

Workshop 7

The 'uberisation' of public transport and mobility as a service (MaaS): implications for future mainstream public transport

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Jointly created with Annica Kronsell (rapporteur)



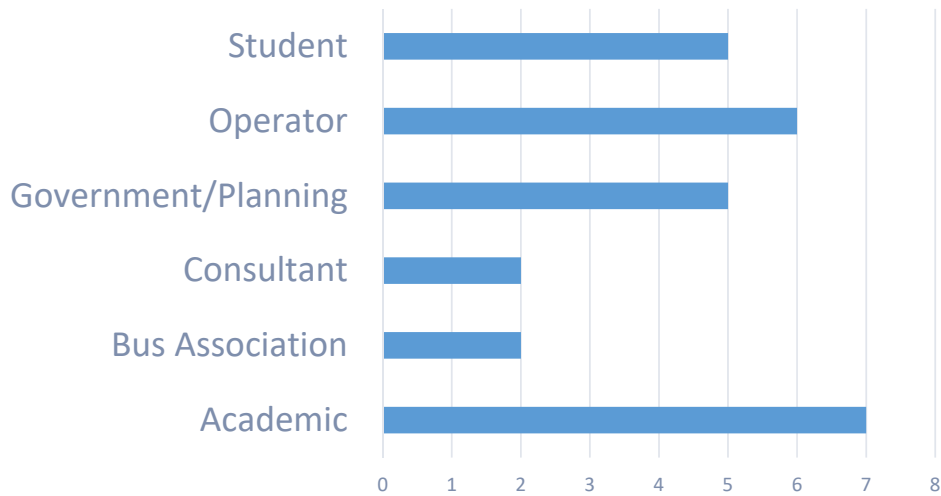
Overview

- Composition of Workshop
- Key Themes from papers
- Key Themes from discussion
- Policy Recommendations
- Research Priorities
- Recommendations for Thredbo 16

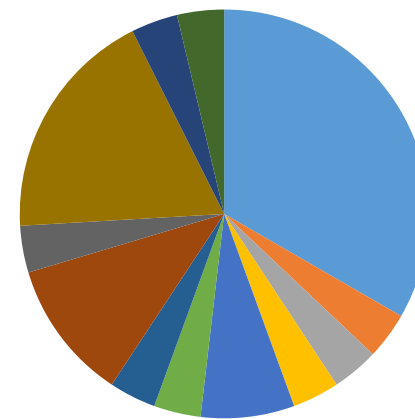


Participants of Workshop 7

Background of Participants



Countries represented

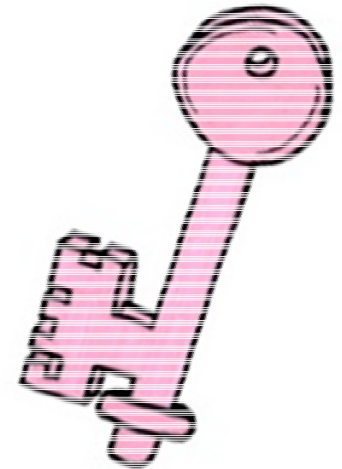


- Australia
- Brazil
- Finland
- Germany
- Japan
- Netherlands
- Norway
- Singapore
- South Africa
- Sweden
- UK
- US



Key Themes from papers

- What is Mobility as a Service (MaaS)
- Contracting in the era of MaaS
- Conceptual frameworks for understanding of MaaS
- Role of new digital era in future public transport
- What sort of services customers want
- Will MaaS happen or not? Do we actually need MaaS
- The importance of context....developed/developing; urban/rural; special needs versus regular public transport



Source: <https://artvsrehab.com/2012/08/15/key-themes/>



And...key themes from discussion

- More questions than answers (still)
- Development of common understanding of the components of the definition of MaaS.
- Which objectives should MaaS be addressing, and how?
- What is the role of the market vs. role of government?
- Who will 'own' the customer? What are the end users/customers/consumers/citizens interests in MaaS?
- What type of regulatory framework is needed? By whom and for what?
- Privacy and Integrity – how should data be used/made available?



Policy Recommendations

- Tension between policy formulation and operator viewpoints
- Optimising should be for system – not operator or user but for society
- Flexibility of mode on contracting models
- Partnership important in developing MaaS packages
- Bundling outside transport – explicit cross subsidy should be considered.
- Consumer protection issues need consideration – who is responsible for bad quality, businesses going broke etc



Source: <https://vpliresearch.org/vpli-projects/state-local-policy/>



Research Priorities

- Moving from ownership to sharing needs investigating
- Pilots/data must be sought to provide the evidence base. But how should open data be controlled (controlled by market or by government (EU model))
- Understanding the outcome of the relationships between
 - Goals and the shape of MaaS
 - Transport network and bundle creation
 - How does the integrator choose the operator?
 - Temporal and scale connections (eg urban/rural; developed/developing)
 - Who is MaaS for
- What sort of regulatory framework?
- Pricing strategies: the 3 dimensions
- What sort of regulatory framework?
- Pricing strategies: the 3 dimensions
- Willingness of operators to change business models to be inside the MaaS package



Recommendations for Thredbo 16

- How should MaaS be regulated
- Relationship between goals and how MaaS develops
- Partnership issues
 - Underpin relationships in the market
 - Public and private collaborations need to be developed beyond standard procurement procedures
- Who owns the customer
- What willingness is there for operators to join MaaS packages? What terms are they willing to participate?
- Brand issues and bidding power in terms of package creation.



Questions? Comments?

