Policy options in MaaS context

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1. When?

2. Why?

3. How?

4. What we need Maas Alliance for?
MaaS is here today
1. When?

2. Why?

3. How?

4. What we need Maas Alliance for?
“Traditional ownership models will not meet the future expectations of consumers, as 42 percent are very interested in subscription pricing, while another 24 percent of respondents are very interested in fractional ownership of vehicles.”
The price of personal mobility
Mobility as a Service provides tools for transport decarbonisation.
1. When?

2. Why?

3. How?

4. What we need Maas Alliance for?
1. Choose your level of ambition

2. Choose your policy tools

- Use MaaS to meet policy goals
- Ensure access to mobility market
- Avoid bottlenecks, monopolies or closed systems
- Work with open data & architectures and standard interfaces
- Consider investments to jumpstart ecosystem
- Avoid subsidies, create incentives to end-users instead
How to plan for future?

• **Think Multimodality 2.0:**
  • Multimodal infrastructure (especially transit stations)
  • Multimodal data
  • Multimodal services
  • Multimodal regulation
  • Multimodal administration

• **Let it blur:** enable optimised use of public, private and shared fleets (and other resources, like parking spaces)

• **Avoid unnecessary distinction / silos while planning transport of people and goods, focus on synergies instead**

• **Plan for and with the end-users!**
Nail it or fail it....

Integration
* Technical interoperability
** Access to market

Better than owning our own car
* Flexible
** Reliable

Based on the best local ingredients, but also...
* Scalable
** Roamable
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What do we need MaaS Alliance for?

- Builds open MaaS ecosystem
- Ensures that Maas user is always “better off”
- Enhances roaming of services
- Provides market insights & MaaS information
- Connects “problem-owners” with solution providers
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