

# The role of Mobility as a Service

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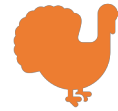
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Integrated Information System  
for Mobility



# Outline



What is MaaS?



Why MaaS?



Benefits



Add value of  
MaaS



Topology of  
MaaS

# What is MaaS?



**Mobility as a Service (MaaS)** is the integration of various forms of transport services into a single mobility service accessible on demand. To meet a customer's request, a MaaS operator facilitates a diverse menu of transport options, be they public transport, ride-, car- or bike-sharing, taxi or car rental/lease, or a combination thereof. For the user, MaaS can offer added value through use of a **single application to provide access to mobility**, with a single payment channel instead of multiple ticketing and payment operations. For its users, MaaS should be the **best value proposition**, by helping them meet their mobility needs and solve the inconvenient parts of individual journeys as well as the entire system of mobility services.

The aim of MaaS is to provide an **alternative to the use of the private car** that may be as convenient, more sustainable, help to reduce congestion and constraints in transport capacity, and can be even cheaper.



# What is MaaS?



# Why MaaS?

- Cities are growing and traffic problems increase
- New modes of transport & mobility services are emerging
- Transport demand is changing
- Technological development, increased Internet usage
- MaaS can offer new ways and means for better mobility everywhere

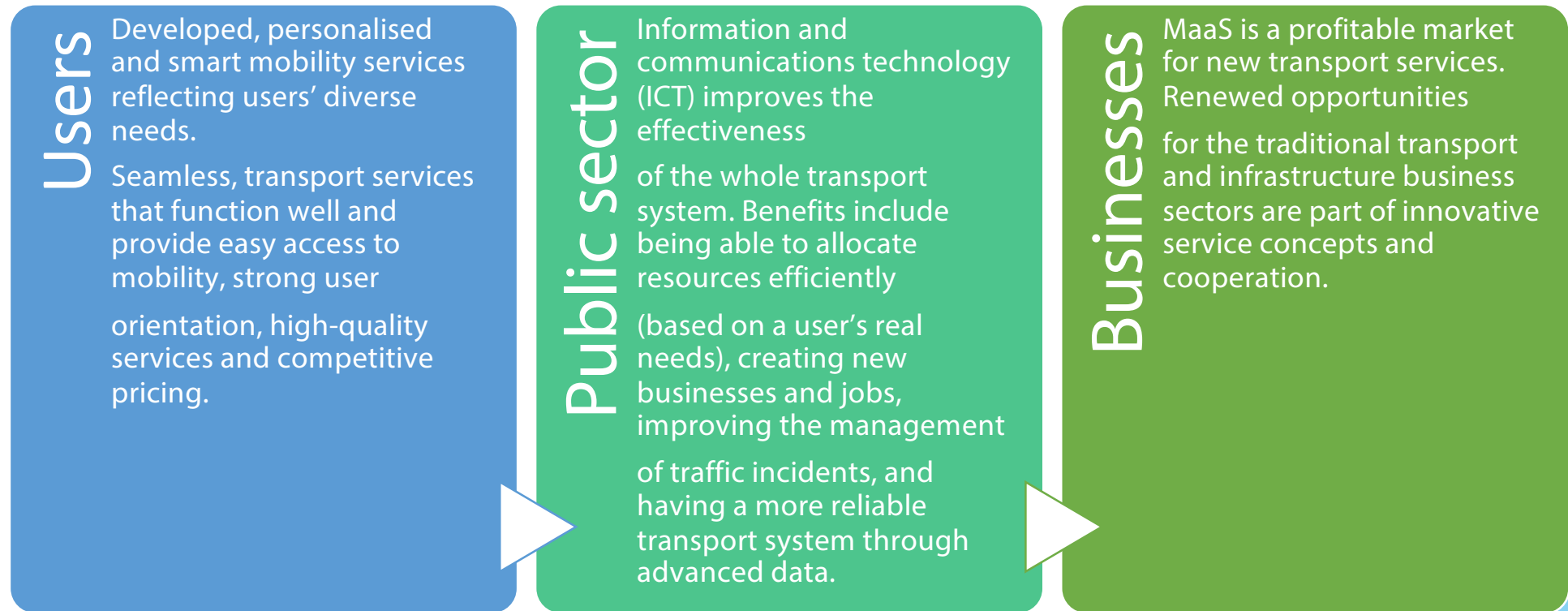
**Tailored mobility  
services**

**Pay as you go**

**New markets**

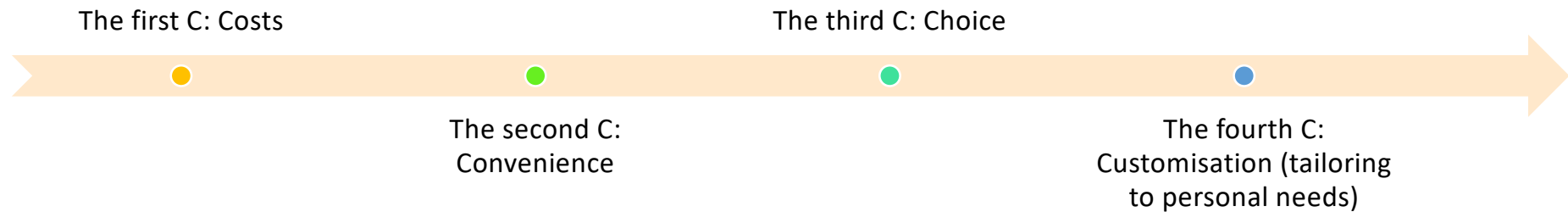
# Benefits

There are many benefits of MaaS for users, the public sector and businesses:



# Added value of MaaS

**MaaS** does not just involve the integration of mobility. In many cases, MaaS entails the introduction of new forms of transportation, such as bicycle sharing and car sharing, or innovative forms of demand-responsive transport, supplementary to the existing range of public transport systems, booking and payment systems.



*Rif. Netherlands Institute for Transport Policy Analysis (KiM)*

# Typology of Mobility-as-a-Service

Typology of **Mobility-as-a-Service** with levels (left) and examples (right) *(derived from Sochor et al. 2017)*.


4	<b>Integration of societal goals</b> Policies, incentives, et cetera	
3	<b>Integration of services offered</b> Bundling/passes, contracts, et cetera	UbiGo whim
2	<b>Integration of booking and payment</b> Single trip – find, book, and pay	GVH   Hannover mobil mycicero smi)e simply mobile
1	<b>Integration of information</b> Multi-modal travel planner, price information	moovit Qixxit Google
0	<b>No integration</b>	TRANSPORT FOR LONDON Lyft Hertz sunfleet



# Typology of Mobility-as-a-Service

Examples of MaaS initiatives by  
level of integration  
(derived from Sochor et al. 2017)

Name	Location	Status	Modes of transport*	Integration level
moovel	Hamburg and Stuttgart, Germany	Operational (2015-)	Car sharing, taxi, urban PT, regional PT	Level 2 (partially, payment integrated)
myCicero	Italy	Operational (2015-)	Urban PT, regional PT, international PT, parking, access to urban congestion charging zones	Level 2 (partially, payment integrated)
NaviGoGo	Dundee and North East Fife regions, Scotland, UK	Operational (2017-)	Car sharing, taxi, urban PT, regional PT	Level 2 (partially, payment integrated)
iDPASS	France	Operational (2017-)	Car rental, taxi, valet parking	Level 2 (partially, payment integrated)
Tuup	Turku region, Finland	Operational (2016-)	Car sharing, bicycle sharing, taxi, urban PT, DRT	Level 2 (partially, payment integrated), ticketing integration under development
Hannovermobil	Hannover, Germany	Operational (2014-)	Car sharing, taxi, urban PT, regional PT	Level 2
EMMA (TaM)	Montpellier, France	Operational (2014-)	Bicycle sharing, car sharing, urban PT, parking	Level 2
Business passes: NS Business Card, MobilityMixx, Radiuz Total Mobility, et cetera	Netherlands	Operational (national coverage with effect from 2013)	(Car sharing, parking, fuel costs, e-car charging, taxi, car rental), bicycle sharing, urban PT, regional PT	Level 2 (Business to Business), partially level 1
Smile	Vienna, Austria	Pilot (2014-2015)	Bicycle sharing, car sharing, taxi, urban PT, regional PT, parking	Level 2
WienMobil Lab	Vienna, Austria	Operational (2017-)	Bicycle sharing, car sharing, taxi, urban PT, parking	Level 2
SHIFT	Las Vegas, US	Planned (2013-2015)	Bicycle sharing, car sharing, taxi, DRT, valet parking	Level 3
UbiGo	Gothenburg, Sweden	Pilot (2013-2014), version 2.0 in preparation	Bicycle sharing, car sharing, car rental, taxi, urban PT	Level 3

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**Mobility Operator**

	COST	DEPART	ARRIVEE	MIG
	\$5.55	1:50PM	2:21PM	11.4
	\$3.25	2:02PM	2:22PM	0
	\$10.50	2:02PM	2:34PM	11.4

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d'origines et de formats multiples pour les transformer en informations

Information et réservation  
Solutions innovantes et personnalisées pour informer et réserver.

Vente à distance  
Faciliter l'achat des titres de transport multimodaux.

Aide à l'Exploitation  
Suivi de flotte en temps réel et optimisation des opérations.

# Some examples of MaaS



moovel app

Search, book and pay for rides with a single app. moovel is the first app where you can simply and directly book and pay for car2go, Flinkster, mytaxi, Deutsche Bahn and public transportation throughout Germany.

[LEARN MORE](#)

# Documentations and Links

- <https://maas-alliance.eu/>
- <https://maas.guide/>
- [https://en.wikipedia.org/wiki/Mobility\\_as\\_a\\_service](https://en.wikipedia.org/wiki/Mobility_as_a_service)


# Thank you for your attention!


**Daniela Vasari**

**PLUSERVICE.NET**

Integrated Information System  
for Mobility

 Pluservice srl – S.S. Adriatica Sud 228/d – 60019, Senigallia - Italy

 [d.vasari@pluservice.net](mailto:d.vasari@pluservice.net)

 +39 348 3344578