



## **Trip Summary for Incoming Finnish Mission, March 5-12,2016**

One of the major announcements at the 2015 ITS World Congress in Bordeaux was the formation of the MaaS Alliance, which was initiated by ITS Finland and is now hosted by ITS Europe (ERITCO). Mobility as a Service (MaaS) is a new concept that will see the combination of transportation services from public and private transportation providers through a unified gateway that creates and manages the trip, which users can pay for with a single account. Users can pay per trip or a monthly fee for a limited distance. As defined by the [European Mobility-as-a-Service Alliance](#), the key concept behind MaaS is to offer both the travelers and goods mobility solutions based on the travel needs. MaaS is not limited to individual mobility; the approach can be applied to movement of goods, as well – particularly in urban areas.

At Bordeaux, ITS Canada members attended a seminar that explained the MaaS concept and it became clear that there was significant potential for Canadian ITS product and service providers to play a role in the evolving concept. This potential, in turn, could also see Canadian provinces, cities and regional transportation authorities adopt a MaaS approach to transport integration and establish a beachhead for the adoption of MaaS in North America thus providing significant export opportunities for Canadian firms.

It was proposed in Bordeaux, that ITS Canada (ITSC) could sponsor a series of national meetings and that ITS Finland and City of Helsinki would travel to Canada to present the evolving concepts and thereby help ITS Canada members and other Canadian stakeholders to better understand the potential that MaaS engenders in Canada and among our trading partners. With the assistance of the Canadian Trade Commissioner's Service through their Global Opportunities for Associations (GOA) funding program, ITSC mounted an incoming mission featuring Mr. Sampo Hietanen, CEO of *MaaS.fi* (former CEO of ITS Finland) and his counterpart colleague Mr. Sami Sahala from the City of Helsinki who is responsible for MaaS implementation in that city.

Business-to-business meetings were held in each city with local officials and ITS Canada members. These meetings enabled the Canadians attending to better understand the MaaS concepts and the potential that might exist for Canadian entrepreneurs to participate in what will be a global marketplace.

In addition, in each of the three cities, ITS Canada hosted a symposium collectively entitled "The Future of Urban Transportation" held in Toronto, Montreal and Vancouver during that same week. ITS Canada reached out to its members and other regional stakeholders to attend the symposium and to become part of local panel discussions that considered the potential impacts



of MaaS and automated driving. In all three cities, partial sponsorship was secured from municipal or regional governments and attendees included regional mayors, MLAs and, in Vancouver, a presentation by the Hon. Peter Fassbender, the Minister Responsible for TransLink, Vancouver's regional transportation authority.

These three symposium workshops were a strong success, attended broadly by ITS Canada members, transportation industry professionals and government representatives. Feedback from attendees confirmed that the potential for a 'MaaS infrastructure' in major North American urban areas is strong and that Canadian ITS firms can and should play a vital role in its formation.