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CONSTRUIRE *ensemble*
LE FUTUR DES MOBILITÉS

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Conférences, Exposition, Rencontres

MaaS : quelles possibilités d'intégration pour transformer le transport public ?

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positive impact











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Presentation outline

- 1 MaaS: a state of affairs
 1. Lack of feedback on the practical impacts of MaaS
 1. Critique of MaaS' development trajectory
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- 2 Re-envisioning the potential of MaaS
Possibilities for deeper integration between mobility
 - 2.1 Exposed benefits from deeper integration between mobility
 - 2 services
- 3 Conclusions

| 1. MaaS: a concrete state of affairs

1.1. There is a lack of feedback on the practical impacts of MaaS from implementations and pilots

MaaS project	Territory	Sample size (min 100)								
Whim ¹	Helsinki	All registered users (70 000)	+25%		NA	-4%	+1%			-24%
SMILE ²	Vienne	188	+25%	+19%	+10%	-17%	-15%	+7%	+1%	NA
Ubigo ³	Gothenburg	195	+46%	-8%	+51%	-44%	+8%	+7%	-3%	NA
Tripi ⁴	Sydney	100	+		NS	-	NS			NA

- Results converge towards a relatively positive impact of MaaS through a slight modal shift from the private car to PT
- However,
 - Only a limited number of impact assessments have been made available
 - The evaluations are often based on small-scale tests
 - Impact assessments revolve solely around the question of modal shift

➔ Results appear too thin and fragmentary to support the design and implementation of MaaS more widely

| 1. MaaS: a concrete state of affairs

1.2. There is uncertainty around MaaS' ability to meet the ambitions imputed to it by its conceptualization

Few impact assessments exist and are based on limited and often small-scale tests

H1: Contracting authorities' interest in MaaS may be an unsubstantiated investment fueled by a tropism for innovation

Impact assessments revolve solely around the question of modal shift

H2: There is no evidence, yet, that superficial MaaS integration offers a viable economic model for public transport

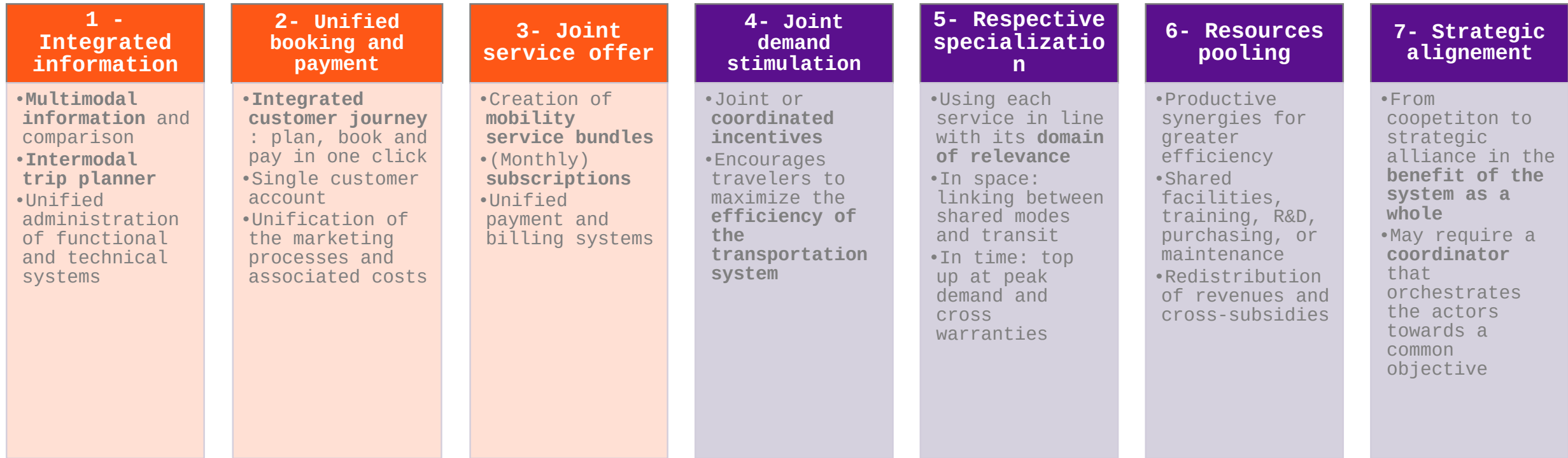
Can deeper integration between mobility services be envisioned, beyond current MaaS practices, in order to amplify mobility services and their economy ?

| 2. Re-envisioning the potential of MaaS

2.1. Possibilities for deeper integration between mobility services can be envisioned

Low integration

High integration



Current practice

Possibilities for deeper integration

2.2. Several benefits can be expected from deeper integration between mobility services

Low integration

High integration

Multimodal information

Unified booking and payment

Joint service offer

Joint demand stimulation

Respective specialization

Resources pooling

Strategic visions alignment

- **Increase ridership** by improving the **convenience** of accessing multiple transport services
- **Increase visibility** for transport services
- **Reduce operator costs** by pooling and outsourcing commercial functions

- **Optimize utilization rates** of assets by better matching supply and demand
- Reduce operator costs by leveraging **economies of scale and scope**
- Increase **service efficacy** through inter-service coordination

- **MaaS has attracted a great deal of interest** from both public and private stakeholders, and numerous initiatives have emerged around the world.
- However, **current MaaS initiatives revolve mostly around a superficial cooperation** between mobility services, and their practical impacts remain uncertain.
- **Deeper forms of cooperation** involving respective specialization of mobility services, pooling of resources and strategic alignment could trigger substantial transformation of the mobility system.
- **MaaS could become a valuable means of orchestrating mobility across a territory**, by coordinating mobility service providers to revitalize public transport
 - Extend the current boundaries of public action to include non-traditional mobility services
 - Build bridges between the passenger car and public transit ecosystems