



Business models, enabling framework and evidence for European seamless mobility

Melinda Matyas

Research Associate

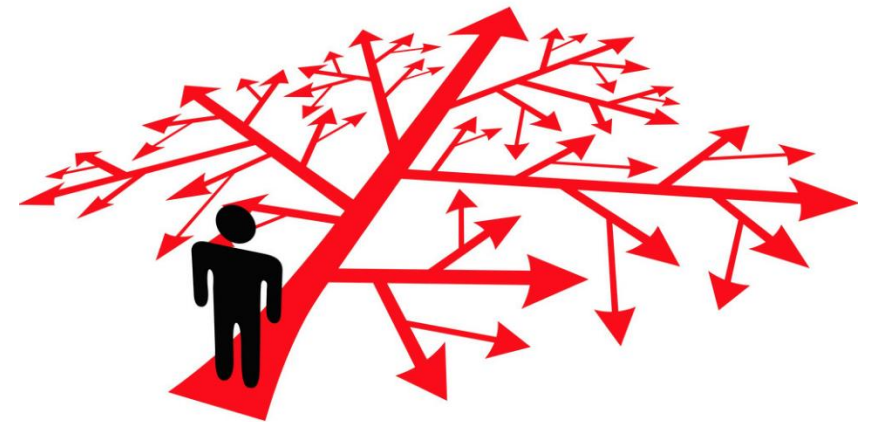
MaaS Lab, Energy Institute, University College London

How can MaaS look like in a city?

No one model fits all!

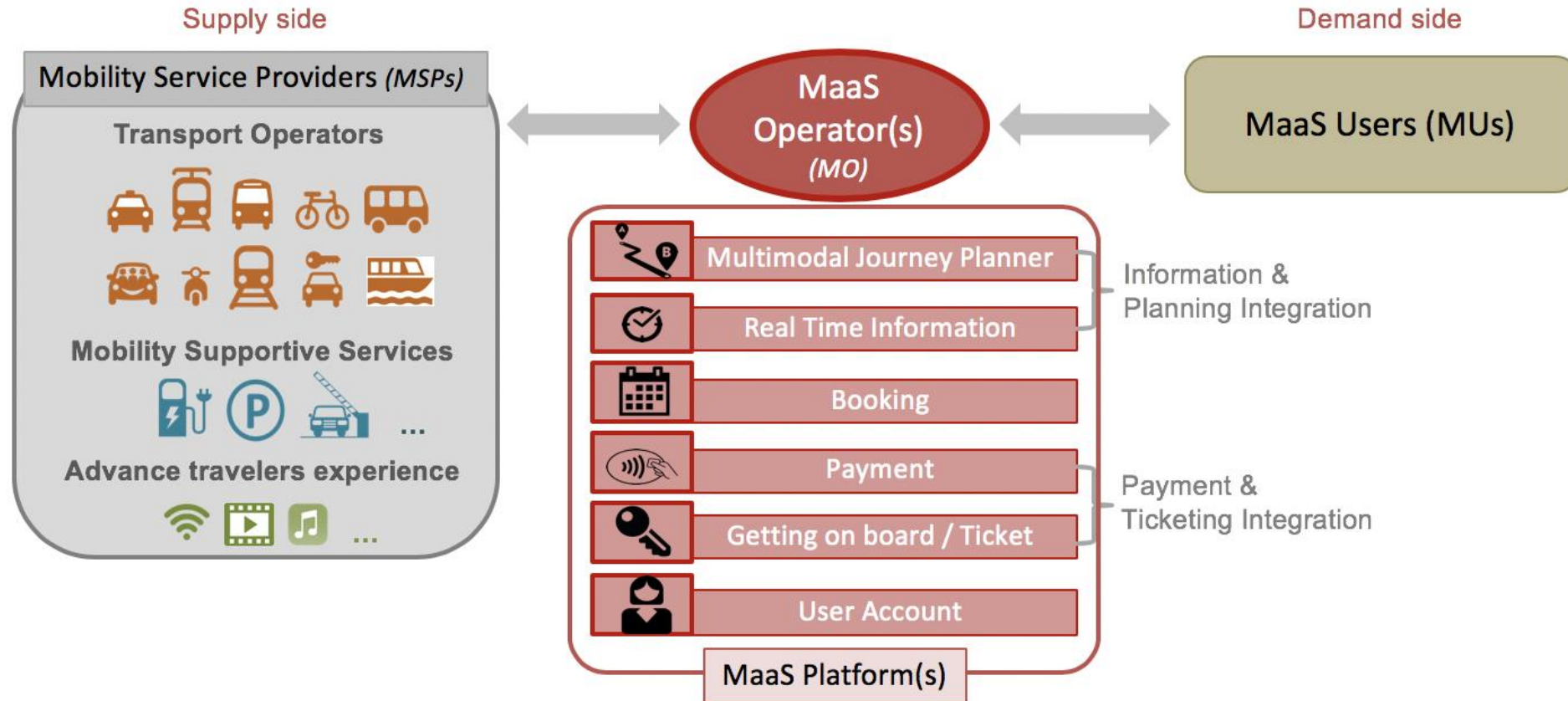
→ Cities/regions need to evaluate many factors when supporting a specific MaaS option:

- Availability and openness of transport services
- Threat of a monopoly vs. competition
- Number of users and travel behavior
- Importance of neutrality and impartiality
- Local and regional policy goals



What different MaaS operational and governance models are there?

Who should be the MaaS Operator?



Who can be the MaaS operator?

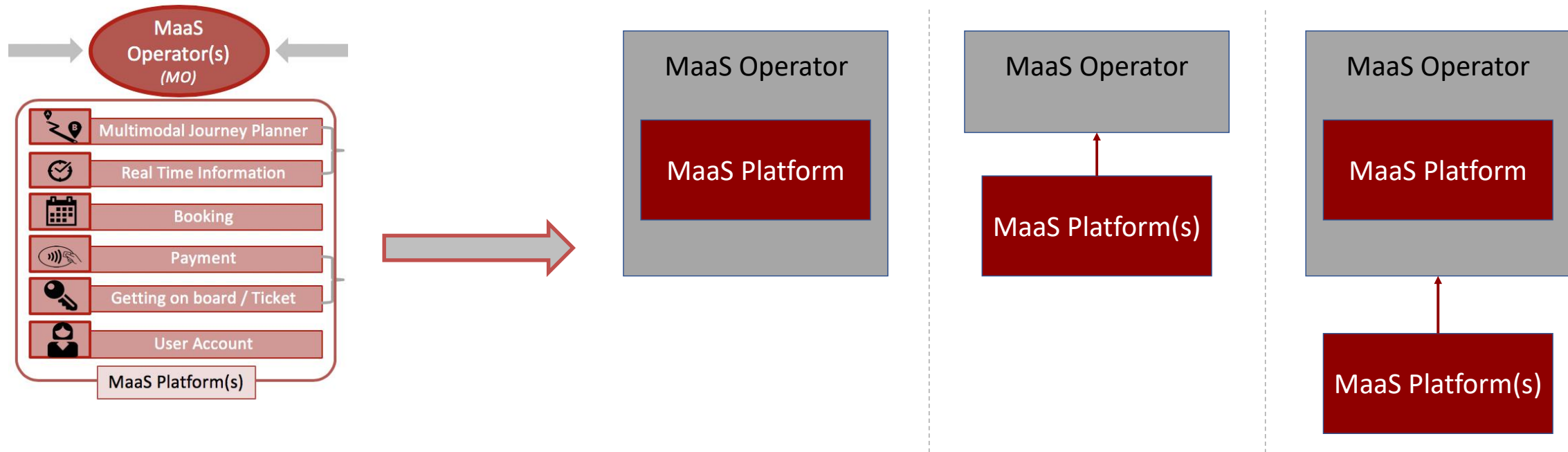


- Easier to set up and develop transport services in MaaS
- Established communication channels with other modes (usually)
- In several cases, they are also regulators, can support MaaS enabling regulation



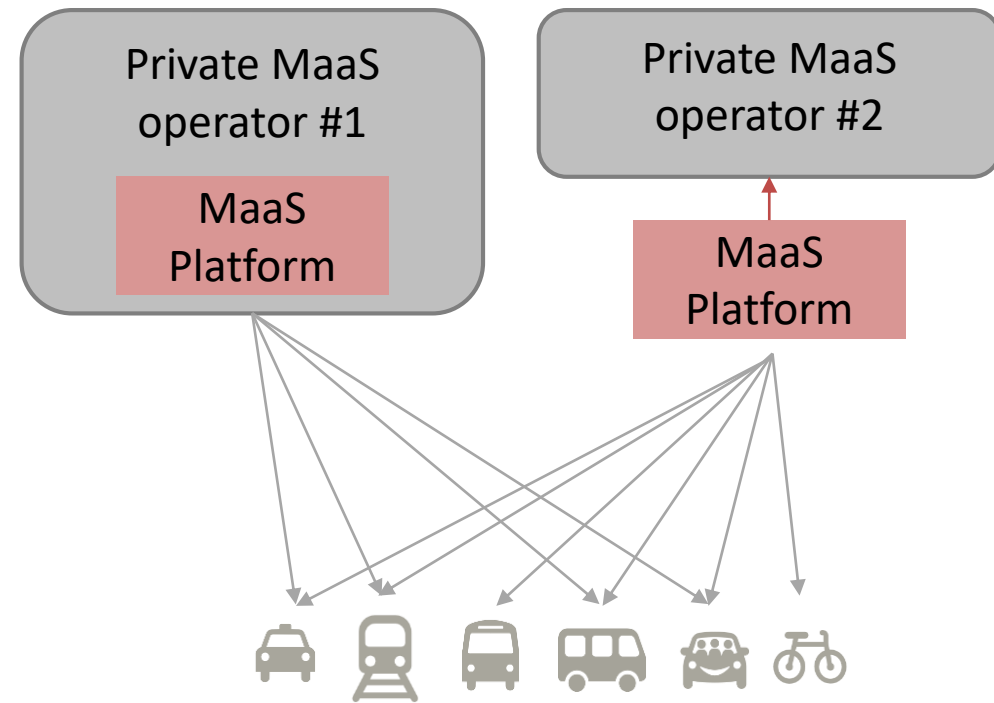
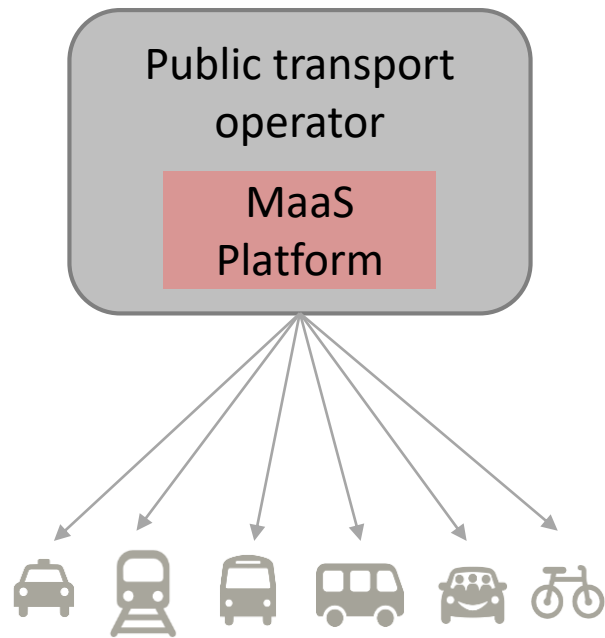
- There is a lack of diversity in smaller/private operators
- Usually large organizations, where bureaucracy may slow down innovation
- Usually non-profit: either constrained by law or lack incentives to develop MaaS services that could advance the traveler experience

Who can be the MaaS platform provider?



Source: Kamargianni, M., Matyas, M., Li, W., Muscat, J., Yfantis, L., 2018. The MaaS Dictionary. MaaS Lab, Energy Institute, University College London. Available at: www.maaslab.org

Examples of different models



What model is best for your city?

What can cities do to understand more about the potential of MaaS in their areas?

Discuss with stakeholders

- Workshops and interviews with all stakeholder groups
 - Mobility service providers – opportunities and barriers
 - Users – travel behavior, technology adoption

Evaluate your city's readiness for MaaS

- Feasibility studies
- MaaS Maturity Index¹
- Checklist: what criteria does a MaaS system need to satisfy to achieve policy goals?

Initiate discussions with actors



- With the potential MaaS Operator(s)
- With the potential MaaS platform provider(s)

¹MaaS Maturity Index: <https://www.maaslab.org/maasindex>



MaaS Lab

www.maaslab.org

Follow us:  @maaslab_org  MaaS Lab UCL

Thank You!

Melinda Matyas
melinda.matyas@ucl.ac.uk