# Policy Briefing 1

1. PriMaaS Vision

The Mobility-as-a-Service (MaaS) is a recent concept whose main objective is to change the way people travel and pay for mobility services. The provision of transport services is one of the key pillars of strategic importance for regional authorities. Therefore, regional policy instruments can play a valuable role in supporting the introduction of MaaS and simultaneously ensuring these new platforms will contribute to low carbon transport policy-goals, social inclusion and increased levels of accessibility.

The main vision of PriMaaS is to promote the integration of traditional collective transport modes with personal and innovative ones by creating equitable mobility services truly focused on citizens' needs. Regional and national policy instruments should be adapted to promote a fully integrated intermodal approach between all transport services, namely by using data provided and gathered in real time about both travel demand and travel supply. At the same time, multiscale policy instruments should ensure that the more comfortable and affordable travel options for any individual to get from A to B has also minimum carbon levels.

PriMaaS aims at increasing inter-organizational collaboration and building trust among key stakeholders (transport authorities, operators, providers of mobility services and consumers protection organizations). At the end of the 1st phase, 4 policy briefings and 6 action plans will be available to support policymakers and prepare regional policy instruments to a new arising paradigm in the transport sector.
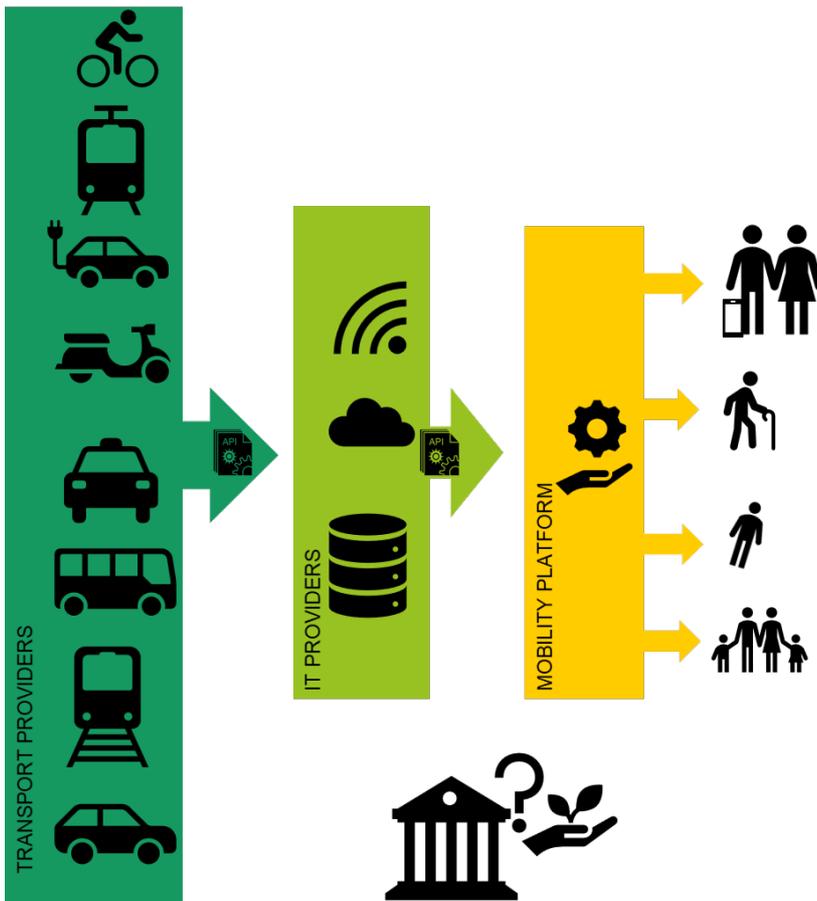
2. Current MaaS Development in Stockholm

There are 37 operators, (3 public, 34 private and 1 public-private). Ubigo, a Stockholm-based start-up, has reached the highest level of integration of modes including trip planning information for all public transport in Stockholm (SL) and selected private transport companies (taxi, carpool, car rental), integration of services for booking and payment and integration of the service offer (bundling/subscriptions).

The Samtrafiken, linking up public-private operators, contributes to achieve social goals such as it connects Sweden, improving accessibility to transport and therefore, quality of life.

Public operator SJ trains has a reward system called SJ Prio points, as well as comprehensible information online on "low price" calendars and last-minute tickets for youth/students/retired. The aforementioned services can incentivize commuters to opt for traveling by train.

There are several operators in the private sector relying on electric scooters in the city of Stockholm. However, none of these companies has joined efforts with MaaS operators. In the other hand, carpooling company Move About and taxi-company Cabonline collaborate with Ubigo, making them part of Stockholm's MaaS ecosystem.

Another observation is the lack of bike sharing scheme sponsored by the government. The only bike sharing scheme available at the moment is the one provided by the private company EU Bikes (one could also count in Wheels, a recent electric bike without pedals network). At the same time, peer-to-peer car sharing networks (SnappCar and GoMore), as well as carpool schemes (Aimo, Move About, etc.) have caught momentum, showing a culture of shared mobility.

A success factor of micro-mobility (el-mopeds, el-bikes) and electric cars in the city can certainly be attributed to the integration of booking, payment, vehicle-location and at times subscription offers in the services.

4. Recommendations for regional policymakers to improve the current policy environment

Tampere exchange of experience event highlights

1.   **A common strategy for sustainable urban development between cities in a country is desirable.**
   - 6Aika, the Six City Strategy 2014-2020 - Open and Smart Services, is a strategy for sustainable urban development. It is a joint strategy of six largest cities in Finland: Helsinki, Espoo, Vantaa, Tampere, Turku and Oulu. Together, they tackle the challenges of urbanisation and evolve towards ever smarter and inherently human-centric cities.

2.   **Need of mechanisms that bridge fragmented pilots to mainstream market. More specifically, a robust model for standards-based innovation and procurement of IOT- and AI-enabled services across domains. Linking governance (including law and management) to tech development is key.**
   - Consult the Digital Economy and Society Index (DESI), which summarises indicators measuring the digital performance and tracks the evolution of EU member states in digital competitiveness.
   - Decision makers may be interested in the Living-in.EU and the Declaration for upscaling digital solutions in Europe to boost sustainable digital transformation. It presents a 'Consolidated Report of Technical Specifications such as the Urban Platforms and OASC Minimal Interoperability Mechanisms.
   - Consult NEN's (Netherlands) ISO Standards that support innovation: https://www.iso.org/standards.html
   - The work of Open Agile Cities is remarkable in supporting local priorities:
     - Synchronicity Pilot published a Guide on a Framework / Standards on deploying, procuring IoT and AI-enabled services. Also visit their "Standards Library".
     - Consult the Minimal Interoperability Mechanisms (MIMs); a roadmap based on existing standards and mechanisms, governed by cities, supported by suppliers and infrastructure provides. It will benefit cities in terms of choice, flexibility, efficiency, value-for-money, economic development, reduced risk and innovation.

3.   **Investigate the impact of electric cars can have on the local economy. Automakers and suppliers are cutting costs to invest in new technology and local workers are affected.**
   - Countries such as Germany and Sweden may be affected more.

4.   **Launch open data initiatives where citizens can also input their data via a collaborative application, in order to increase awareness on environmental issues.**
   - Helsinki organised a city walk using an app designed to educate residents about street-level air and noise pollution. The residents were able to measure noise pollution with their smartphones and these measurements were collected and merged tothe pre-computed models of pollution exposure during the walk.

5.   **Testing and Scaling up MaaS innovation through cross-collaboration between business and public owners.**
   - The SmartRail ecosystem is a business and public-owned tram operator. It aims to become a provider of functions and services integrated into tram systems, whilst moving towards autonomous traffic (driverless tram). The vision is to have Tram As A Service provider to other cities. Business Finland, a public funding agency for research funding, directed by the Finnish Ministry of Employment and the Economy, has funded the SmartRail ecosystem. The SmartRail ecosystem is led by VTT Technical Research Centre of Finland (under the mandate of the Ministry of Employment and the Economy, as well as Skoda-Transtech Finland's major manufacturer of low-floor tram and railway rolling stock. At the moment, after several "innovation phases" where simulations have taken place. As next steps the SmartRail ecosystem's platform shall be tested with feedback from passengers in trams (and the environment).

6.   **Need KPIs and metrics to measure micro-mobility's sustainability and success: e-scooters.**
   - Ramboll is preparing a white-paper on measuring micro-mobility. The need came from a lack of good metrics measuring the sustainability and the success of the e-scooters. In this white-paper Ramboll will present findings of interviews conducted with 15 municipalities in the world, which resulted in 12 goals. The paper will highlight KPIs that shall be kept open and transparent.

7.   **Catering MaaS for all: Consider barriers in MaaS health services.**
   - Tuomi Logistiika is a company owned by the City of Tampere, the Pirkanmaa Hospital District and 19 Purkanmaa municipalities, which offers PALI; a service bus, plus taxi, to the elderly and passengers with reduced mobility. PALI has encountered problems in securing an "on-demand" service for passengers who have different needs. It is important to consider logistics such as the time required for some passengers to board or leave the vehicle, as well as time restrictions in having to book too early.
   - Note: Tuomi Logistiika also found that data processing issues (who owns, how data is stored) impact the use of such services.

8.   **Deregulation promotes competition in MaaS: act for data and systems interoperability and open interfaces**
   - Finland's Act on Transport Services brings together legislation on transport markets and creates preconditions for digitalisation and new business models in transport. It promotes fairness of competition in the market and competitiveness of the service providers of both passenger and goods transport. An important example is allowing third parties to sell public transport tickets directly from their systems. The Act pushes for data access and interoperability (no personal data collected): data and APIs must be provided in the appropriate formats.

- Uber was relaunched in Finland after the Act came into effect, committing -among other things- to give data.
- MyData is an important element of the Act. MyData meets the data protection requirements in the EU and realises individuals' data rights in practice, whilst offering new businesses potential as a counterforce to global data collection platforms.

While **there is agreement on basic steps required to foster the concept of MaaS** (e.g. open data, interoperable payment systems and having public transport as the backbone of the ecosystem), the challenge of using MaaS as an efficient tool to respond to societal goals is still not consensual. This topic will be addressed in next policy briefings and during the next exchange of experience events.