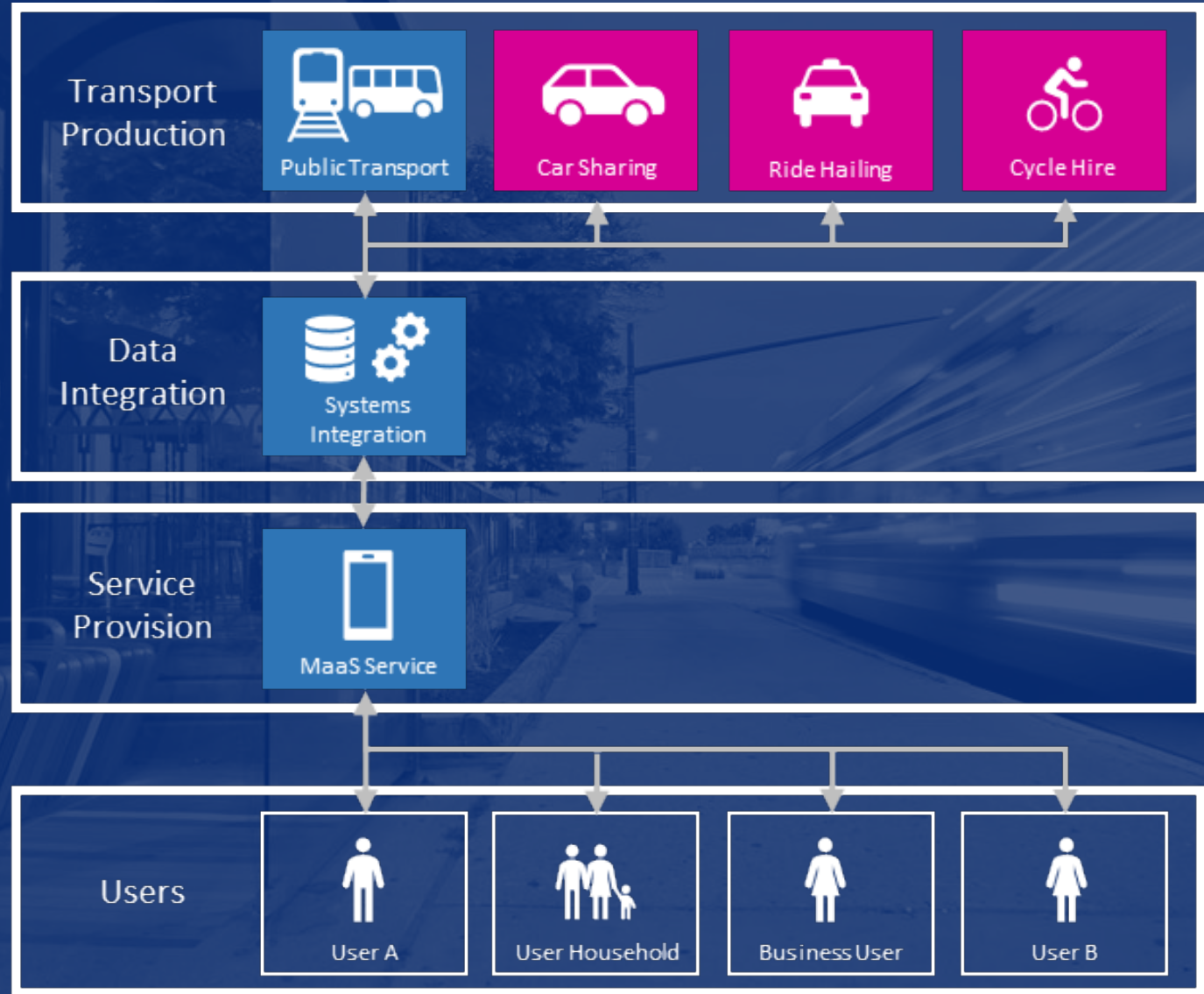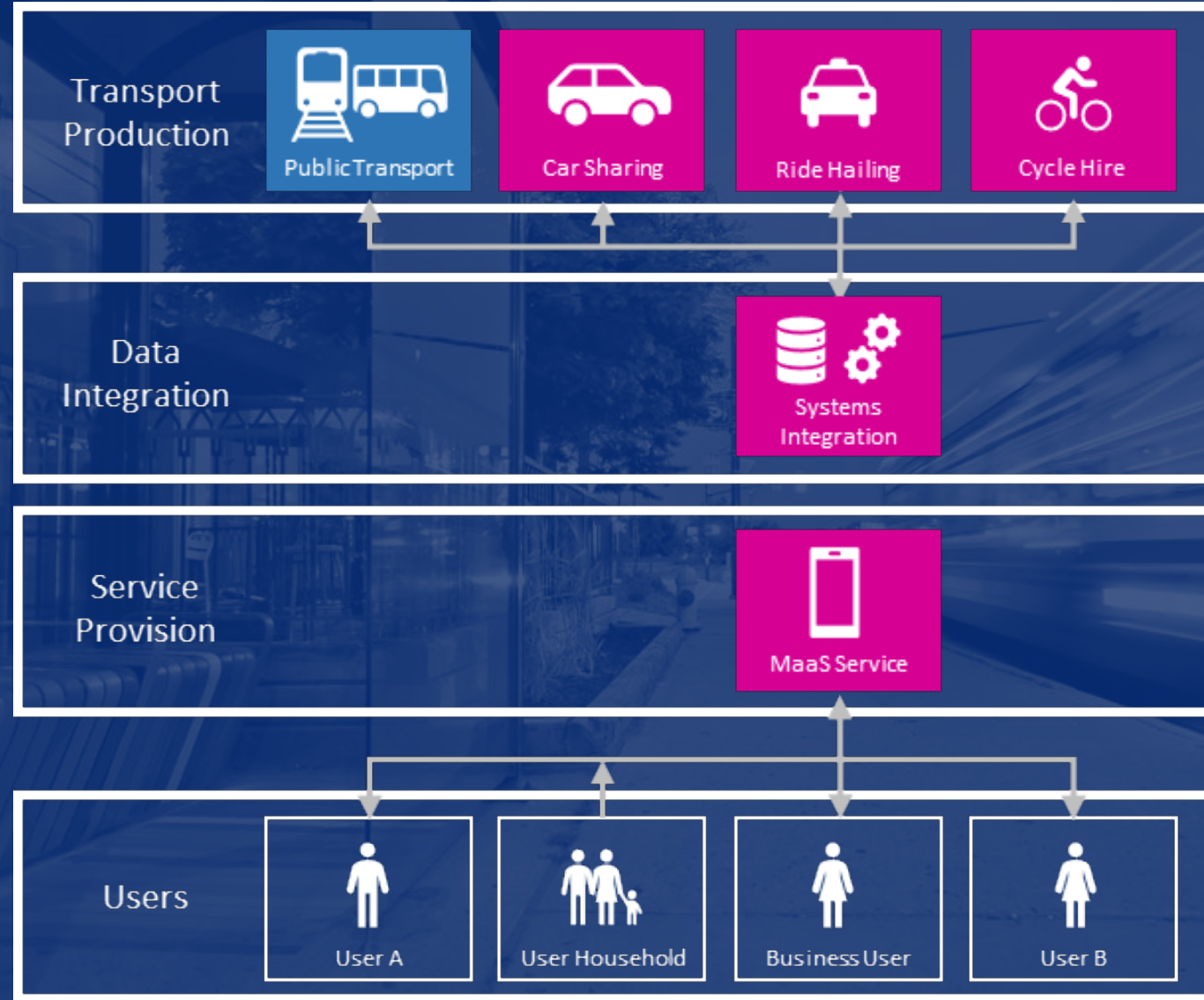
Eco-System
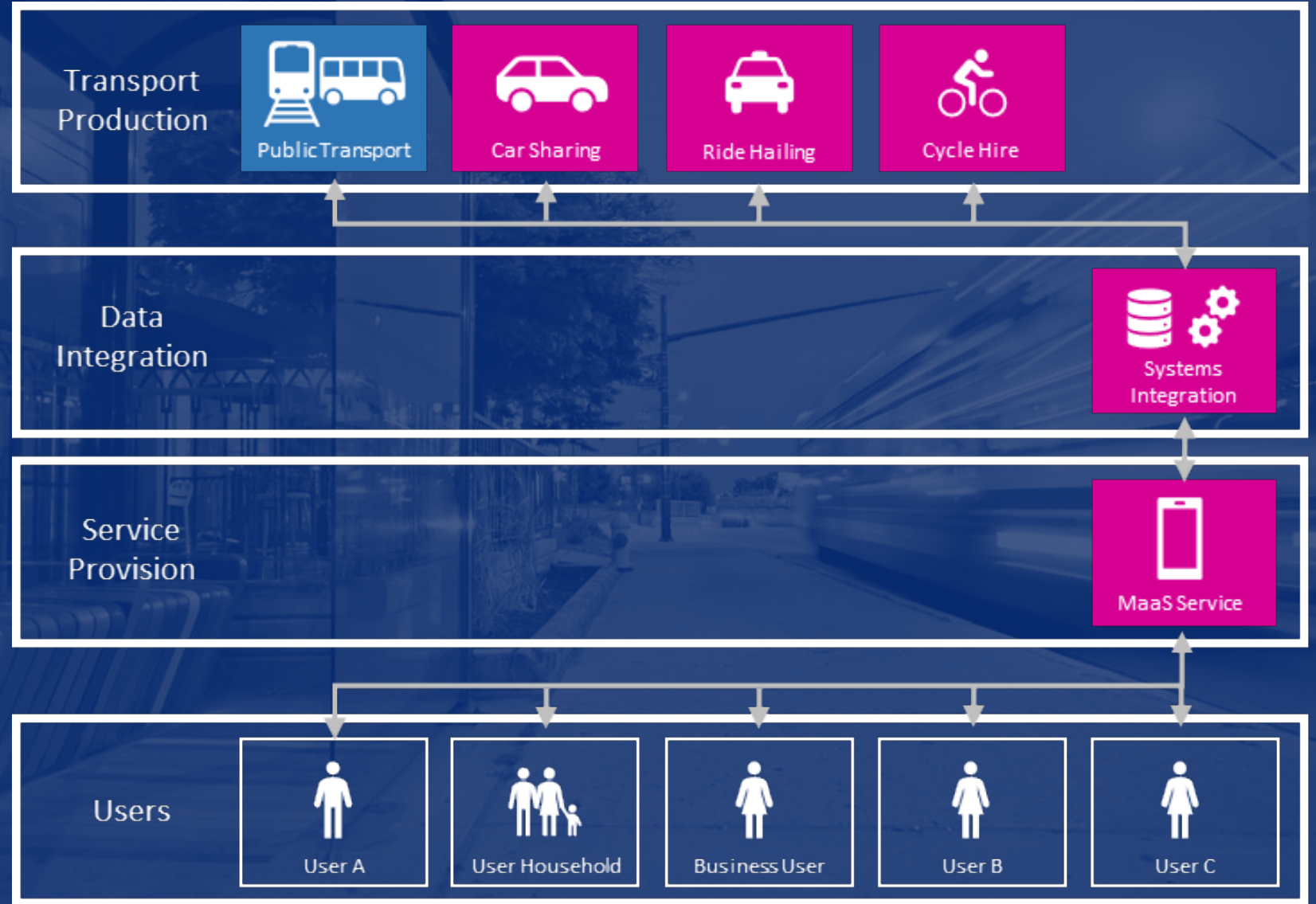
Set-Up

Issues

# MaaS
**Setup**

**Public Initiative Scenario**

MaaS
**Setup**

**Private Initiative Scenario**

Transport Production
- Public Transport
- Car Sharing
- Ride Hailing
- Cycle Hire

Data Integration
- Systems Integration

Service Provision
- MaaS Service

Users
- User A
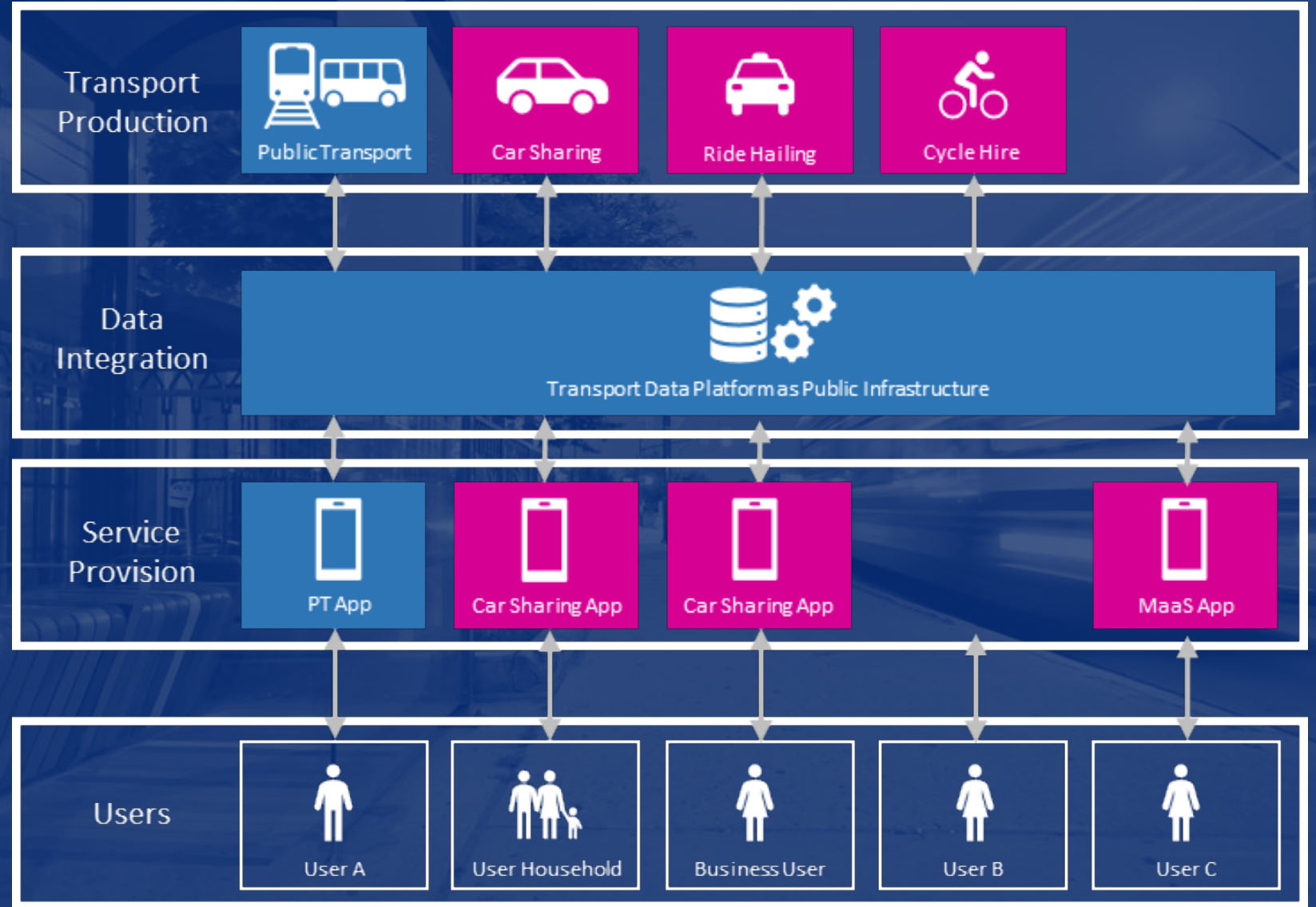- User Household
- Business User
- User B

# MaaS
## Setup

## Private Initiative Scenario

MaaS
**Setup**

**Public
Mechanism
Private
Initiative
Scenario**

In Mobility as a Service, service providers offer mobility solutions through seamless integration of different public and commercial transport provisions according to the general preferences and journey specific needs of the user.

The service is delivered through a digital interface that permits trip planning, reservation, on-route support, payment and trip alteration, which enables customers to source and manage their total mobility needs on demand.

Set-Up

Issues

# MaaS
## Issues
## woth
## discussing

Who are we doing it for?

Willingness of operators/providers to particitape

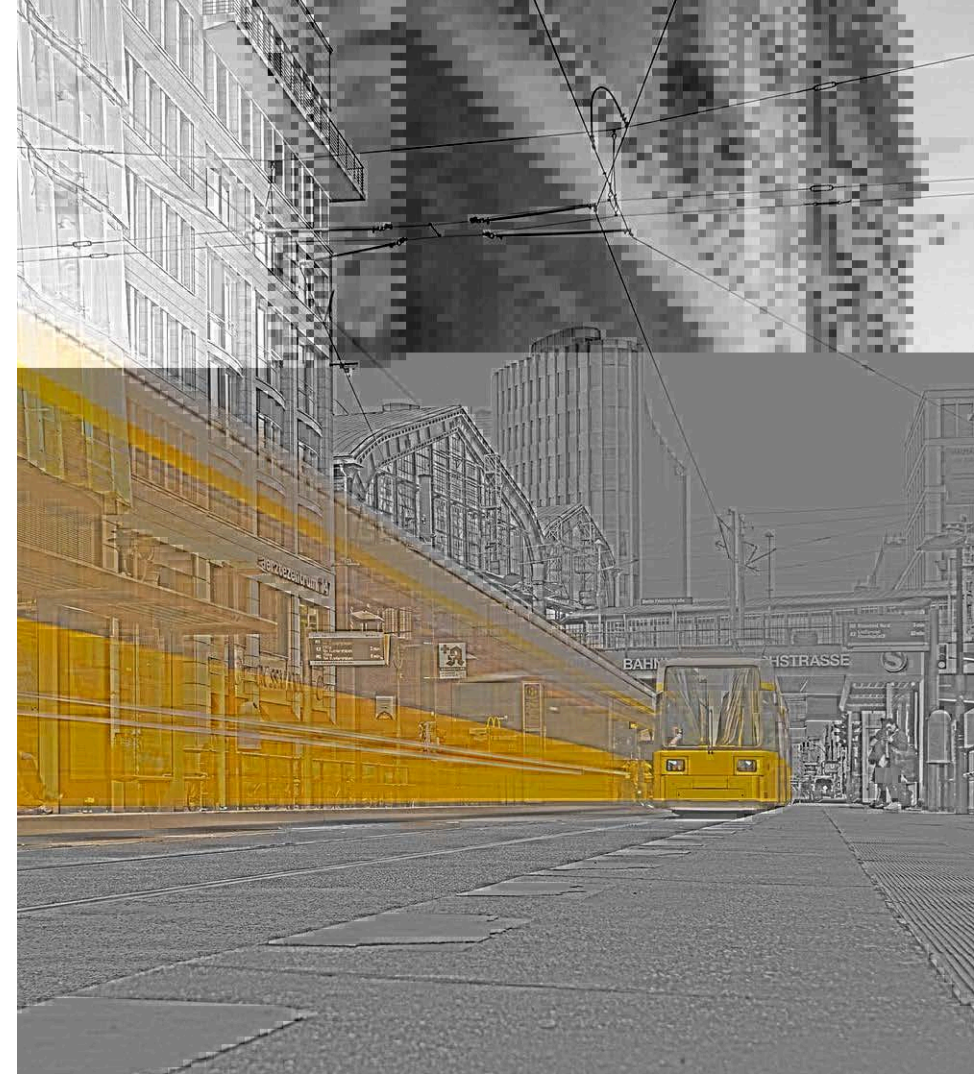Incentives or force to get operators/providers to participate

Willigness of MaaS providers to participate

Market for competition at service level?

Is a Transport Data Platform as Public Infrastructure what we want?

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Issues