SUMMARY

Stakeholders workshop on MaaS technologies – UITP Summit

SCOPE OF THE WORKSHOP

The workshop was organised by five EU-funded projects: Shift2MaaS[1] (in collaboration with COHESIVE[2]), IMOVE[3], Galileo4Mobility[4], My-TRAC[5] and SMARTE[6] at the UITP Summit 2019[7]. The objectives of the workshop were:

- Bringing together MaaS experts and EU-funded projects in order to establish connections for potential future collaborations;
- Discuss essential topics on MaaS: barriers and solutions.

The session was opened by a key-note speech of Martin Röhrleef, Head of Mobility Innovation, ÜSTRA where he presented MaaS concepts and outcomes from the recently issued UITP Policy Brief: '*Ready for MaaS? Accelerating easier mobility for citizens and better data for cities*' [8].

All five projects demonstrated the latest developments and advanced solutions for enhancing MaaS deployment and operation at EU level.

The next part of the session was a discussion in round tables. Every participant could choose a table corresponding to his/her expertise or specific interest. The four topics were technical

[1] http://shift2maas.eu/
[2] https://projects.shift2rail.org/s2r_ip4_n.aspx?p=COHESIVE
[3] https://www.imove-project.eu/
[4] http://www.galileo4mobility.eu/
[5] http://www.my-trac.eu/
[6] http://www.smarte-rail.eu/
[7] https://uitpsummit.org/
[8] https://www.uitp.org/sites/default/files/cck-focus-papers-files/Policy%20Brief_MaaS_V3_final_web_0.pdf

enablers & barriers, business models & market uptake strategies, sustainability impacts & assessment, and data-sharing.

The last part of the session was a panel discussion, where the moderators of each table and Shift2Rail IP4 programme manager Esther Bravo shared the outcomes of the discussions.

UNIQUENESS OF EU-FUNDED PROJECTS

All projects are focused on different aspects of MaaS deployment. The **COHESIVE** project is focused on the integration of Shift2Rail IT technologies[9] in a single integrated solution, while the complementary **Shift2MaaS** project co-designs and validates scenarios for the deployment of these solutions, organises their demonstrations in three European sites and assesses their impact focusing on regulatory and behavioural aspects. **IMOVE** is focused on developing and testing business models for MaaS, frameworks for market uptake, and boosting user engagement. **Galileo4Mobility** is exploring opportunities to improve MaaS schemes through the application of Galileo satellite technology[10]. The **My-TRAC** project presented its application that combines behavioural transport analytics and artificial intelligence (AI) algorithms for the seamless integration of services. Finally, **SMARTE** showed the user-centric approach and how the travellers' experience influences public transport development.

KEY OUTCOMES AND IDEAS OF THE DISCUSSION

Nowadays, when there are plenty of local use-cases and schemes demonstrating the capabilities of MaaS, it is important to focus on large scale 'glocal' (global/local) MaaS deployment at EU level and beyond, creating an interoperable travel experience. One of the main problems with fighting car ownership is that the opportunities for the first-and-last-miles are not yet attractive enough.

The next important step in MaaS development is a specification of existing services. For example, personalisation of combined tickets and other services may help to solve the problem of disproportionate distribution of passengers' flows.

Balance of solutions between shared vehicles and MaaS transit and alternatives for PRMs[11] should be important aspects of MaaS design. Mass transit public transport will remain in the heart of the system. The following years, the focus also will be on premium MaaS services.

Legislation for data-sharing is still an important aspect for MaaS market uptake.

[9] https://shift2rail.org/research-development/ip4/
[10] Galileo satellite system
[11] People with reduced mobility

Opportunities for further research and analysis:

- Blockchain for managing the distribution of revenues from ticket sales and other transactions;
- Web of transportation (the interoperability framework) for creation of 'glocal'solutions;
- Gamification of solutions for fostering modal shift.

Existing barriers for the uptake of MaaS schemes:

- Slow uptake by private enterprises due to lack of funding;
- Usage of real-time data. Such data is still considered as a competitive advantage, and some operators may fear to disclose it to other operators and Transport Service Providers (TSPs);
- A risk that aggregated data can be exploited on the private side (e.g., be sold to third parties);
- There is passengers' reluctance of sharing data, but at the same time there are high expectations for services that require the data;
- Exiting frameworks that support car ownership (cheap parking/company incentives, etc.).

Possible solutions:

- Develop more use cases and recommendations;
- Avoid market fragmentation and foster global cooperation – or a 'global' approach;
- Promotion of MaaS solutions as :
    - A solution that changes lifestyle to a better quality level;
    - A solution that can improve an image of public transport (MaaS = Netflix, Amazon, etc.);
    - A better solution/offer than car ownership.
- Public Transport Authorities (PTAs) and Public Transport Operators (PTOs) can stay at the centre of data orchestration;
- Collaboration across sectors (e.g., with energy, housing & building services) in order to receive additional value and better combinations of shared data;
- Put more attention to legislation for data management: there should be a clear definition on how data can be used, to whom it can/can't be sold, monopolies' regulation;
- Change the existing framework: e.g., increase car ownership costs (e.g., parking), introduce more restrictions for car use; this way increase revenue streams for MaaS schemes;

Support public transport by subsidising and introducing tax breaks.