

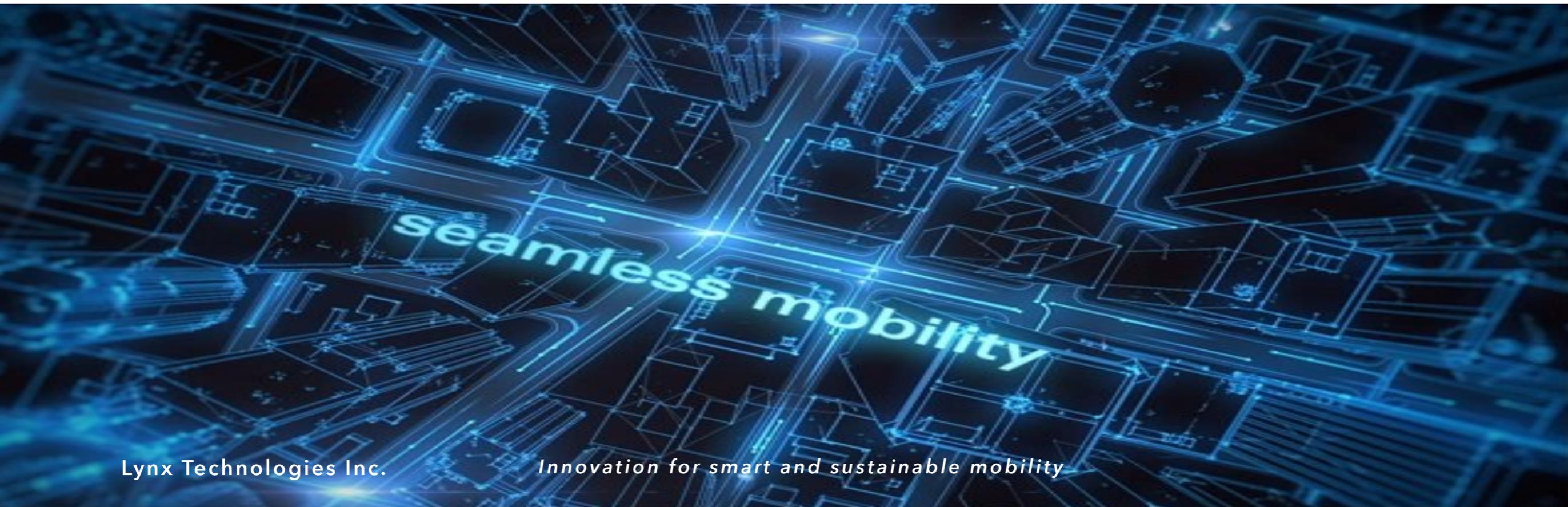
Mobility as a Service



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

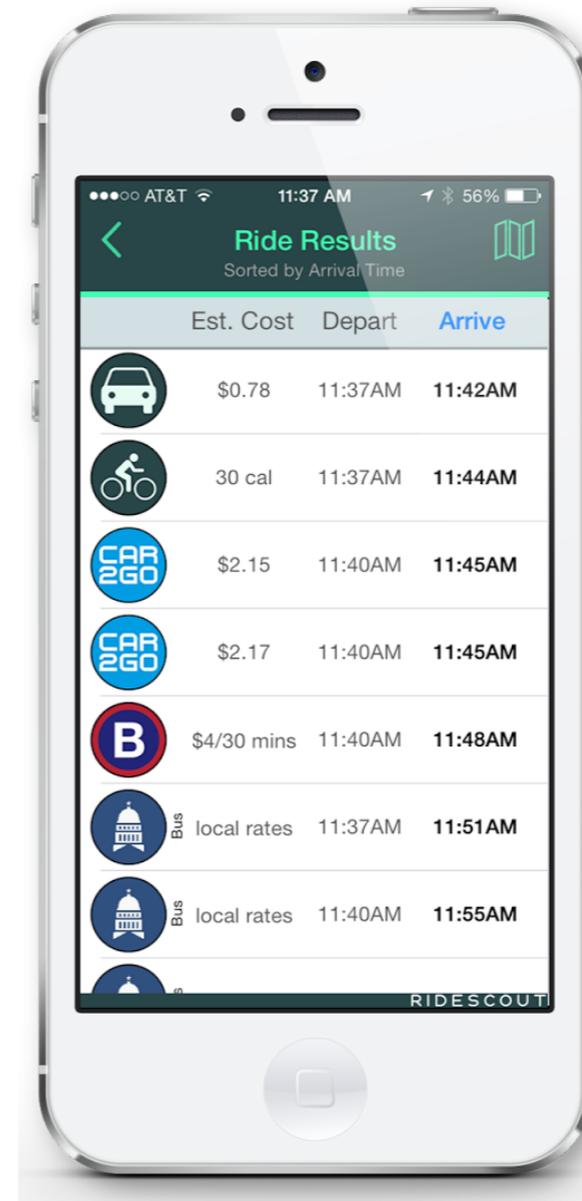
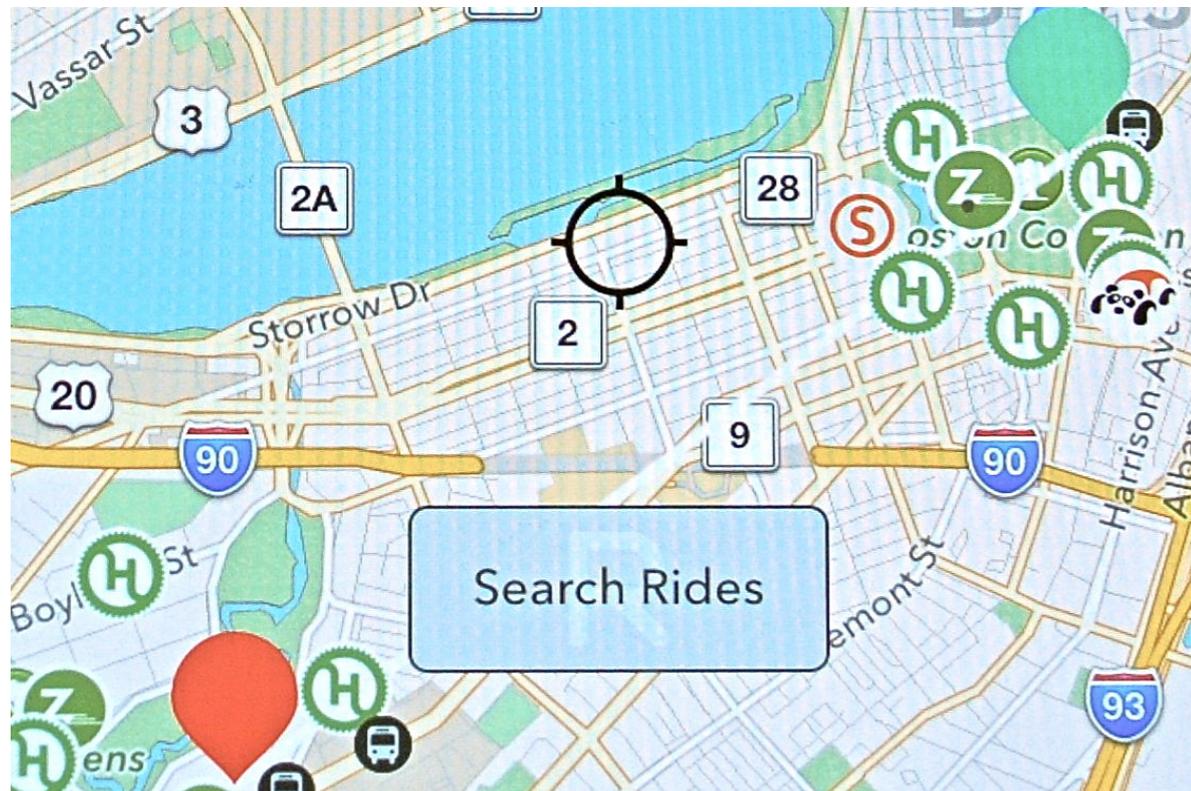
ICT & mobile devices play an ever increasing role in the transport sector

- Ubiquity
- Connectivity
- Information



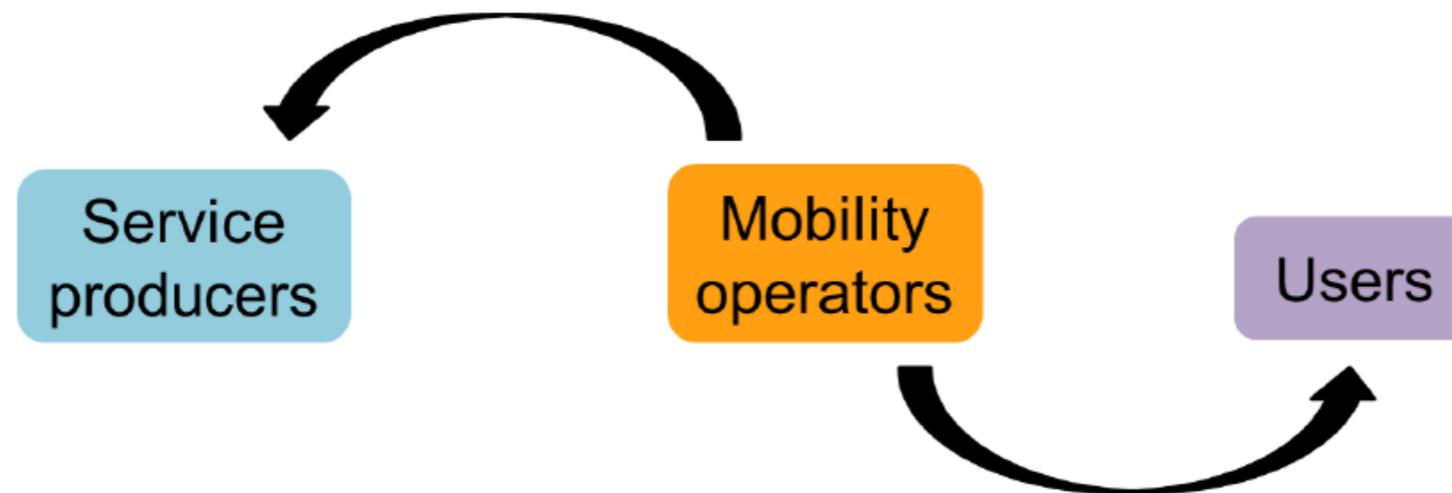
Emerging Technology-Enabled Trends

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

Commuter transport service up to 1,500 km

Unlimited use of public transport in your home town or city

Rental car up to 500 km

Use of taxis up to a total of 100 km

Sometimes it's information that travels rather than people

PACKAGE PRICE
95 €/month

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

MaaS Concept

Lease car + road user charges

Unlimited use of public transport for the whole family in their home town or city

Commuter transport service up to a total of 2,500 km

6,500 minutes talk time, ultra high-speed Internet connection

Taxi sharing for the whole family, taxi arrives in 15 minutes

PACKAGE PRICE
1200 €/month

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

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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