Public Sector Roles in Mobility as a Service:
Promoter, Partner, or Enabler?

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“...a type of service that through a joint digital channel enables users to plan, book, and pay for multiple types of mobility services.”
PUBLIC SECTOR ACTIVITIES

What have public sector actors done in relation to MaaS developments, and how have these activities shaped MaaS developments?

- **Public transport authorities have been very active**
  - Focus on growth goals for public transport
  - Changing view of how to organize MaaS
  - Mostly reflexive and tactical activities

- **Led by the Ministry of Transport and Communications**
  - Ongoing deregulation and reform of transport
  - Focus on economic renewal
  - Strategic, tactical, and operational activities

- **Newer topic compared to in Sweden and Finland**
  - Ongoing reform of transport regulation
  - Focus on deploying new technologies
  - Mostly strategic and tactical activities
MOBILITY-AS-A-SERVICE

MODES: Public transport, car rental, car sharing, taxi, & bicycle sharing
FEATURES: Prototype smartphone app, monthly bundles, & customer support
PARTICIPANTS: 71 households in Gothenburg, Sweden
DURATION: Six months (2013 - 2014)
FEEDBACK: 86% wanted to become regular customers
RESULTS: Less car use; more use of mobility services, bicycling, & walking

Shared Mobility in Rural Contexts: Organizational Insights from Five Mobility-as-a-Service Pilots in Sweden

Table 1. Analyzed rural MaaS pilots in Sweden.

<table>
<thead>
<tr>
<th>Pilot</th>
<th>Location</th>
<th>Period</th>
<th>Modes</th>
<th>App Integration</th>
</tr>
</thead>
<tbody>
<tr>
<td>DalMaaS</td>
<td>Skattungbyn</td>
<td>November 2018 –ongoing</td>
<td>Ridesharing (private car and special transport)</td>
<td>Search and book functionality integrated in app</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Search, book, and payment functionality integrated in app, except for public transport, which is deep linked (i.e., a hyperlink that links to a specific piece of content on a website or app)</td>
</tr>
<tr>
<td>FjällMaaS</td>
<td>Södra Årefjällen</td>
<td>February 2020 –ongoing</td>
<td>Commercial bus service, home delivery, ridesharing and public transport</td>
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<tr>
<td>Hämta</td>
<td>Torhamn</td>
<td>March 2018 –April 2018</td>
<td>Ridesharing and public transport</td>
<td>Search and book functionality in web app and deep link to public transport</td>
</tr>
<tr>
<td>KomILand</td>
<td>Broddetorp, Timmersdala &amp; Lundsbrunn</td>
<td>October 2020 –ongoing</td>
<td>Public transport, two types of car sharing, bicycle sharing, tool sharing and taxi</td>
<td>Search, book, and payment functionality integrated in app, except for taxi and car sharing, which are deep linked</td>
</tr>
<tr>
<td>Mobil-</td>
<td>Broddetorp</td>
<td>September 2013 –September 2018</td>
<td>Ridesharing</td>
<td>Search, book, and payment functionality in web app, which also visualized public transport schedules</td>
</tr>
</tbody>
</table>
samåkning    |                            |                          |                                            |                                                                                  |

Source: https://www.mdpi.com/2071-1050/13/18/10134
GOVERNANCE PRINCIPLES

LONG-TERM VISION
Set an inspirational long-term vision for MaaS that builds on transport policy objectives and links MaaS developments to other policy areas.

AGENDA FOR ACTION
Develop an agenda for action, including activities aimed at strengthening service systems, and at weakening the private car regime.

EXPERIMENTATION
Facilitate knowledge generation by investing in experimentations and by establishing internal conditions that favor risk taking.
DEVELOPMENT SCENARIOS

MARKET-DRIVEN SCENARIO

Public transport providers
Other mobility service providers

MaaS Operators

MaaS Integrators

Users / Customers / Citizens

PUBLIC-PRIVATE SCENARIO

Public transport providers
Other mobility service providers

MaaS Operators

MaaS Integrators

Users / Customers / Citizens

PUBLIC-CONTROLLED SCENARIO

Public transport providers
Other mobility service providers

MaaS Operators

MaaS Integrators

Users / Customers / Citizens

Public sector responsibilities
Private sector responsibilities
# Governance Pathways

<table>
<thead>
<tr>
<th>Role</th>
<th>Development</th>
<th>Diffusion</th>
<th>Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAAS Promoter</td>
<td>Takes the lead in transforming MaaS visions and ideas into operational services</td>
<td>Acts as the lead customer for MaaS services and/or advertises MaaS services</td>
<td>Integrates mobility service data and tickets, and operates MaaS services</td>
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<td>(mostly hands-on)</td>
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<tr>
<td>MAAS Partner</td>
<td>Participates in knowledge sharing forums and in MaaS experiments</td>
<td>Legitimates MaaS services, supports marketing, and shares user insights and data</td>
<td>Mediates data and tickets from mobility service providers to MaaS services</td>
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<tr>
<td>(hands-on &amp; hands-off)</td>
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<tr>
<td>MAAS Enabler</td>
<td>Opens for and funds MaaS-related experimentation and research</td>
<td>Promotes the diffusion of mobility services and/or digital interfaces</td>
<td>Feeds data and tickets for its own mobility services into MaaS services</td>
</tr>
<tr>
<td>(mostly hands-off)</td>
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<tr>
<td>Laissez-faire</td>
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<tr>
<td>(limited intervention)</td>
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<td></td>
<td>Monitors MaaS development processes while continuing business as usual</td>
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Discussion

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