

Mobility as a Service

Emerging Technology-Enabled Trends in Transportation

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Emerging Technology-Enabled Trends

Mobility on demand - Car, Ride and bike sharing



"Baby boomers and the generation X pursued freedom through driving cars, but Millennials find freedom through the Internet and other information and communication devices," *Sonja Heikkilä, Helsinki City Planning Department.*

Emerging Technology-Enabled Trends

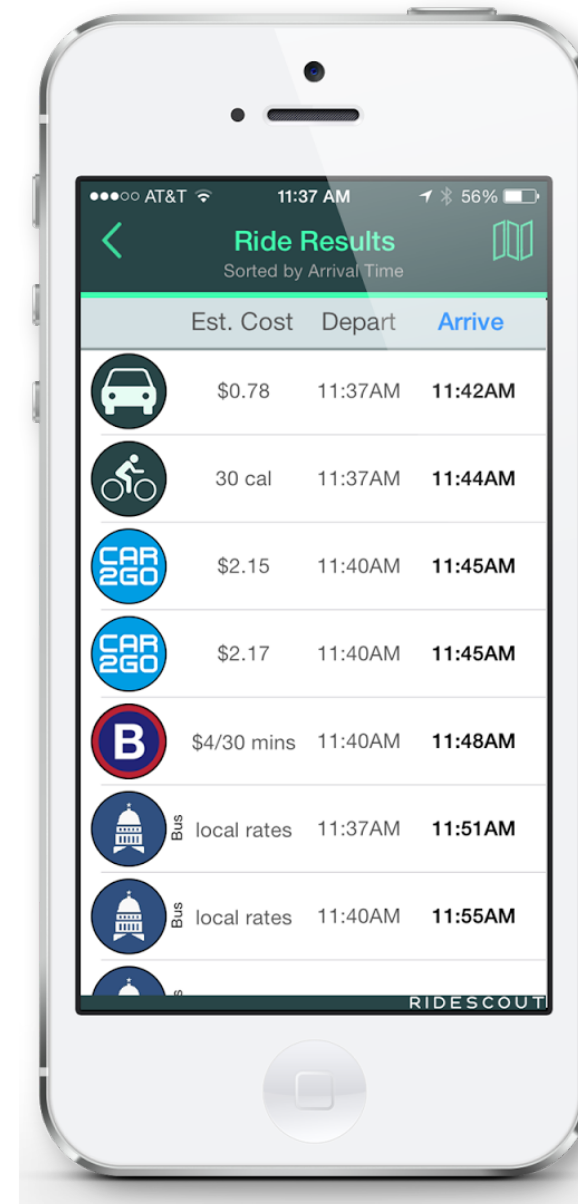
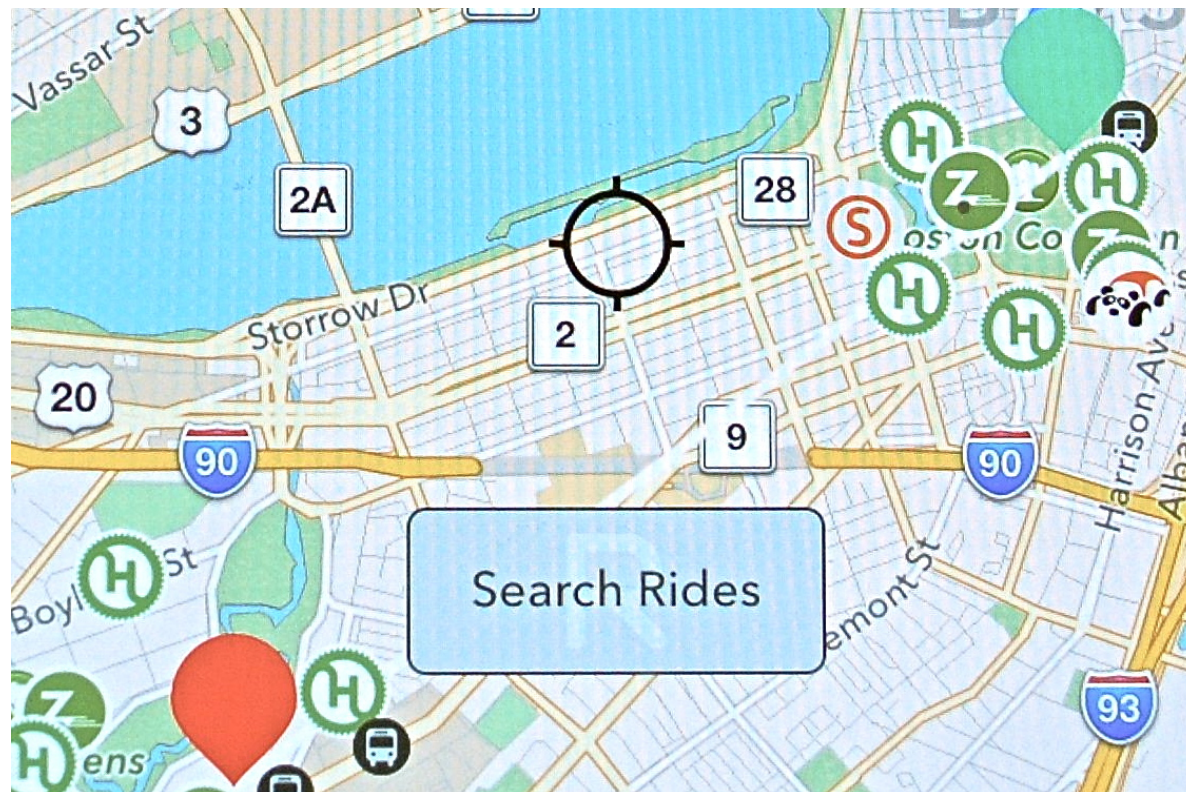
ICT & mobile devices play an ever increasing role in the transport sector

- Ubiquity
- Connectivity
- Information



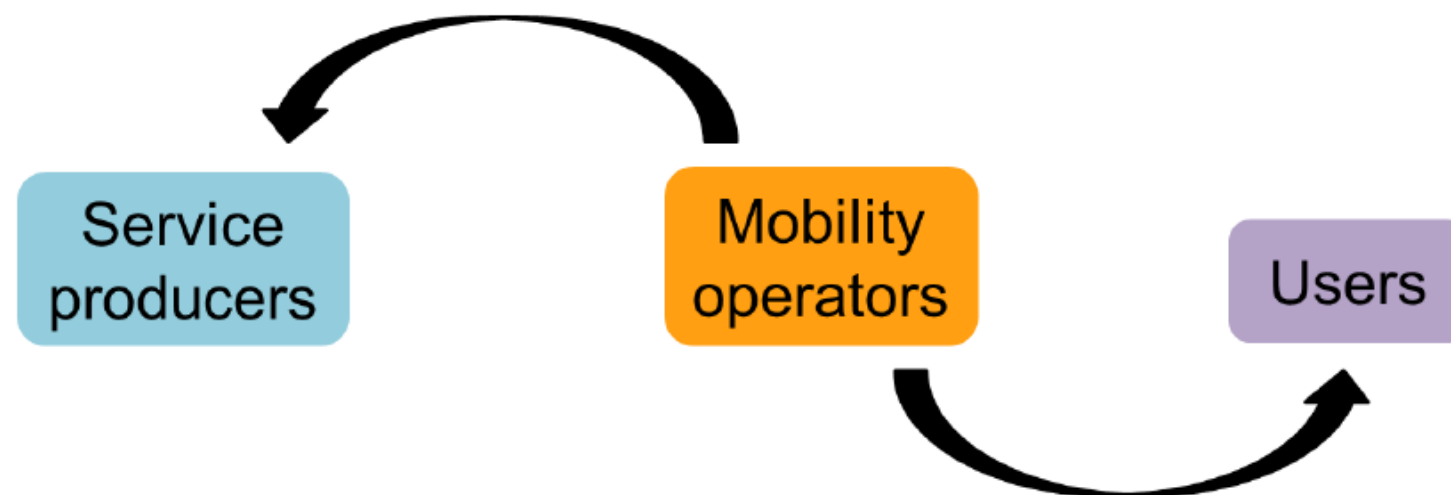
Emerging Technology-Enabled Trends

Transportation information aggregators



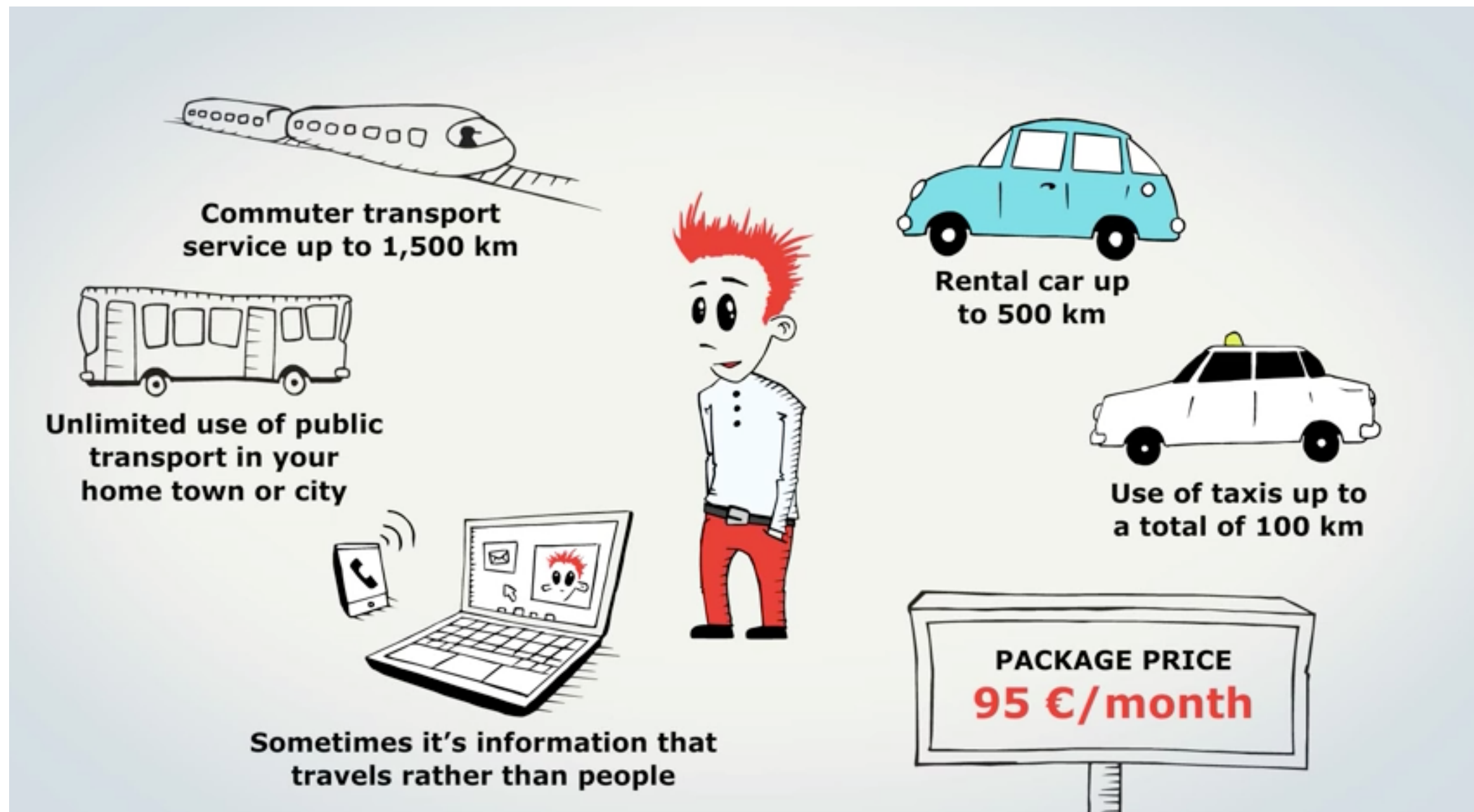
MaaS Concept

- Mobility as a Service (MaaS) is a transport service model in which a users major commuting and traveling needs are met over one interface and are offered by a service provider (Mobility Operators)



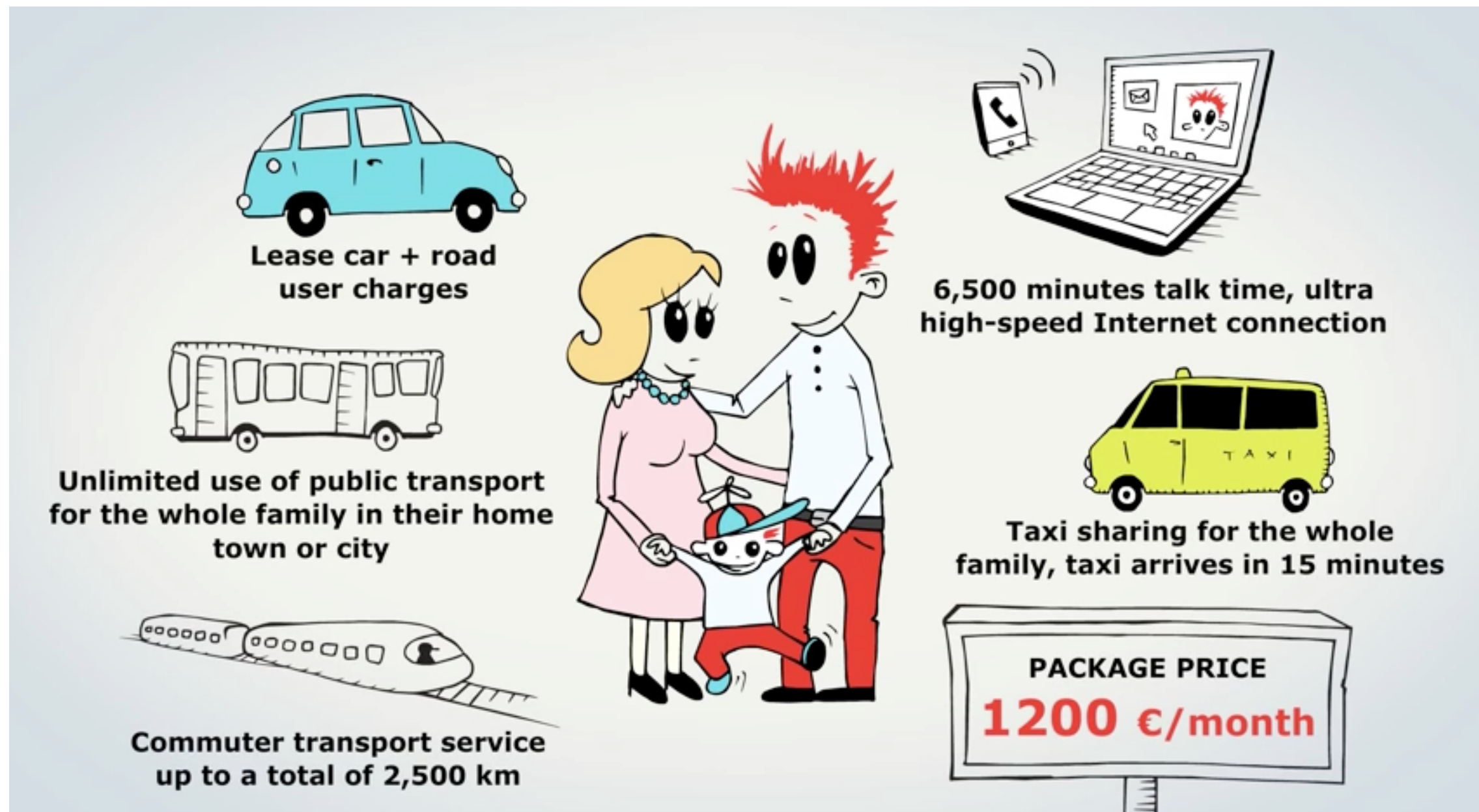
- The interconnected ecosystem consists of the transport infrastructure, transportation services, transport information and payment services.
- Prediction is that MaaS will be a reality within 5 years

MaaS Concept



Source: Ministry of Transportation and Communication, Finland
https://www.youtube.com/watch?v=ZQieTU7_5xo

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MaaS Initiatives

Helsinki:

- Currently working at implementing the concept
- Based on a master's thesis
- Functional by 2025



Shift, Las Vegas:



- Formerly Project 100
- Provides access to bikes, small city cars, luxury sedans, and Valet+ service

www.shiftconnects.com



MaaS Pilot Project

Gothenburg, Sweden

- Mobility operator: UbiGO
- Pilot: 1 November 2013 to 30 April 2014
 - ▶ 70 paying Households (190 users)
 - ▶ Flexible subscription (average 140 €/month)
 - ▶ 20 cars in storage (car sharing)
 - ▶ 0 drop outs
 - ▶ >12,000 bookings/transactions



MaaS Pilot Project



Maas Pilot Project



Advantages cited by participants:

- ▶ It has become easier to pay for the travel
- ▶ The service has given them better control of their travel expenditures
- ▶ The service has given them access to more modes of travel

Customer satisfaction

- ▶ A majority are satisfied or very satisfied
- ▶ A majority are saying that they have benefited from UbiGo

ITS World Congress



Seamless Mobility in a Connected World

Acknowledgements

Sampo Hietanen, CEO ITS Finland

- ▶ <http://sampo.hietanen.wordpress.com/2014/10/14/mobility-as-a-service-101/>



Sonja Heikkilä, Helsinki City Planning Dept.

- Mobility as a Service - A Proposal for Action for the Public Administration, Case Helsinki
 - ▶ <https://aaltodoc.aalto.fi/handle/123456789/13133>



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Thank you/ Merci!



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