

# What to do about MaaS?

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Ideas + Action  
for a Better City

Transport as a service

## It starts with a single app

*Combining old and new ways of getting around will transform transport—and cities, too*

MOBILITY AS A SERVICE

# The Value of Mobility-As-A Service for Cities

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## How 'mobility as a service' will help build a holistic transport future

## Mobility as a Service: Is This the Future of IT?

Mobility as a service, or MaaS, may be the most cost-effective way for organizations to provision IT infrastructure that yields essential benefits.

MOBILITY AS A SERVICE

## Mobility as a Service: Will It Give Greater Sustainability to Our Cities?

# What is Mobility as a Service?

One platform for **planning, booking, and paying** for a package of (public and private) transportation services.

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Maas **brings together** the various transportation options in a city – such as public transportation, shared bikes, ride-hailing services, on-demand options and more – and allows people to **plan their route**, choose their **preferred mode** of travel and **book and pay** for everything via one app.

# But really, what is MaaS?



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Public transport	HSL 30-day ticket	HSL 30-day ticket	Unlimited HSL single tickets	Pay as you go
City bike	Unlimited	Unlimited	Unlimited	Not included
Taxi (5km)	€10	-15%	Unlimited	Pay as you go
Rental car	€49/day	Weekends	Unlimited	Pay as you go



# Swirling questions

- Data sharing
- Customer service
- Commission
- Trust
- Ridership growth
- Customer relationship
- Private companies creating public value

# Why We Can't Leave Transportation Apps to the Private Sector

By Ratna Amin, Transportation Policy Director and Arielle Fleisher, Transportation Policy Associate

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The ability to pay for buses, bikes, scooters, taxis and trains through a single app is on the way. But who should manage it? Photo by [Sergio Ruiz](#).

# Risks if the public sector is not involved in shaping MaaS

A restricted mobility marketplace limits options.

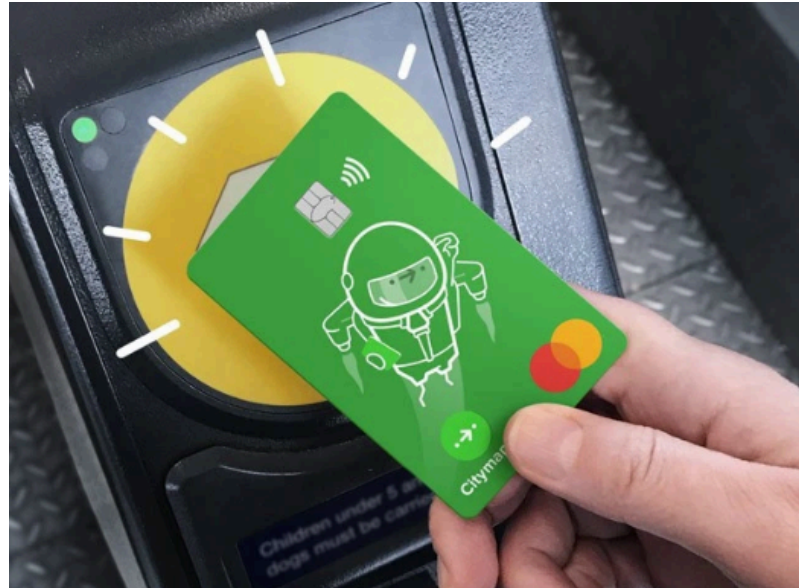
Public transportation loses relevance.

Private management reduces access and equity.

People have less incentive to make sustainable choices.

Transportation services diverge further.

# Public transportation may be left out of the new mobility marketplace





# Case for Public Stewardship

The public sector should set a vision and a framework for MaaS.

We need to decide who is responsible for creating and implementing the region's MaaS vision.

We need to engage in conversation with private sector mobility operators and find opportunities for collaboration.

We have to get our ducks in a row and make our region MaaS-ready.

# Thank you!

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