

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

2019 APTA International  
Study Mission

# 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



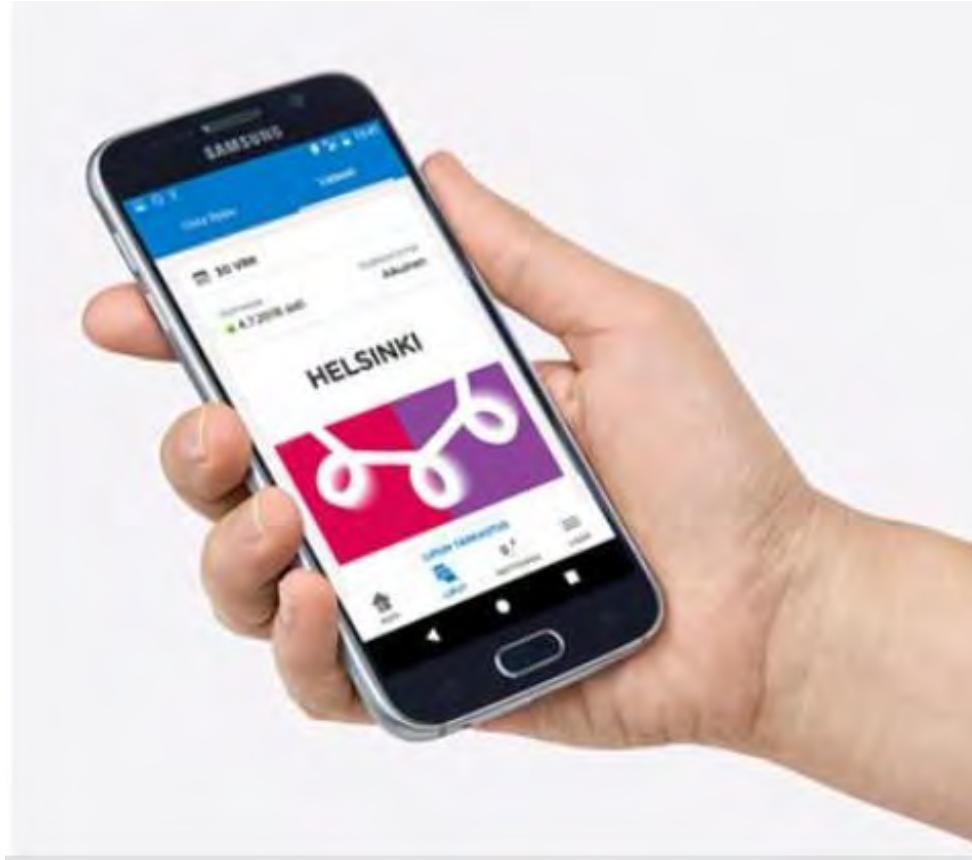
## **whim** Unlimited

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

**Price less than owning a car.**

**...and, soon coming more.**

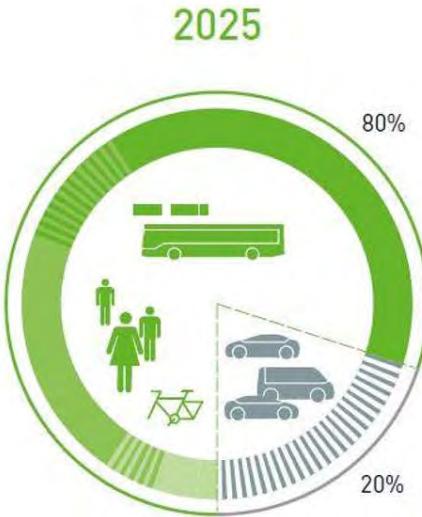
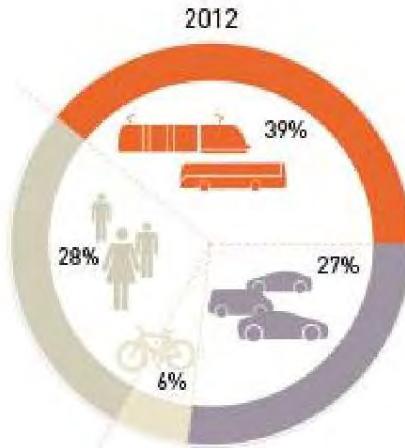
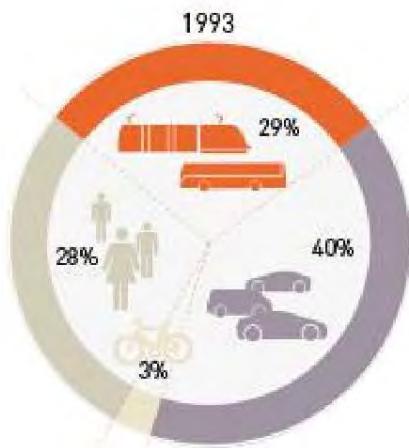
# HSL's App and Mobile Ticket



**“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



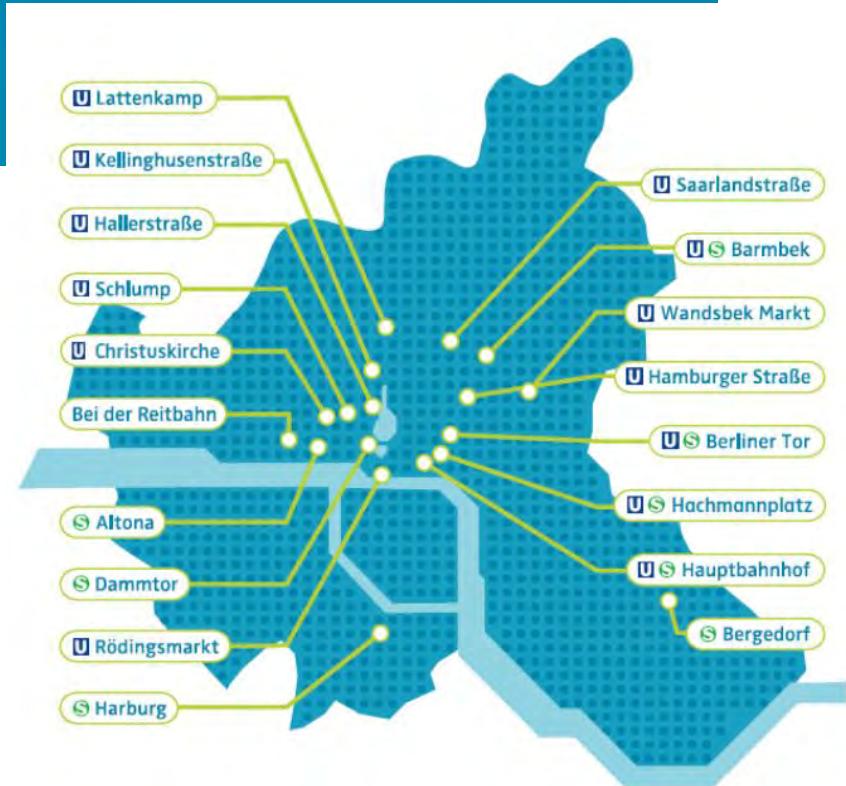
**Set the vision.**

**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**

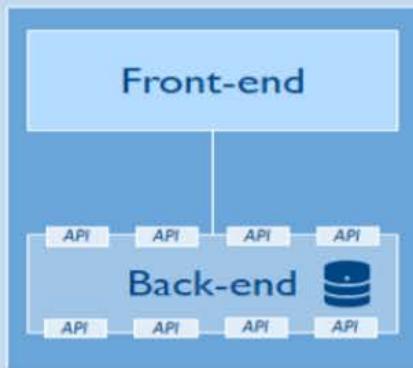
“UBER yourself before you get  
Kodaked”

framing  
governance regulations  
institutions  
enabling  
transparency  
field  
level-playing

# Three *MaaS* market models

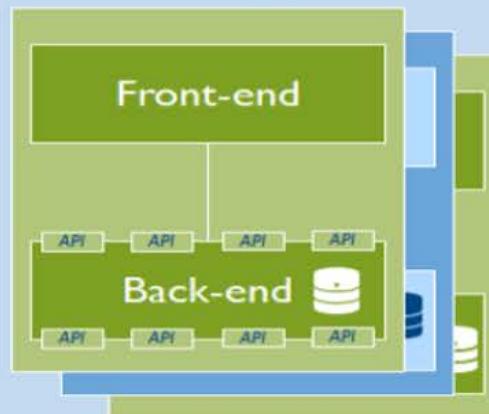
## Aggregated public MaaS platform

*"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"*

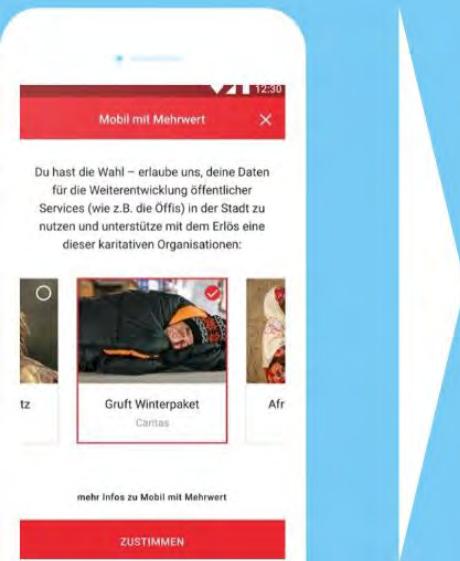


Transport authority  
and/or PT operator(s)<sup>1</sup>

Transport operators<sup>1</sup> (public or private)  
or private MaaS operators

Datalake

# DATA SCIENCE A PUBLIC BUSINESS MODEL



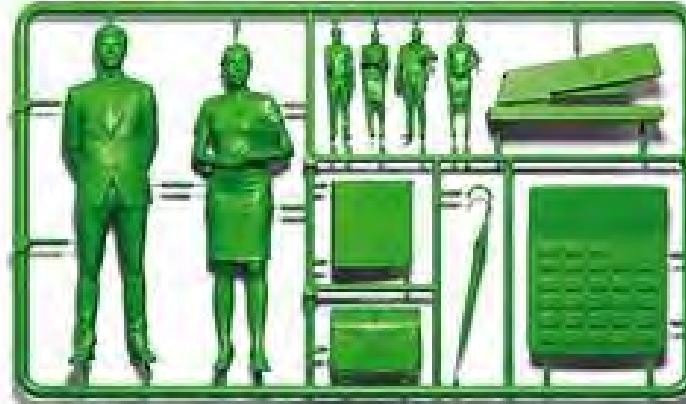
# Harvard Business Review



October 2014  
The Cost of Inconsistent Decision Making  
[David Ketchen et al.](#)

October 2014  
Carlos Ghosn on the Future of the Auto Industry  
[David Ketchen](#)

October 2014  
Does Power Have to Corrupt?  
[Stephen Kellert](#)

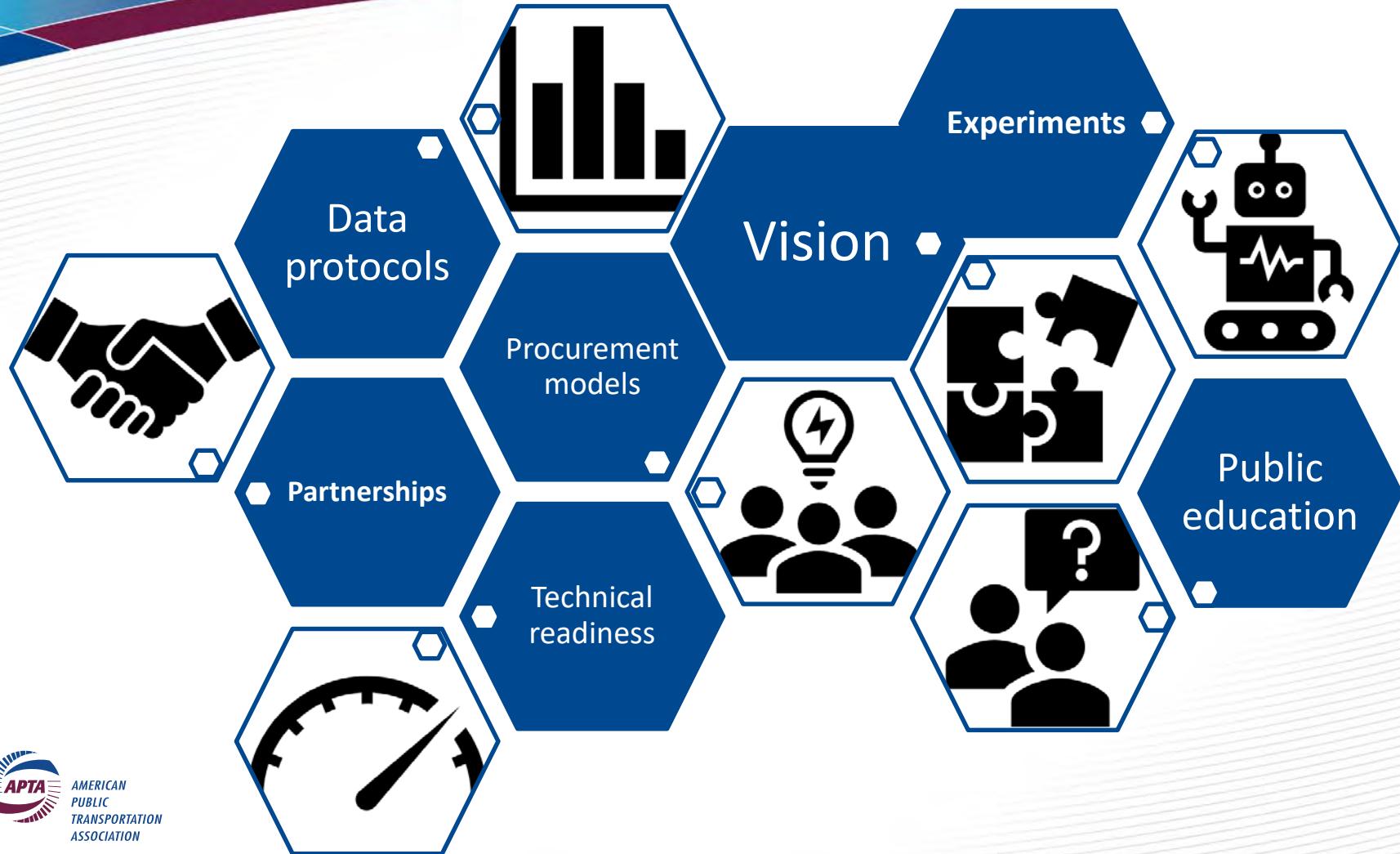


## BUILDING A WORKFORCE FOR THE FUTURE

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



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





APTA's 2019

# TRANSform CONFERENCE

*A reimaged APTA Annual Meeting*

October 13-16 / New York, NY

