The Benefits of Mobility as a Service (MaaS)

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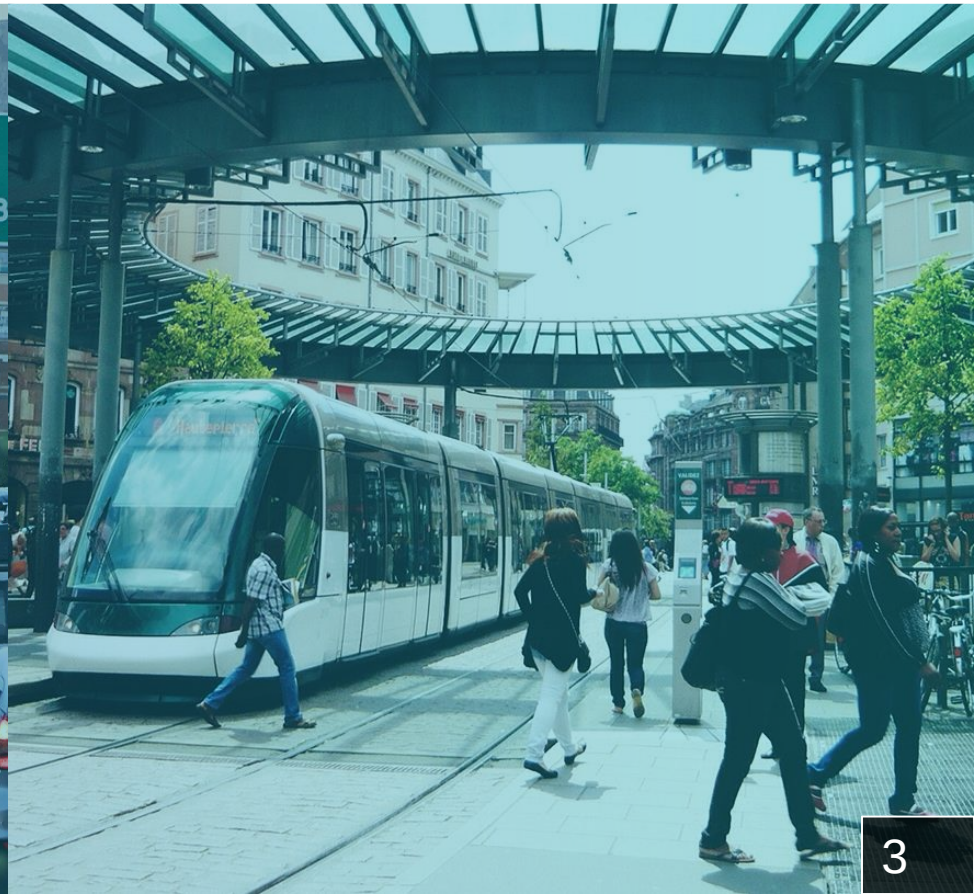
OBJECTIVES

- Demystify MaaS
- Articulate the benefits of MaaS to consumers and cities
- Make the case for transit TO LEAD MaaS
  AS THE BACKBONE
- Educate on gaps and how to solve

CHOICE OF TWO FUTURES



TRAVELERS OF TODAY AND TOMORROW

- **Defines the recent socio-economic shift that reinvented how and what we consume**

- **It describes a world in which consumer demand, rather than any other driver, determines the delivery of services**

- **A world where:**
  - *Usage trumps possession*
  - *Access rather than ownership is king*
  - *Where consumers' immediate needs can be satisfied with the tap of an app.*

It does not simply redefine the way we consume; it encapsulates the very change in human nature – ***from the culture of 'me' to the culture of 'we'.***

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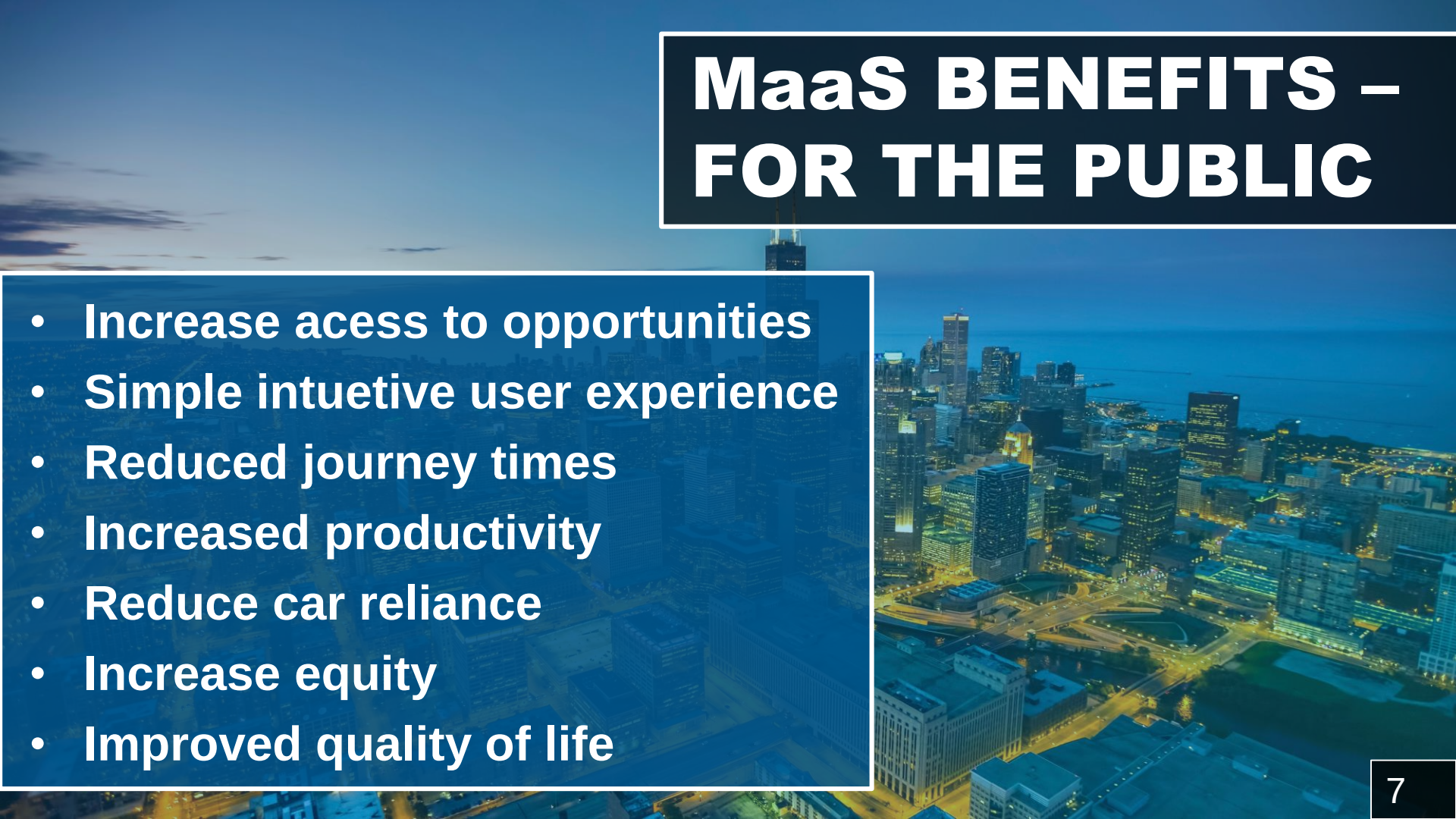
MaaS DEFINITIONS

- “The next phase in the natural progression of motor vehicles”
- “The integration of various forms of transport … into a single mobility service accessible on demand … an alternative to the use of the private car…”
- “At its core, MaaS relies on a digital platform that integrates end-to-end trip…”

WHAT IS MaaS?

"Mobility as a service is a combination of public and private transportation services within a given regional environment that provides holistic, optimal and people centered travel options, to enable end-to-end journeys paid for by the user as a single charge, and which aims to achieve key public equity objectives

MaaS BENEFITS – FOR THE PUBLIC



- Increase acess to opportunities
- Simple intuetive user experience
- Reduced journey times
- Increased productivity
- Reduce car reliance
- Increase equity
- Improved quality of life

MaaS BENEFITS – FOR CITIES

- Reduce vehicles miles per person
- Leverage infrastructure
- Support urban real estate development
- Augment/change transit services
- Increase transit ridership

ATTRIBUTES OF A MaaS SOLUTION

Cities need integrated intelligent transportation solutions

- **Integration of public and private transportation service providers**
- **All payments integrated**
- **Real-time data used to plan and facilitate passenger journeys**
- **Travellers & devices permanently connected**

TRANSIT AS BACKBONE

- Density
- Existing modal mix
- Existing technology
- Equity and access
- Economics

POPULATION OF A CITY OR REGION

People either not traveling or traveling by private car

Population using Private TNC

Population of a city or region using public transportation

Target Market of MaaS Operators

CONTINUING ROLE OF GOVERNMENT

- Central to MaaS
- Mobility a public concern
- Economics and subsidization
- Safety, security etc.
- Coordination

CHALLENGES AND TECHNOLOGIES

- Dis-integration
- Data and ownership
- Lack of policies, standards and economical models
- One account
- Journey planning
- Congestion management

Key Presentation Takeaways

- MaaS evolves transit to combine public and private transportation
- Opportunity to improve access to opportunities and deal with the congestion challenge caused by urbanization and changing consumer preferences
- Transit is the natural and required backbone
- Technology is ahead of policy and standards
- Government needs to lead