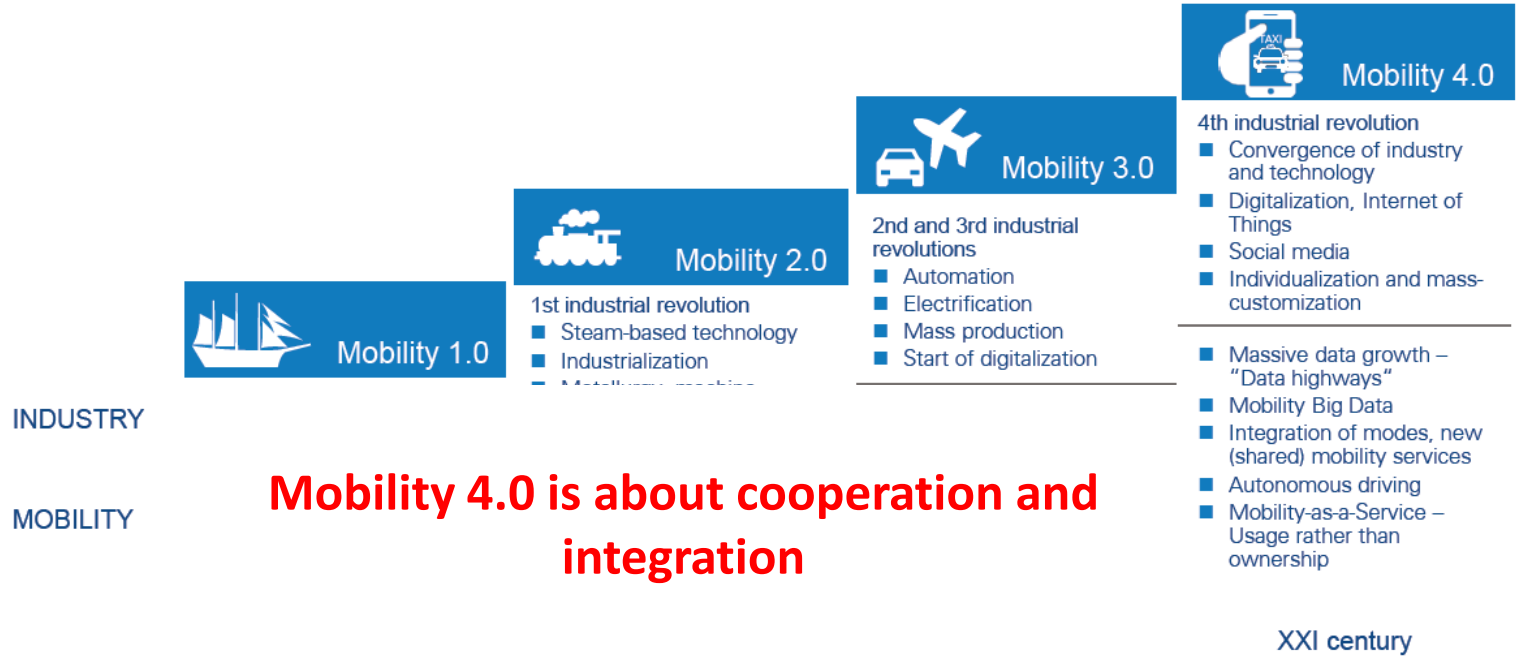
# On the road from multimodality to MaaS

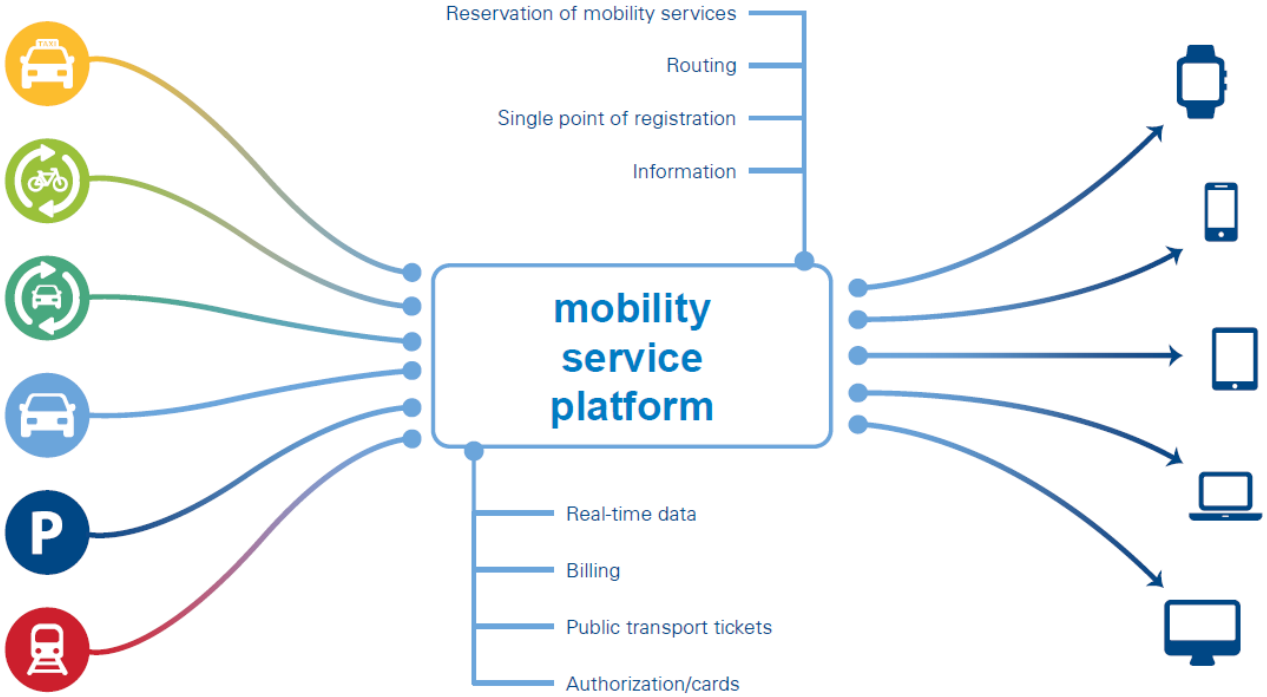
# The evolvement of mobility




**Mobility 4.0 is about cooperation and integration**

Source: Arthur D. Little

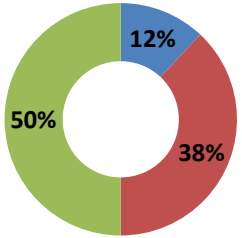
# Integration of modes as key element




Source: upstream mobility

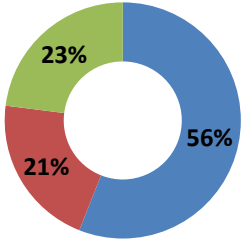
# Consumer Attitudes

„I would be willing to try transport modes I previously did not use if my MaaS plan included them“



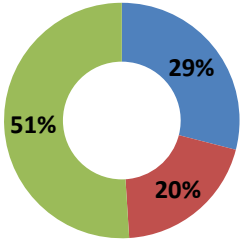

MaaS opens new opportunities for currently underutilised modes

„If MaaS were available I would not need to buy a car at all“




MaaS has the potential to decrease vehicle purchasing among current non-owners

„MaaS would help me depend less on my car“




MaaS has the potential to decrease private vehicle usage

Disagree
Neutral
Agree



Source: www.maaslab.org@UCL

# Consumer Attitutes

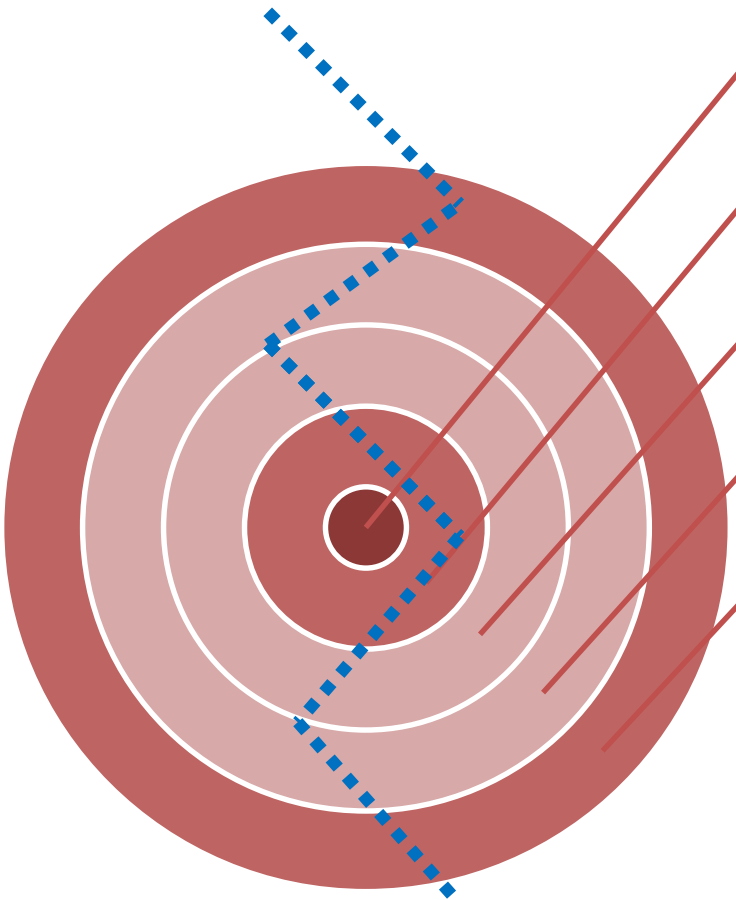
Who’s going to carry me (home)?

What‘s the value of that service?

What‘s my emotional touch?

# Who is in the driving seat?

# Public - Private



components / vehicles

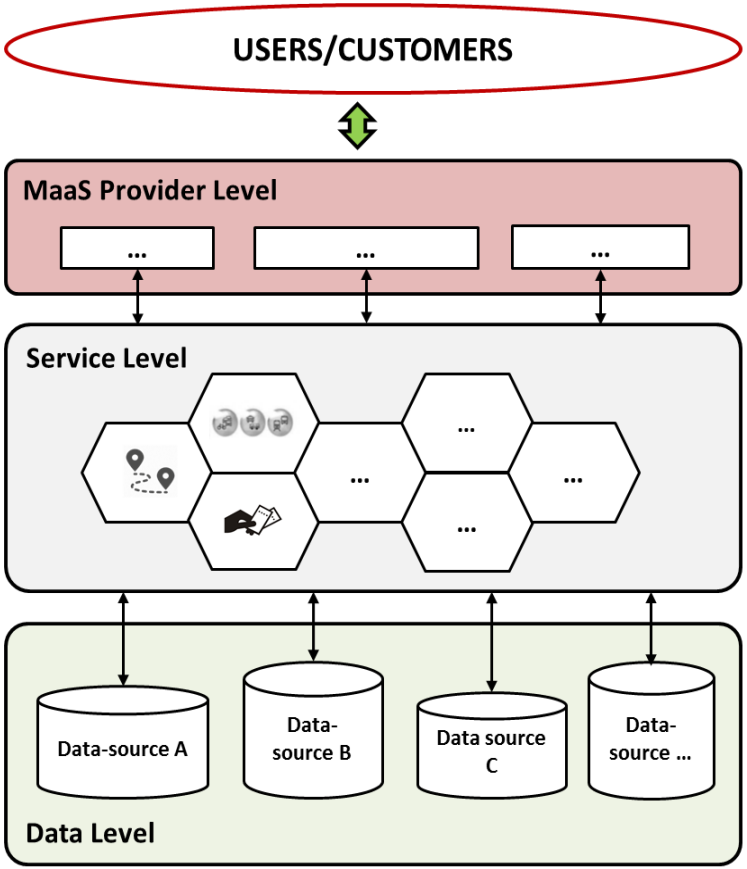
Digital infrastructure

Services based on (integrated) mobility management

Mobility Service Platform

integration of sectors (life style, habitation, employment, …

# MaaS Architecture & Day 1 Actions




Travellers

Public/Private MaaS Provider / Governance Level (e.g. SMILE framework design, BeamBeta, ...)

Public-Private MaaS Service Level (e.g. VAO, Ticketshop, basemap.at, ...)

MaaS Data Provision Level (e.g. network data, timetable information, LoS, realtime information, ...)

- Access to transport/traffic data & services
- Implementing a common governance structure regulating/deregulating data markets
- Performance indicators/KPIs for common backend services
- MaaS framework → defining the border between public responsibilities and market shares

**→Enable effective matching of supply & demand**

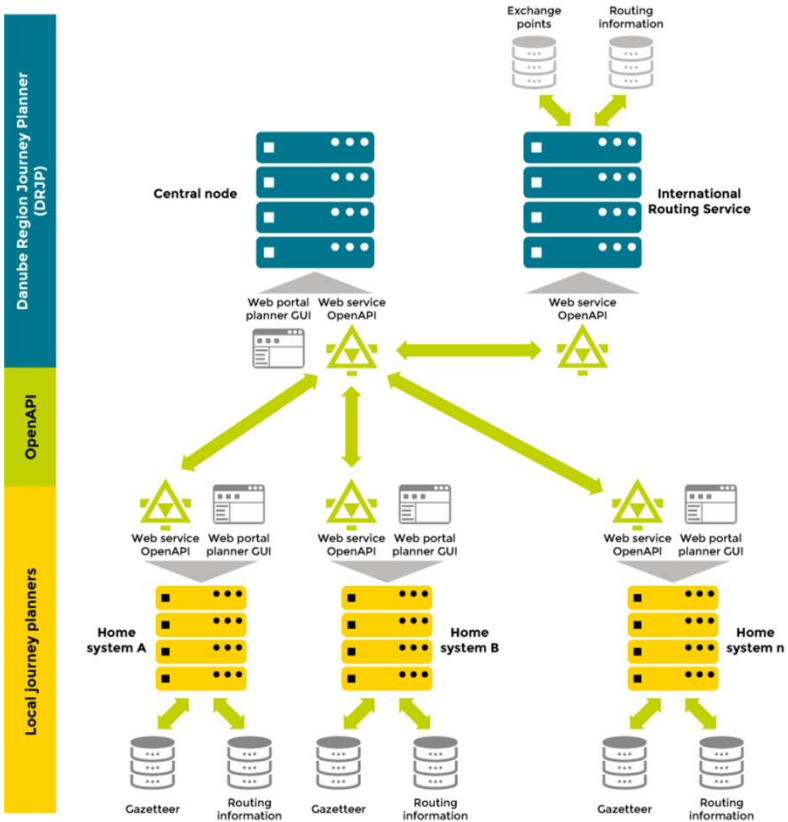


Source: MaaSiFiE

# Is it really about data?

# Linking Services

Source: Linking Danube



# What does that mean for RNOs?

- A digital infrastructure is the backbone for future mobility services
- Integrated traffic management is becoming high important
- Will mobility pricing become one of the key parts of future MaaS services?
- Cooperation (even accross modes) is key

➔ Ensure scalability!

  - Accross modes
  - Accross areas
  - Ensure todays investments prepare yourself for tomorrows needs!

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