Mobility As A Service – An Idea That Can Boost Public Transit

Martin Howell, Director of External Affairs
WHAT IS MAAS?

*Mobility as a Service* combines transportation services from public and private providers through a unified gateway that creates and manages the trip, paid for through a single account.
WHAT IS MAAS?

- Travellers versus riders or drivers
- Journey versus mode
- The rise of the individual
- Think telecom for travel
WHAT IS MAAS?

Mobility As A Service
WHERE IS IT HAPPENING NOW?

Helsinki

The vision:
Decrease the need to own a car by ensuring a plethora of alternatives and making it as easy as possible to use them
WHERE IS IT HAPPENING NOW?

Mobility as a Service is the “Netflix of transportation”

**Pay as you’re moved:**
- Bike and segway service included
- 20 cents per minute in vehicles with others in
- 30 cents per minute for a nice car
- 50 cents per minute for a personal driver
- Only vehicles that use renewable energy

**15 minutes package for 135 €/month:**
- 15 minutes from call to pick up with no more than 15 minutes delay compared to driving
- No package hassle

**Business world package for 800 €/month:**
- 5 minutes pickup in all EU
- Black car status everywhere
- Working conditions guaranteed

**Family package for 1200 €/month:**
- Enough space and child seats guaranteed
- Always traceable and safe trips for kids
- Includes one long family trip every month
- Home delivery included

**Cup of tea guarantee:**
- All your rides combined
- Morning tea included
- Tinder extension for a great weekend
- Movember special rides
WHERE IS IT HAPPENING NOW?

• Gothenburg, Sweden
  – Ubi-Go single invoice travel app
• Bay Area
  – Silicon Valley Joint Venture – “dissolving the boundaries”
Mobility As A Service

THE CHALLENGES

- Data ownership and privacy
- Definition of standards
- Multi-modal access
- Agreement across operators and authorities
- Intercity and regional cooperation
- Leadership
WHAT IS NEEDED?

INTEGRATED CUSTOMER EXPERIENCE

ONE ACCOUNT

OPERATIONS + ANALYTICS

Key Benefits

1. Eliminate uncertainty
   2. Reduced service costs
   3. New revenue opportunities

1. Integrated policy
   2. Reduced operations costs
   3. Enhanced customer experience

1. Identify unknown relationships
   2. Model + measure impact of decisions + policy changes
   3. Benchmark + performance measurements
WHAT IS NEEDED?

- Move from provider to enabler
- Transport roaming
- The rules of the game – define the market, data usage and customer rights
- Policy leadership
- Incentives to travellers
THE VISION BECOMING REAL: LONDON

- World’s largest and most complex multi-modal smartcard-based fare system – 12.4 million journeys every day including Oyster and contactless bankcards
- 300+ million contactless bankcard journeys to date
- Open payments with fare capping; contactless bank cards and mobile smartphones. One payment media for all regional travel.
### THE BENEFITS

- Improved traveler convenience
- Better informed travelers
- Reduced/shared costs
- Richer usage information
- Environmental gains
- Demand and network management
- Optimal use of infrastructure
An integrated system that is scalable to include other agencies

Offers a new range of convenience for MTA customers

Contactless bankcards and mobile ticketing

Available for all modes of transportation

Intelligent Travel Made Real®