MOBILITY-AS-A-SERVICE

Developments, strategies & lessons learned

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Region Västra Götaland, Sweden
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PART 1
What is MaaS, and why bother?
**DEFINITION**

Digital services that enable users to plan, book and pay for multiple types of transport services.

**Level 1 Information**

**Level 2 Payment**

**Level 3 Packages**

**Level 4 Policy**


MOBILITY-AS-A-SERVICE

OBJECTIVE

To lower the negative externalities of the personal transport system

Broader regimes
Urban & rural regimes
Transport regime
Personal mobility regime

Anticipated public benefits
Envisioned transition

Service regimes
Alignments
Citizens

Smith & Hensher 2019. *Towards a Framework for Mobility-as-a-Service Policies*
MOBILITY AS A SERVICE

IMPLICATIONS

Introduces two new roles in the operative ecosystem

End-users

Public transport providers

Transport service providers

MaaS Operators

MaaS Integrators

Public transport providers

Transport service providers
PART 2

What are we doing in West Sweden?
DEVELOPMENTS

Key events: first trial and attempts to procure and to establish an integrator

2014
FIRST TRIAL
of UbiGo in Gothenburg
Illustrated that MaaS can contribute to policy objectives & identified user groups

2016
PROCUREMENT
of MaaS for Västra Götaland
Highlighted a need for new process and tools for collaborative innovation

2017
INTEGRATOR
for MaaS in Sweden
Exposed matches and miss-matches in terms of beliefs, objectives and tactics
MOBILITY AS A SERVICE

STRATEGY

Open up for third-party resale & establish strategic partnerships

Phase 1: Technical pilot

Phase 2: Market pilots

Phase 3: Open for business

2019

2020


Kollektivtrafiknämnden 2019. Kollektivtrafiknämndens uppdrag för Västtrafik 2020 Region Västra Götaland
PART 3

So, what have we learnt?
## CHALLENGES

Barriers at several institutional levels hamper developments

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<td>Laws and regulations</td>
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<td>Lack of shared vision</td>
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<td>Inherent differences across organisations Models for collaboration &amp; business</td>
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<td>Lack of innovation tradition</td>
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RECOMMENDATIONS

A holistic and long-term approach is needed to facilitate MaaS developments that contribute to policy objectives

1. ESTABLISH A VISION
Create and communicate a strong long-term vision for MaaS that builds on policy objectives, in order to inspire and align MaaS-related actions

2. UPDATE THE DEFINITION OF PUBLIC TRANSPORT
Revise the definition of public transport to be more focused on sought outcomes, in order to enlarge the perceived action spaces of public transport authorities

3. IMPLEMENT NEW PROCESS AND TOOLS
Explore new tools and processes for collaboration and business, in order to cater for (more) effective long-term public-private innovation partnerships

4. INVEST DIRECTLY AND INDIRECTLY
Fund MaaS experimentation and operation as well as new mobility services, in order to support joint learning and development of viable and equitable offerings

5. DISCOURAGE UNSUSTAINABLE BEHAVIOUR
To begin with, amend taxation-, land-use- and infrastructure policies that incentivise excessive car ownership and use, in order to create a level playing field

Mukhtar-Landgren & Smith 2019. Perceived action spaces for public actors in the development of Mobility as a Service. European Transportation Review
Smith et al. 2019. Governing Mobility as a Service: Insights from Sweden and Finland. Springer
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