Who should control Mobility as a Service?

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VIASTRADA
TRANSPORT PLANNING AND DESIGN

Mobility As A Service

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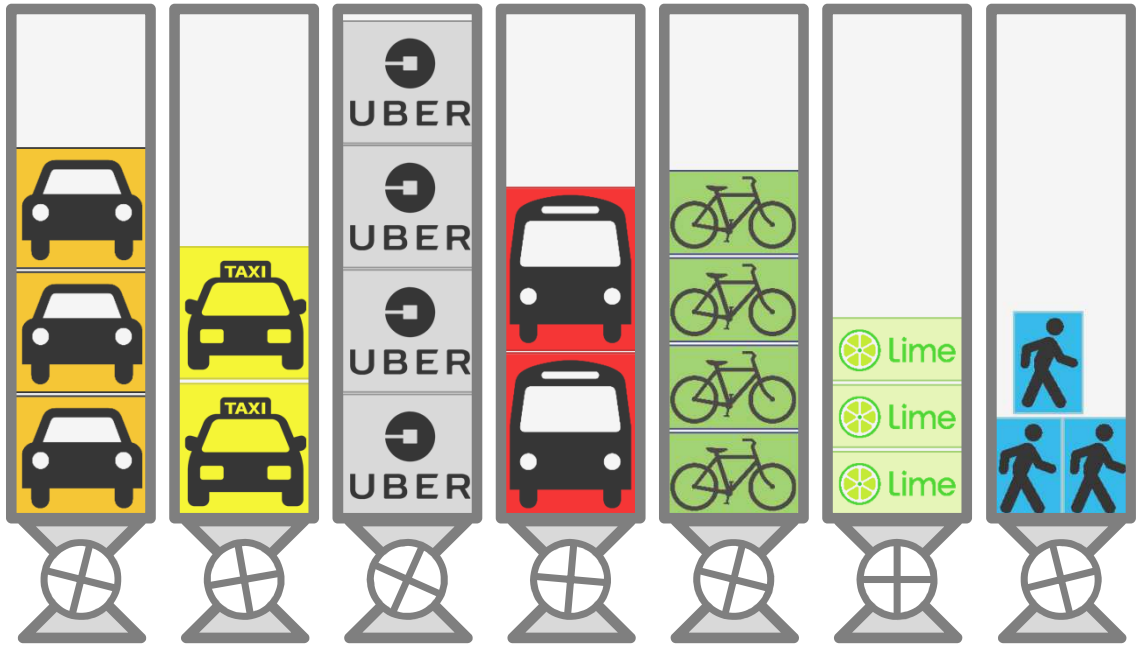
PICK 'N' MIX



Publicly Available
Owned by Others
Owned by You
Travel Alone
Shared by a Few
Shared by Lots
cityhop
cars by the hour
taxify
savy
DIAL·A·RIDE
uberPOOL
Supershuttlecr.com
Spinlister
THE GLOBAL BIKE SHARE
drivemycar
rideshare
Business VANS
The Website for Van Operators
mighway
LET THE JOURNEY UNFOLD
parkable
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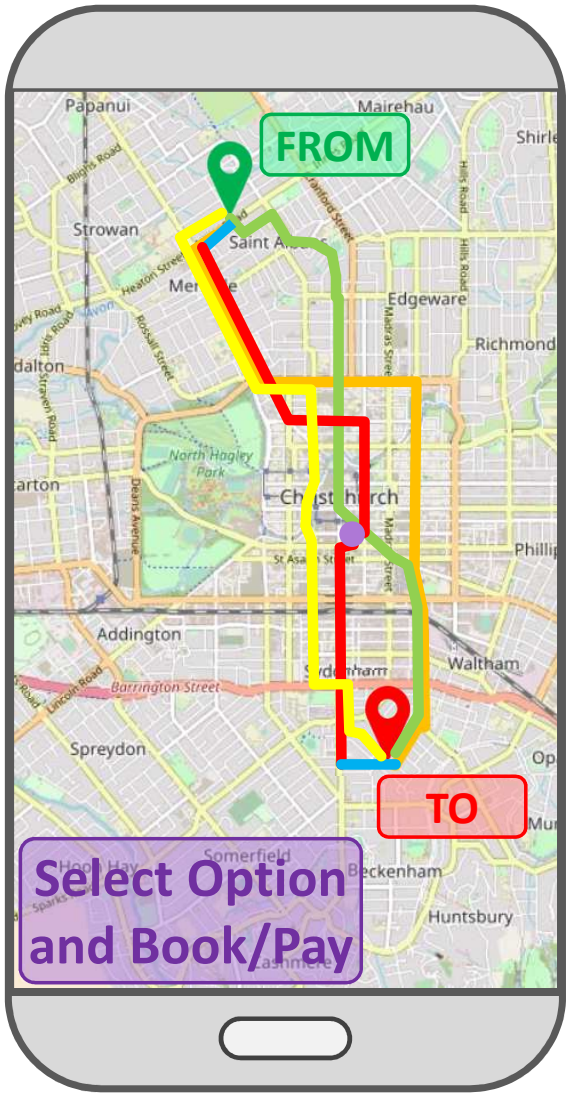
The “ideal” MaaS app



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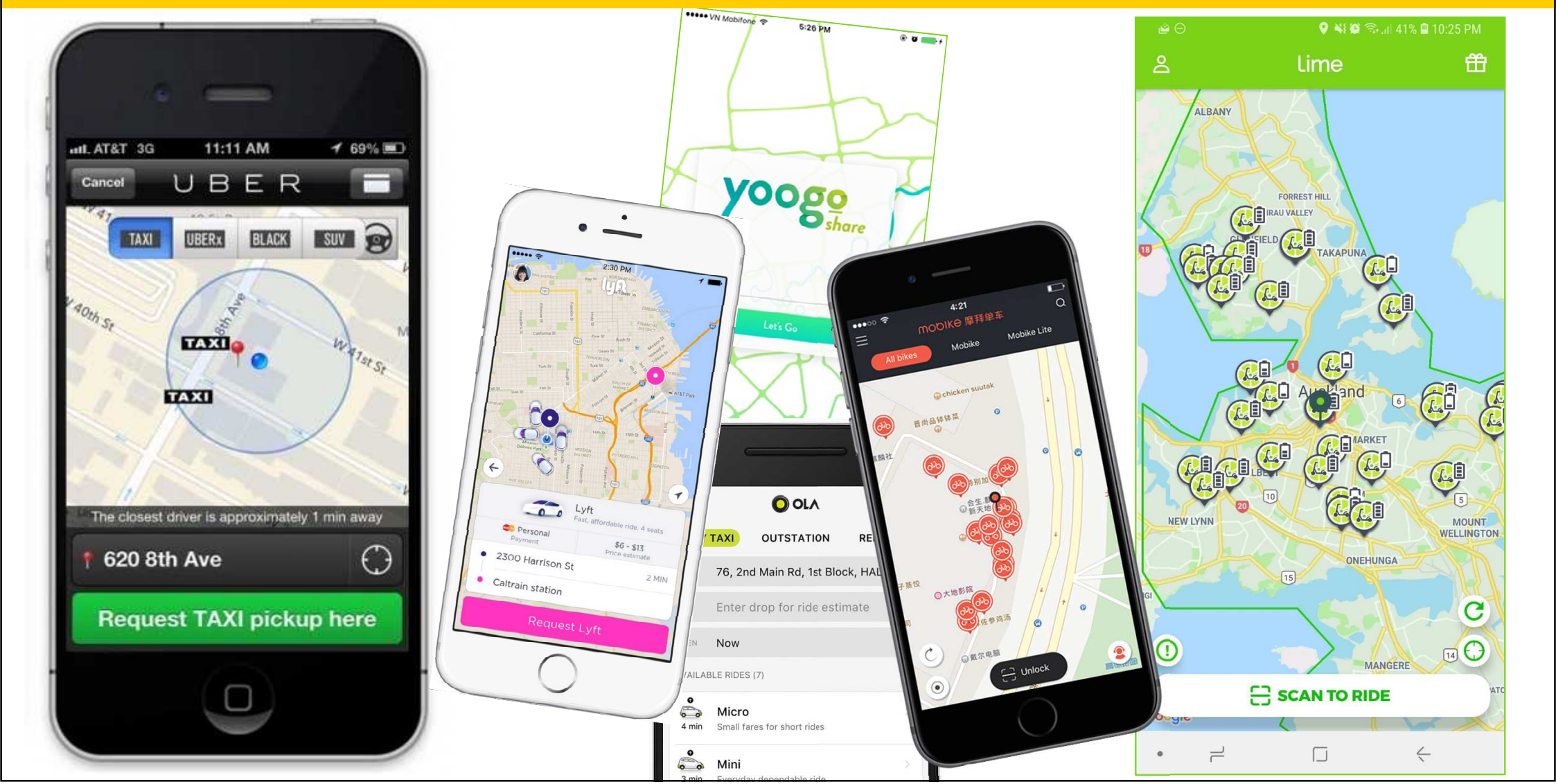
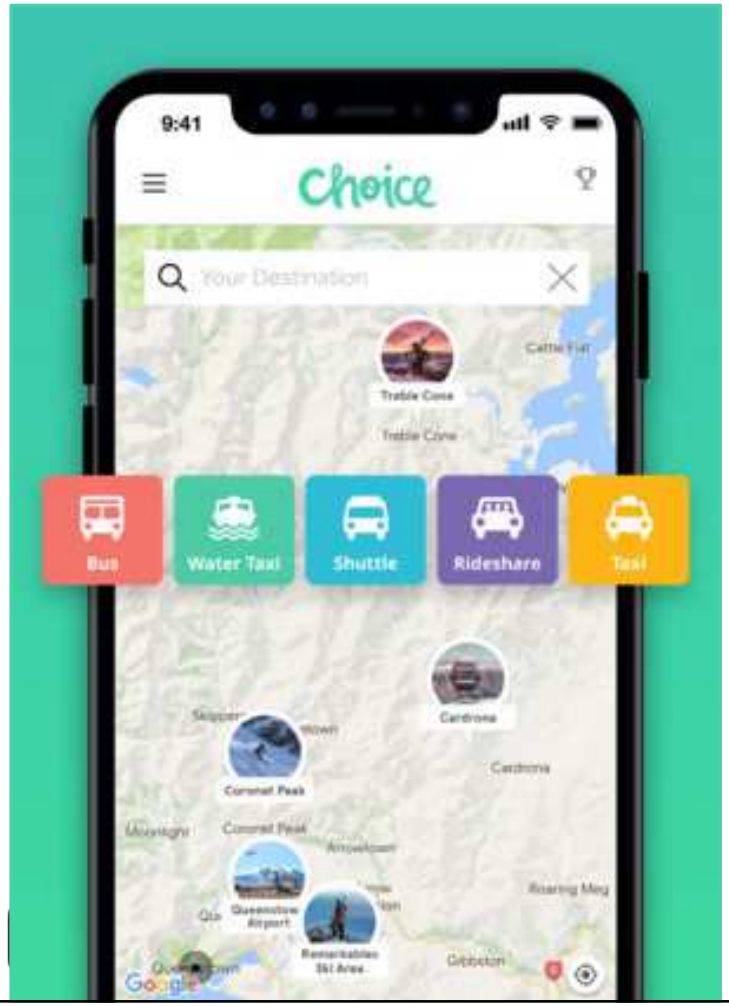
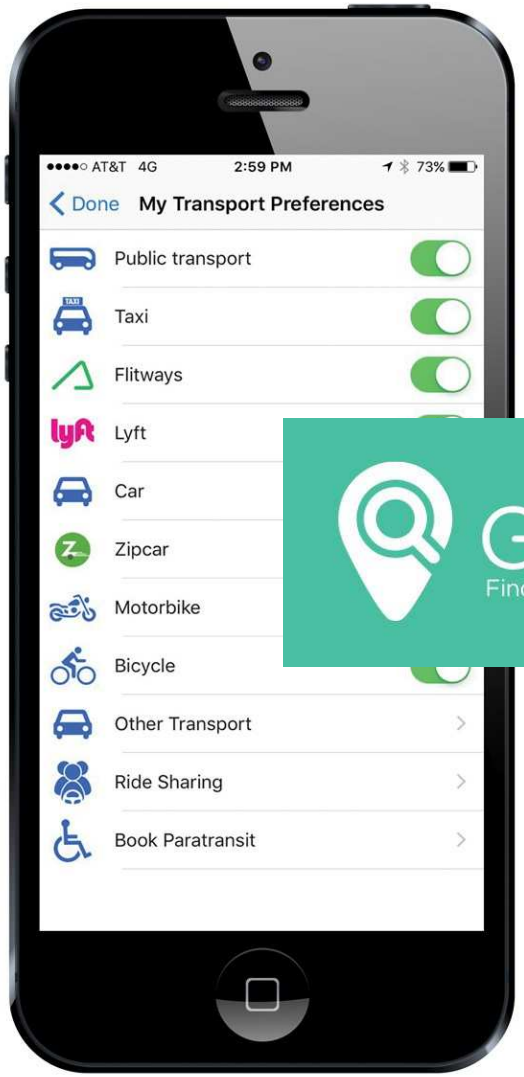
1.Private transport operator MaaS apps

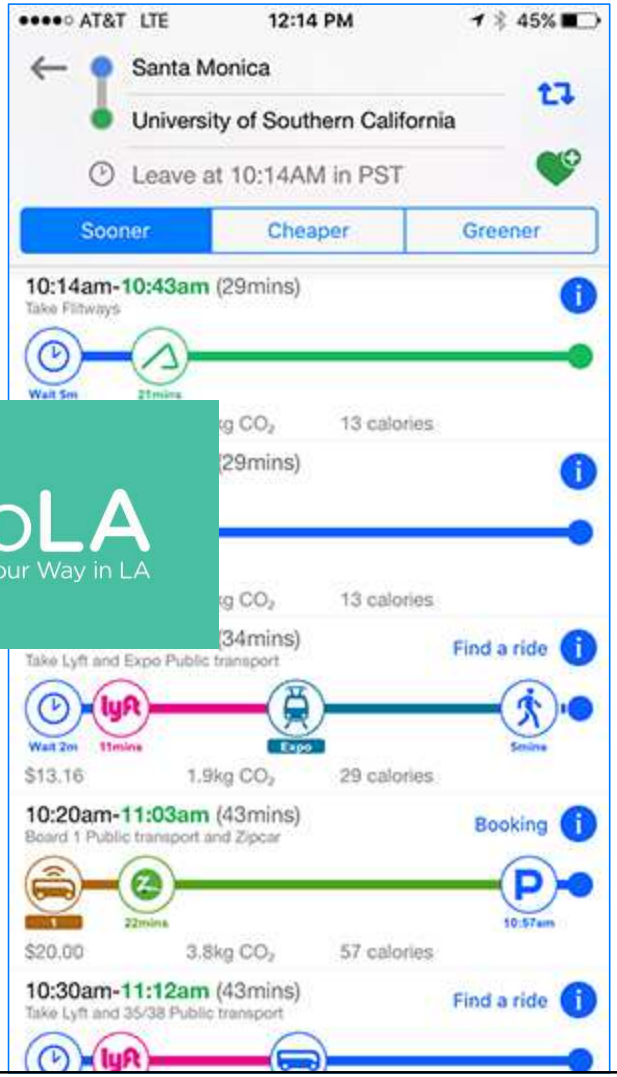


2.Public/govt transport organisation MaaS apps



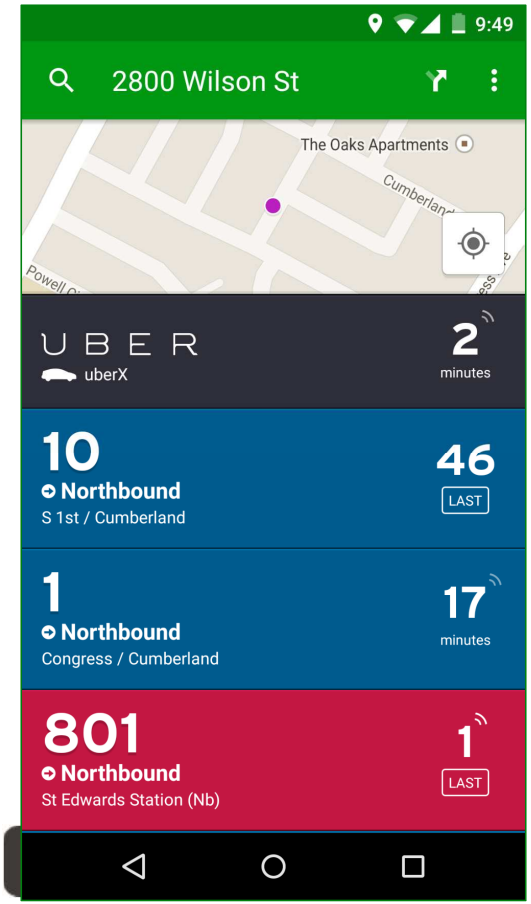


GoLA
Find Your Way in LA

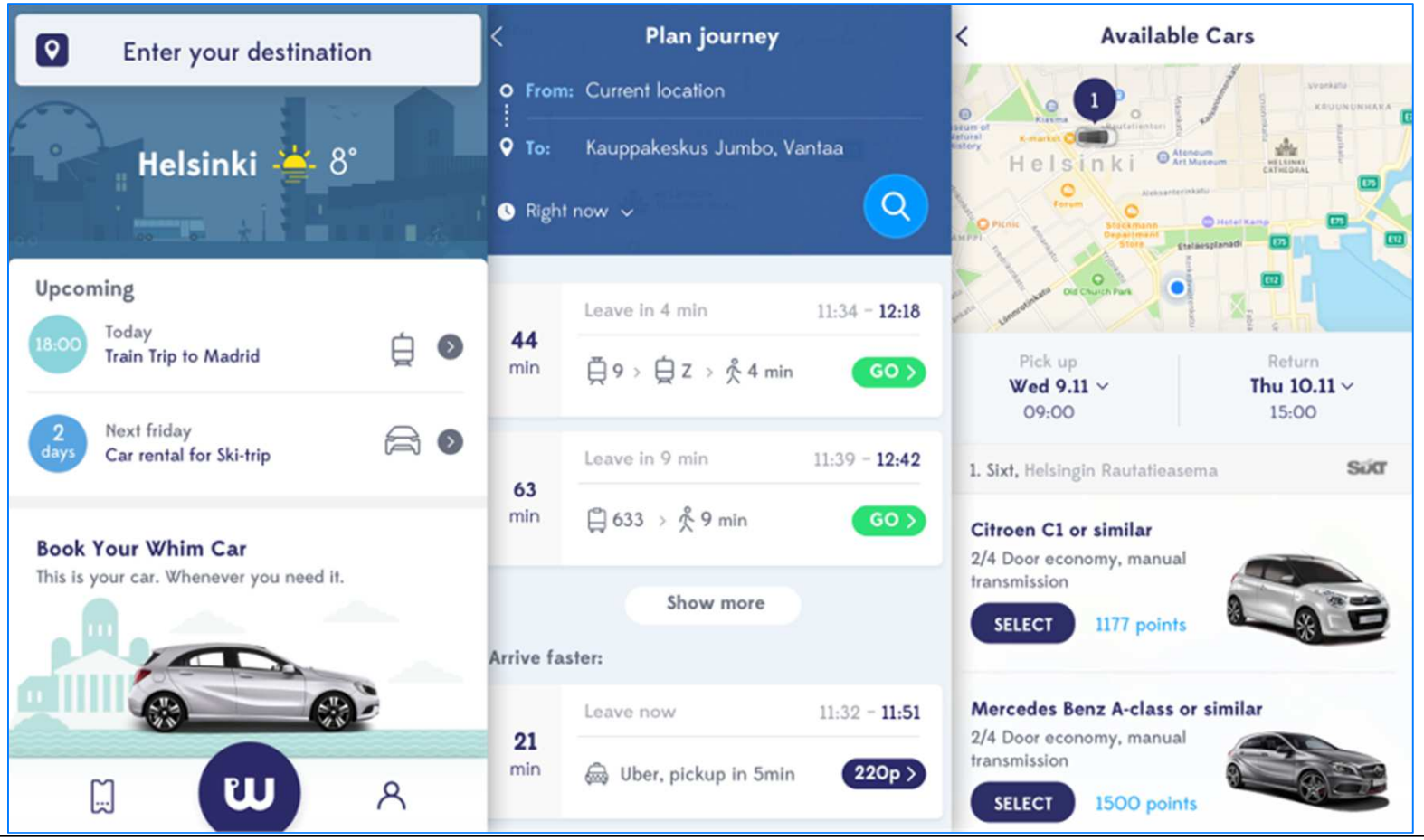


3.Independent software developer MaaS apps

transit



whim
freedom of mobility.



Comparison of approaches

Attribute \ Approach	1.Private transport operators	2.Govt transport organisations	3.Independent software developers
Coverage of available transport services	*Own services only*	*Most services*	*Most services*
Integration with booking/payments	*Own services only*	*Public transport only (sometimes)*	*Variable, mostly limited*
User experience (apps/websites)	*Varies*	*Not high priority*	*Most responsive*
Cost to public transport agencies	- *Typically none*	*Develop/maintain software*	*Provision of data APIs* *Possibly co-funding*

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Open Data is the Key!

- Develop and promote common transport service open data standards (e.g. variants on GTFS)
- Jurisdictions should also require an open data API by any private transport operators wishing to trade there
- Investigate development of common transport service booking/payment systems for MaaS app providers/operators
- Consider subsidising some niche trpt operators in return for
  - their open provision of service data, and
  - full integration into broader booking/payment systems

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Thank you!

- Questions?

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