

Importance of collaboration between public and private

MaaS Alliance & IMOVE Stakeholders Forum
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Public vs Private transport



1.1 Public Transport

- INTEGRATED TARIFFS



- SMART CARDS



- NEW PAYMENT SOLUTIONS



- ON-DEMAND SOLUTIONS



1.2 Private Transport

- CAR SHARING

Bla Bla Car



- CAR RENTAL

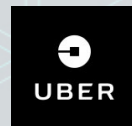
drivy

Europcar

avancar
a zipcar company



- PEER TRANSPORT SERVICES



1.3 Mobility Apps

- Extended Multimodal Planners

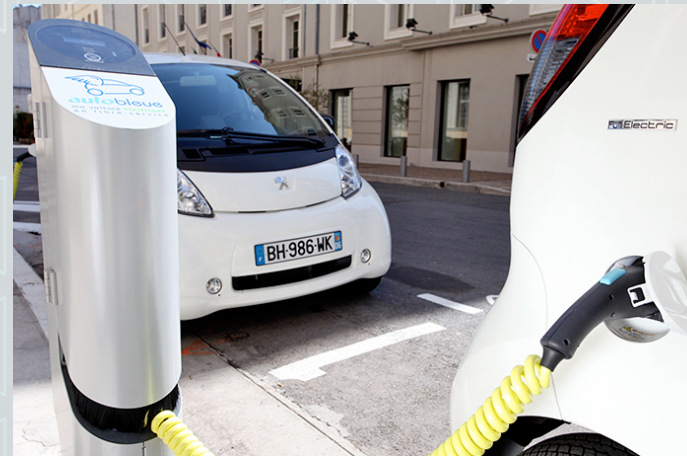


1.3 Transport Infrastructure

Parkings



Charging points



2. MaaS (I)



2. MaaS (II)

** Adapted from Ubigo*



Who should be the MaaS Operator?

3.1 Who should be the MaaS Operator

- Public authority or Private company?
- How Many MaaS Operators in a city?
- Possible double role: Transport integrator and MaaS Operator?

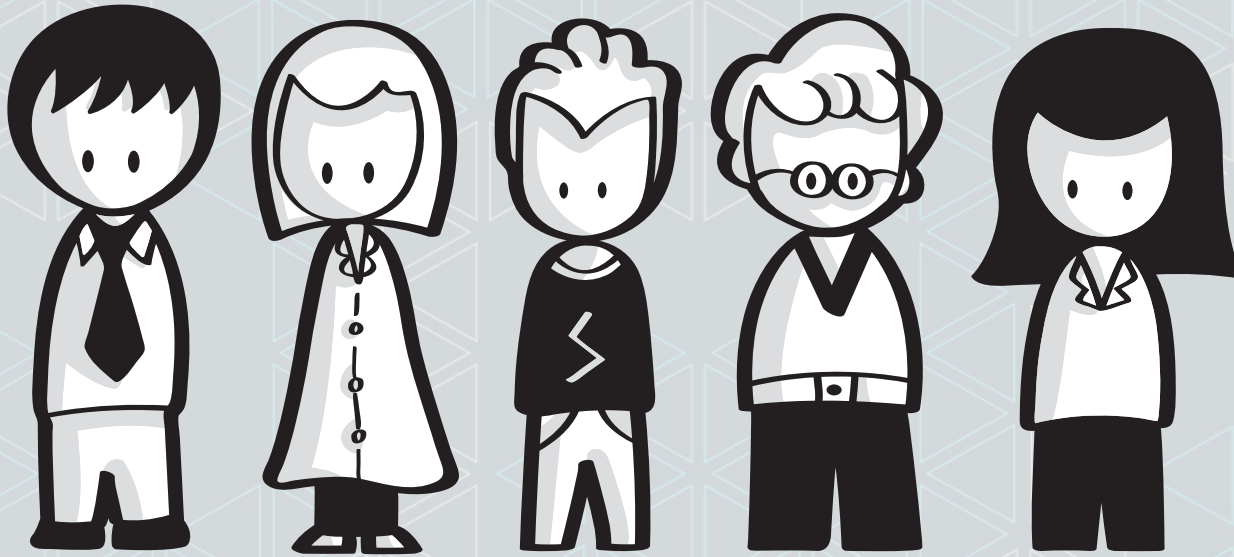
3.2 Different models



3.3 Some key related questions ...

- Role of the municipality?
- Transparent for the Public Transport Operators?

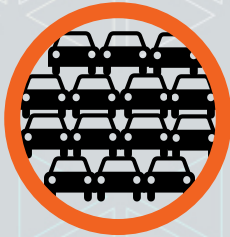
Who knows the user?



DIFFERENT TYPES OF DATA

3 types of personal mobility/JPs data:

OFFER



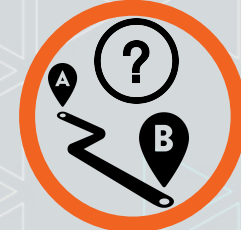
- Timetables
- Availability of seats
- Disruptions
- ...

DEMAND



- User preferences
- Needs
- Reason of the journey
- Constraints
- ...

CONTEXT



- Traffic
- Weather
- Reason of the journey
- ...

4. Data Sharing - Opportunities

Improve service quality

- Better service, better planning.
- Better understanding the demand at individual level.



Associated revenue/satisfaction

- Business for 3rd parties: providing new applications or data analytics services.



4. Data Sharing - Barriers

Data privacy

- **User perspective:** possibility to use its own data.
- **Public entities:** Not sure about what they can/ can't do with user data.

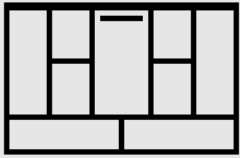
Competitiveness

- **Critical data:** To provide an unique and differential value to the user of a specific service .
- Differentiate between **data more and less critical for the company business** and what is the **gain associated to sharing data**.

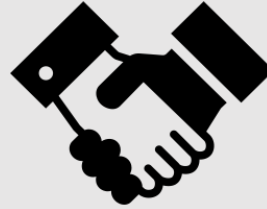
Additional work

- To improve and **guarantee the minimum necessary quality**.

4. Data Sharing - Triggers



Innovative Business
Models



Smart Contracts



Data Privacy
Mechanism



International
Agreements

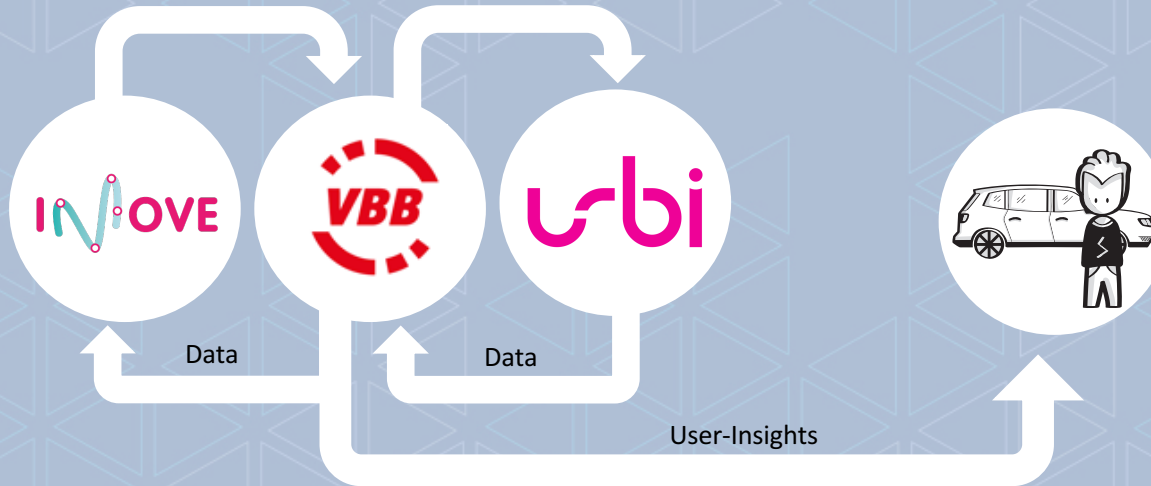


Policies and
standards

5. Data Sharing - Example

MaaS & Public Authority

- Monitoring platform
- Tools (mobility services)
- Authorization to provide services



**MaaS: remember who is
the real “adversary”**



Thank you!

More cases or ideas?

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