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

- Student
- Operator
- Government/Planning
- Consultant
- Bus Association
- Academic

Countries represented

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

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- Australia
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- Sweden
- UK
- US

Countries represented in: 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
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• 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?