Business models, enabling framework and evidence for European seamless mobility

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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?

**Public sector driven**
- Public Transport Authority (PTA)

**Private sector driven**
- Transport provider
- Journey planning company
- Other third party

**Pros**
- Likely faster deployment and profit maximization
- Established communication channels with other modes (usually)
- In several cases, they are also regulators, can support MaaS enabling regulation

**Cons**
- May be difficult to diversify role
- Lower incentive to promote policy goals
- Usually non-profit: either constrained by law or lack incentives to develop MaaS services that could advance the traveler experience

**Pros**
- Usual negative organization: policy goals
- No fleet = no conflict of interest

**Cons**
- Establishment of communication channels with other modes (usually)
- Sometimes they also regulate, can support MaaS enabling regulation
Who can be the MaaS platform provider?

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 Index\(^1\)
- 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)

\(^1\)MaaS Maturity Index: [https://www.maaslab.org/maasindex](https://www.maaslab.org/maasindex)
Thank You!

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