How to accelerate deployment and unlock scalability of MaaS? Introduction to IMOVE project

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Public Transportation and MaaS – Business & Governance Models

MaaS Alliance & IMOVE Stakeholders Forum Workshop

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#imovemaas

UNLOCKING LARGE-SCALE ACCESS
TO COMBINED MOBILITY THROUGH
A EUROPEAN MAAS NETWORK

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a European MaaS Network
Project synopsys

o Innovative concepts, systems and services towards 'mobility as a service'

- MG-6.1-2016 call, one of the three selected projects (IMOVE, MaaS4EU, MyCorridor)

o Research and Innovation Action (RIA)

- 30 months duration: 1.06.2017 – 30.11.2019
- 3.69 M€ cost, 3.39 M€ EU grant

o Consortium: 14 organisations, 8 countries

- research: CVUT, ICCS, RISE Viktoria
- consulting / ICT: FIT, MOSAIC, SOFTECO, Vectos
- mobility: 5T, TfGM, Torino, UBIGO, URBI, Vasttrafik
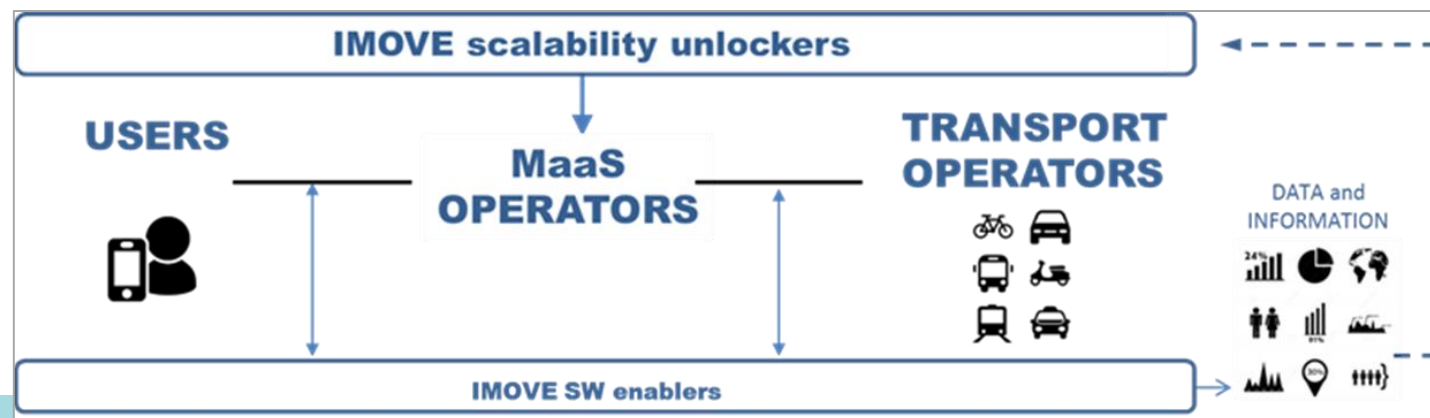- stakeholders' association: UITP

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Overall goal and approach

> To **accelerate the deployment** and **unlock the scalability** of MaaS schemes in Europe, paving the way for a **"roaming" service for MaaS** users at the European level.

Two main streams of investigation

1. IMOVE **Scalability Unlockers:** sets of measures, organisational frameworks, operational and business models enhancing the framework conditions for MaaS development and operation

2. IMOVE **Software Enablers**: tools enhancing current MaaS supporting technologies, improving interoperability and integration of MaaS schemes in the landscape of ITS and other mobility services

Validation
- In 4 EU Living Lab
- cross-site interoperability (roaming)

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Sustainable business models and organisational MaaS frameworks

- o contracts,T&Cs, …

Behaviour change strategies

- o e.g. incentive models, rewarding schemes, gamification, etc.

User engagement schemes

- o inspired by marketing and XaaS economy

Long-term MaaS interoperability and roaming strategies

- o cross-MaaS, cross-borders

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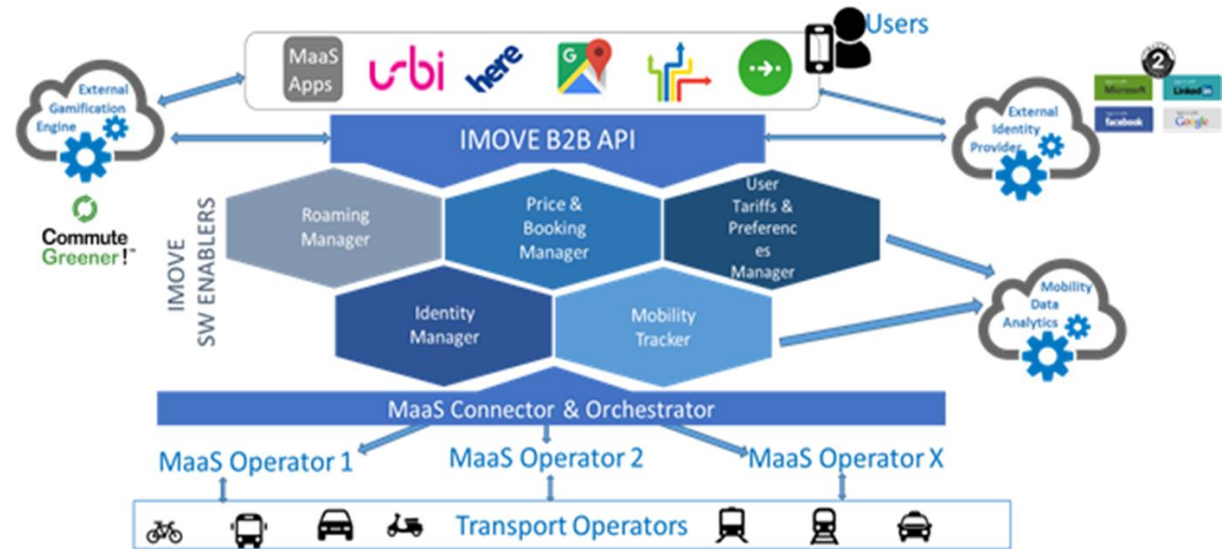# IMOVE - Unlocking Large-Scale Access to Combined Mobility through
a European MaaS Network
Supporting technologies: the IMOVE Software Enablers

A set of **software components enhancing** current MaaS supporting technologies, improving **interoperability** and **integration** of MaaS applications and other mobility schemes

- o **Identity Manager** (single service sign-on)

- o **User Tariffs/Price Manager**

- o **User Preferences Manager**

- o **Mobility Organiser** (combine solutions)

- o **Booking Manager**

- o **Mobility Tracker** (mobility patterns, analytics)

- o **Notification Manager**

- o **Incentives & Engagement Manager**

- o **Roaming Manager** (cross-MaaS interoperability)

→ A reference **Data Model** to ensure **interoperability**

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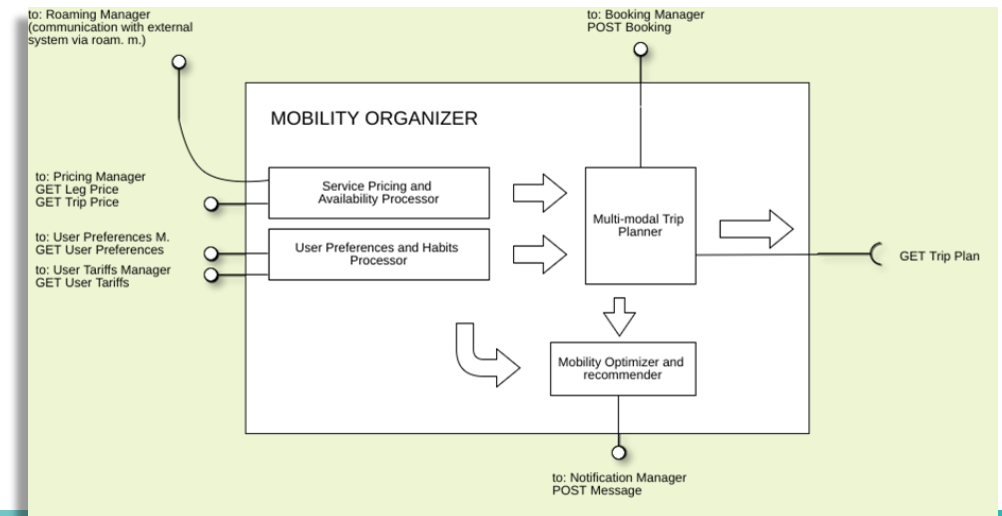## Supporting technologies: the IMOVE Software Enablers

- o **Building blocks**, each providing a self-contained MaaS operation related (core) service
- o Documented B2B **data/service APIs**
- o Can be «**chained**» together to support various MaaS operational tasks

Pros

- o Gradual introduction of technology
- o Integration with preferred operator'/users' tools
- o Support scalability and evolution of MaaS operations

Challenges

- o Functional completeness/integrity wrt existing tecnology
- o Interoperability

  → use of data/service standards

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The IMOVE pilot Living Labs

Berlin Brandenburg: metropolitan/regional area (3.4 million inhabitants). Ambition: integration of public transport (VBB), taxis (negotiation in progress), car sharing (DRIVENOW, CAR2GO, DRIVEBY –free-floating, UBEEGO –stationary), scooter sharing (COUP, EMMY –free-floating) and bike sharing (OBIKE, LIDL-BIKE –free-floating, NEXTBIKE –stationary); **URBI MaaS** App.

Gothenburg: urban and regional area (Västra Götaland). Ambition: enabling entrepreneurs and companies to start MaaS services (including public transport) in their service offering; enabling and stimulating the establishment of various MaaS services though 3rd-party reselling of digital tickets; tendering for **a new MaaS scheme**.

Greater Manchester metropolitan area (2.7 million inhabitants). Ambition: building a supportive community of operators and enhancing the core offer through the integration of car sharing, electric vehicle charging, taxi, local link (including demand-responsive transport service), heavy rail and dockless cycle sharing schemes in the airport district; Travelspirit community for MaaS development.

Turin: urban area (0.9 million inhabitants). Ambition: integration of public transport (GTT, SADEM), taxis (WETAXI), bike sharing (TOBIKE –stationary, OBIKE, GOBEE BIKE –free-floating) and car sharing (ENJOY, CAR2GO –free-floating, BLUETORINO –stationary, electric); implementation of pay-as-you-go model with multiple subscription options; cooperation with **URBI MaaS** provider.

> → **common methodology**
> → a number of **local stakeholders** engaged (cooperation agreements)
> → **additional Living Lab** (open call) & **cross-site LL** (interoperability / roaming)

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The IMOVE MaaS Stakeholders' Forum

- An **open discussion platform** on MaaS
  - Led by **UITP**
  - Leveraging/complementing existing initiatives
    - UITP Combined Mobility Platform, Umii Forum, Y4PT Foundation, etc.

- Multiple **target groups**
  - City administrations and local authorities
  - Private and public transport operators
  - Citizens
  - ITS / ICT providers

- **Contacts**
  - Guido Di Pasquale, UITP
  - **guido.dipasquale@uitp.org**

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The IMOVE Open Call for demonstration site

- **Why**
  - Looking for **one additional site** interested in **piloting** and **validating** IMOVE solutions (enablers)

- **Who**
  - EU cities and regions
  - engaged in MaaS development (ongoing, short-term plans)

- **How**
  - Joining IMOVE as a **new beneficiary**
  - fixed budget for **cooperation**

- **When**
  - launch: March 2018
  - closure: May 2018
  - selection: June 2018
  - entry/start: August/September 2018

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Thank you and stay tuned!

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