

Integrating Mobility: Being Mobility-as-a-Service Ready

2019 APTA International
Study Mission



AMERICAN
PUBLIC
TRANSPORTATION
ASSOCIATION

August 2019

APTA 2019 Study Mission Delegation





Key themes

- Strategies
- Leadership
- Partnerships
- Business models
- Integration

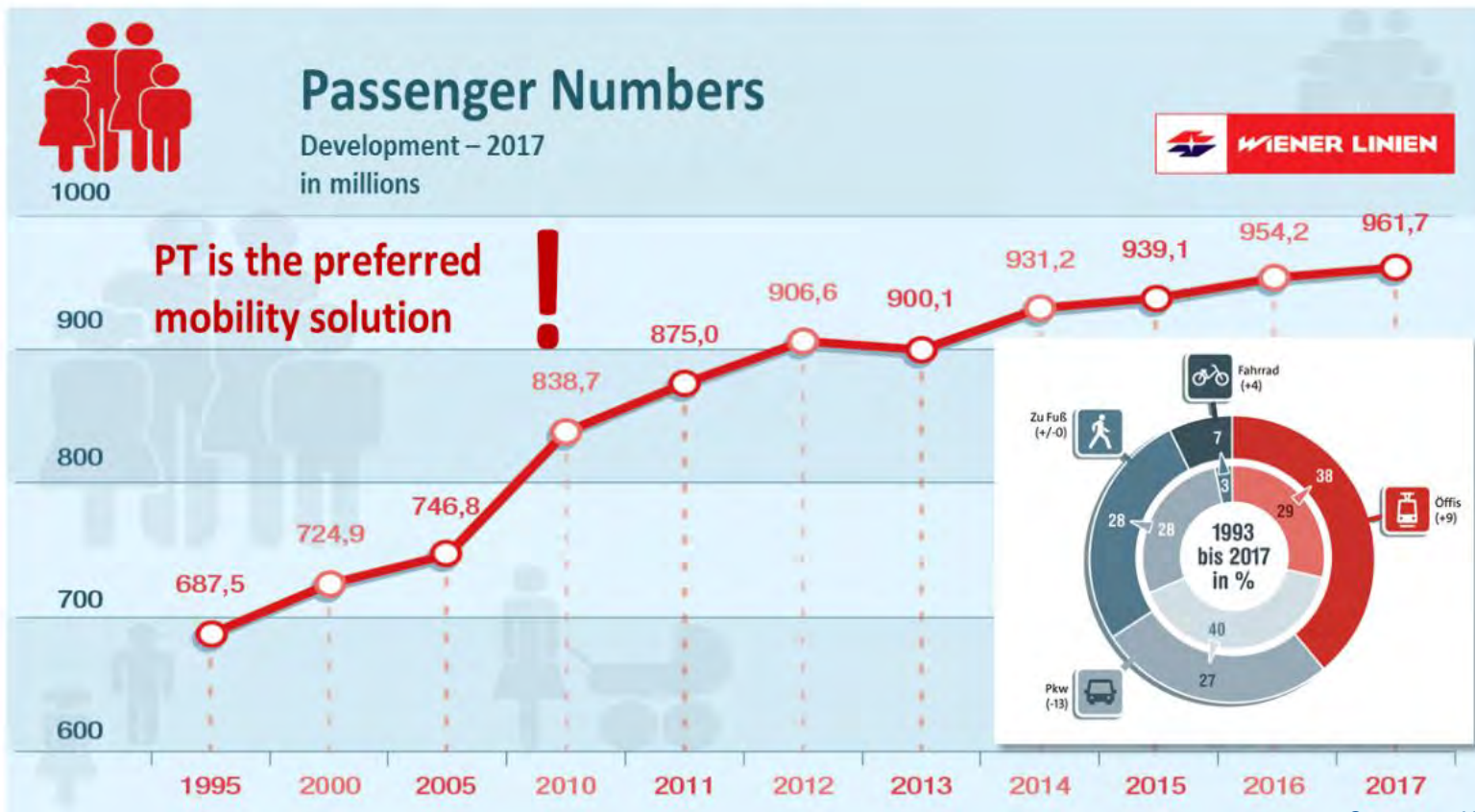


MaaS – Mobility-as-a-Service

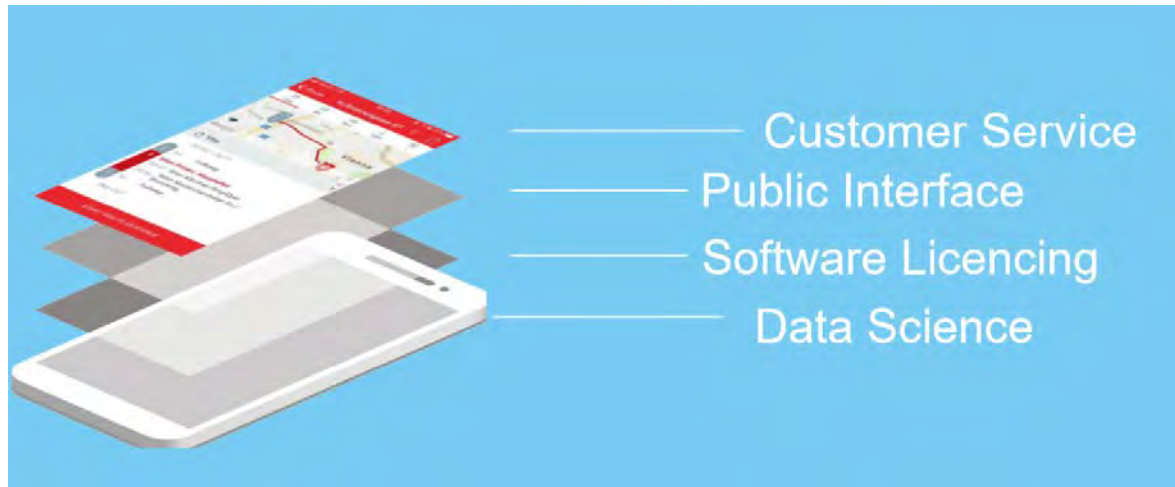


“The integration of a full range of mobility services into a single digital platform”

PT Ridership in Vienna – a Success Story



Public Shareholder Structure







- **Public Transit**
- **CarSharing**
- **Taxi**
- **Bicycle**
- **German Rail**
- ...

Registration

Routing

Booking

Billing

The world's first **multimodal subscription packages including payments**



whim to go

Pay-as-you-go.

Download for free from
App Store and Google Play.

whim Urban 30

Unlimited Public Transportation
and Bikes.

Taxis max 10€ per ride
(within 5 km radius).

Preferential rental cars rates

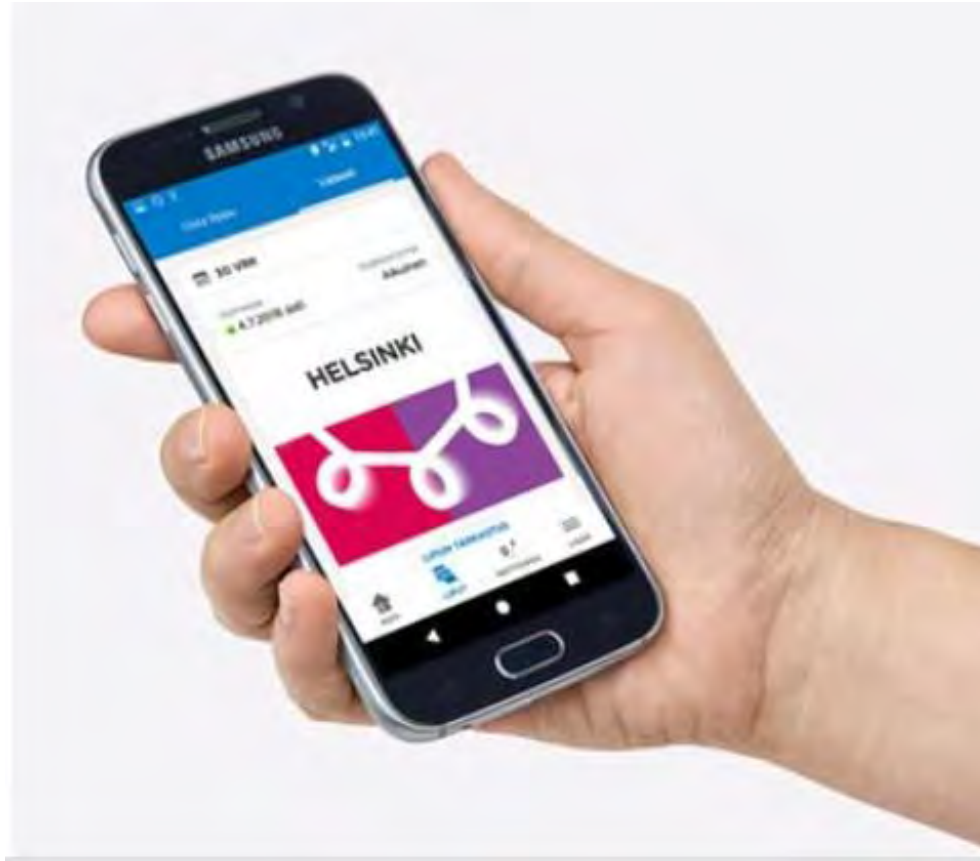
whim Unlimited

All modes of transportation,
for all your needs,
with unlimited usage,
all month long.

Price less than owning a car.

...and, soon coming more.

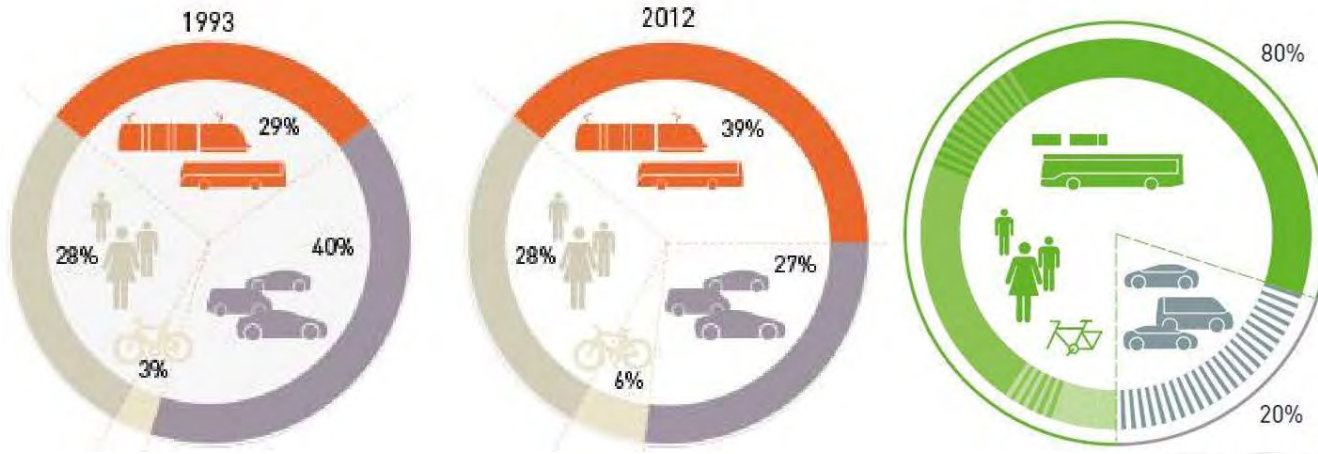
HSL's App and Mobile Ticket



**“Set a regional vision and
implement the appropriate MaaS
solutions”**

Vienna's sustainable mobility target

Modal Split 1993-2012-2025



The Most Functional City In The World:

Helsinki City Strategy 2017–2021



Helsinki

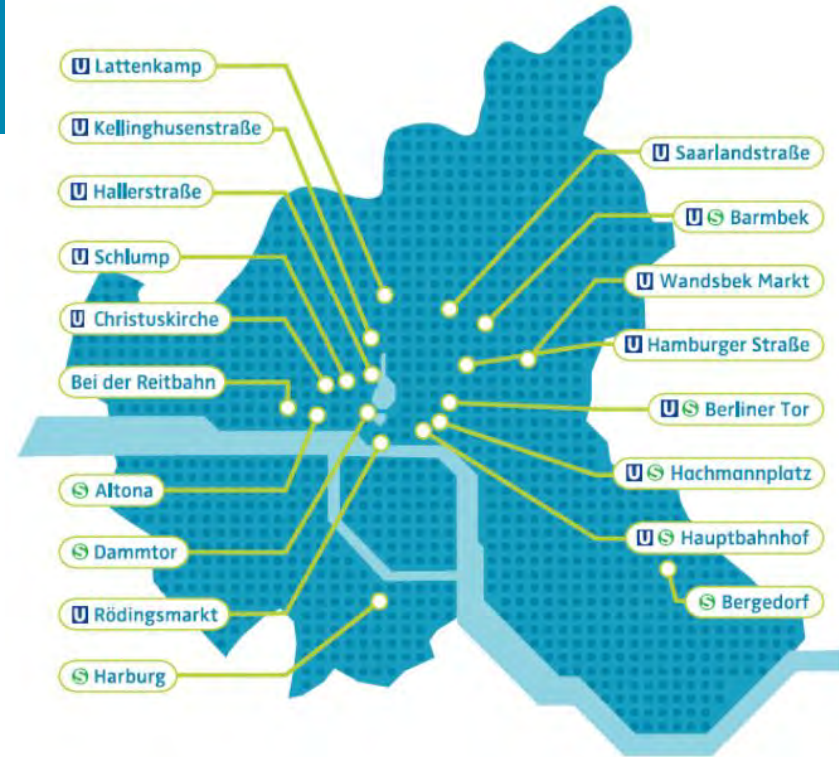
Set the vision.

City of Helsinki:
“2025 in Helsinki you
can live a perfectly
good life **without**
being forced to own
a car”

**“MaaS is like a roof that is put on
a solid foundation of good
transportation”**



- 45 central and decentralized mobility hubs
- StadtRAD-Stations
- Bike & Ride
- Taxi stand





**Public
transportation
must be the
backbone of an
integrated
mobility era**

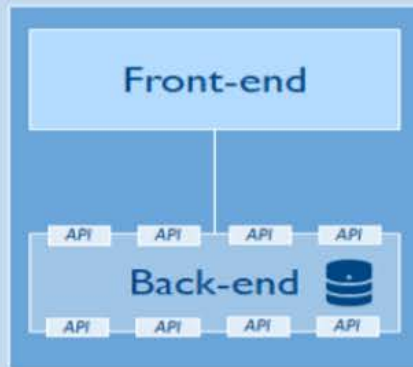
**“UBER yourself before you get
Kodaked”**

framing
governance regulations
institutions
enabling
transparency
field
level-playing

Three *MaaS* market models

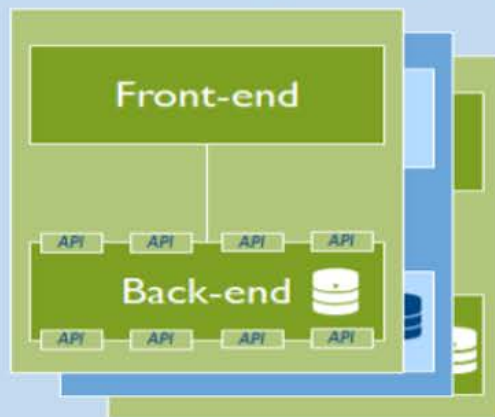
Aggregated public MaaS platform

"Public MaaS operator takes it all"



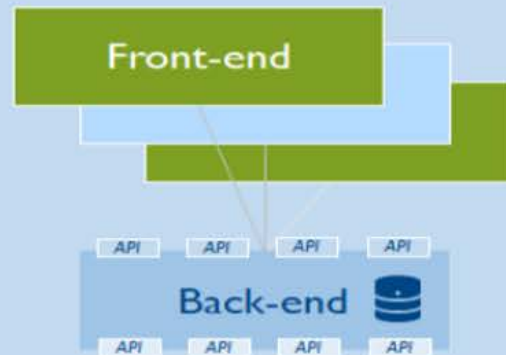
Aggregated liberal MaaS market

"Free market – operators driven" (public & private)



Disaggregated public MaaS platform

"Regulated free market with public enablement"



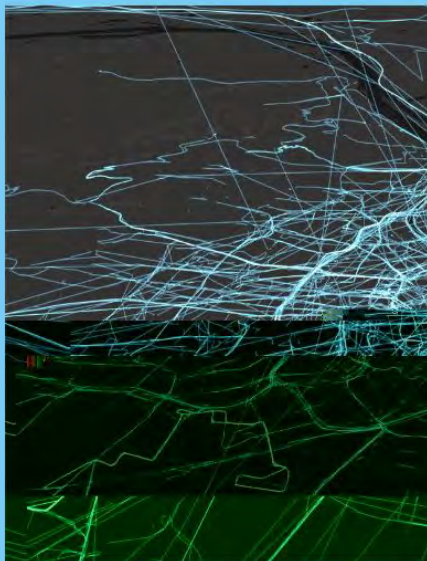
Transport authority
and/or PT operator(s)¹

Transport operators¹ (public or private)
or private MaaS operators

Datalake

DATA SCIENCE

A PUBLIC BUSINESS MODEL



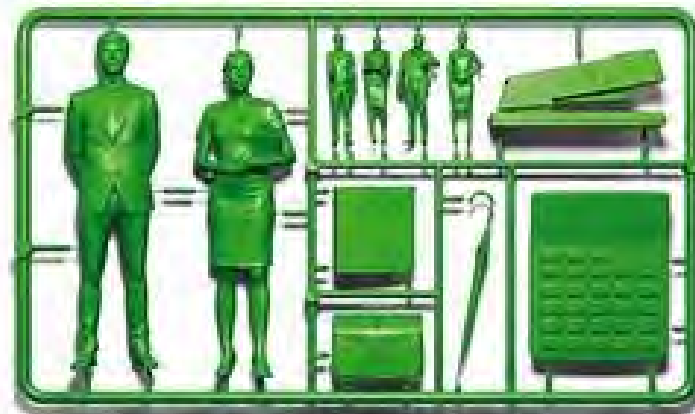
Harvard Business Review

OCTOBER 2018

The Cost of Inconsistent Decision Making
David Kahneman et al.

Carlson Ghosn on the Future of the Auto Industry

Does Power Have to Corrupt?
David Kahneman

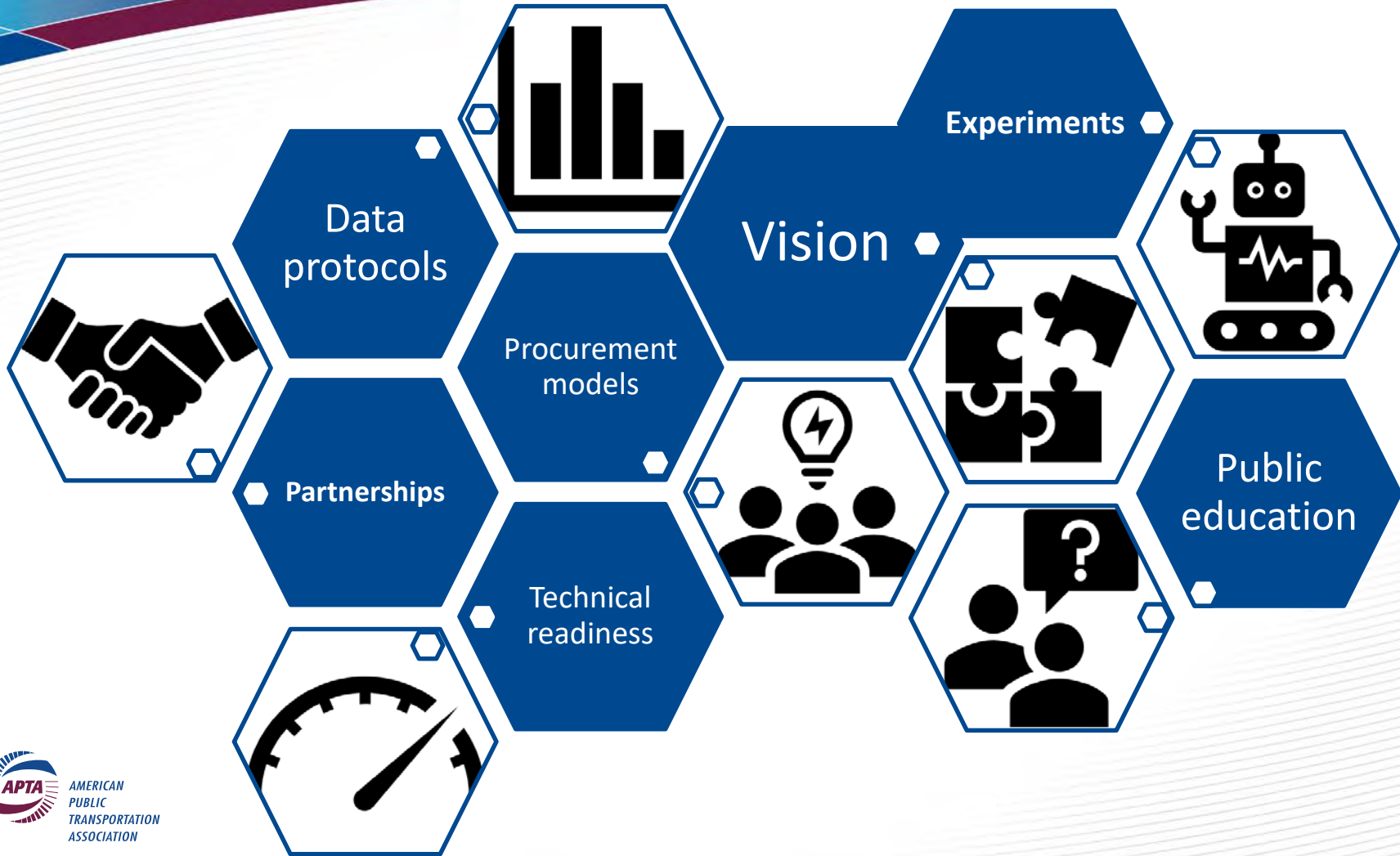


BUILDING A WORKFORCE FOR THE FUTURE

How to ensure that your team can handle any change **PAGE 49**



**“Equitable access to a
sustainable mobility system is the
ultimate end-game”**





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APTA's 2019

TRANSform CONFERENCE

A reimagined APTA Annual Meeting

October 13-16 / New York, NY



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