



MaaS: Governance & Contracts

Andrew Page
Future Mobility Lead
Strategy & Innovation

Lucy Pegler
Senior Associate
Burgess Salmon LLP

What is MaaS?

Mobility as a Service (MaaS) is the integration of various forms of transport services into a single mobility service accessible on demand. To meet a customer's request, a MaaS operator facilitates a diverse menu of transport options, be they public transport, ride-, car- or bike-sharing, taxi or car rental/lease, or a combination thereof.

For the user, MaaS can offer added value through use of a **single application to provide access to mobility**, with a single payment channel instead of multiple ticketing and payment operations. For its users, MaaS should be the **best value proposition**, by helping them meet their mobility needs and solve the inconvenient parts of individual journeys as well as the entire system of mobility services.

Origin: MaaS Alliance

What is MaaS?

- A successful MaaS service also brings **new business models** and ways to organise and operate the various transport options, with **advantages for transport operators** including access to improved user and demand information and new opportunities to serve unmet demand. The aim of MaaS is to provide an **alternative to the use of the private car** that may be as convenient, more sustainable, help to reduce congestion and constraints in transport capacity, and can be even cheaper.

Origin: MaaS Alliance

The Opportunity

- Transport is a central enabler at the centre of everybody's lives.
- MaaS has the potential to be at the centre of a dramatic change in our society closely aligned to a shift to '**as a Service**' consumer solutions and the sharing economy.
- UK already experiencing growth of alternative smartphone based transport modes, such as Uber.
- Services are selected by the customer at the expense of traditional transport.
- If we do not respond and learn how to be agile the public will adopt new forms of transport anyway.
- Delivered well MaaS can bring positive social, economic and environmental benefits.

The benefits

Consumers

- Personalised
- Easy to use service
- 'Best-price'
- Efficient use of time
- Integrated -removes hassle
- Easier access to modes
- Easy subscription payment

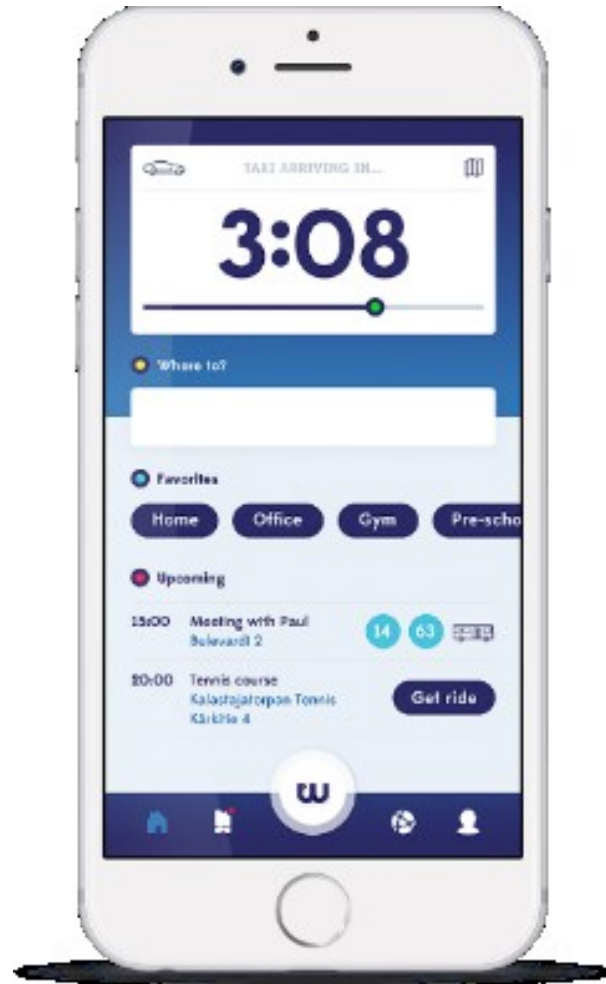
Economic

- Efficient use of transport networks
- New business opportunities
- Mode operators gain revenue.
- Efficient management of operator

Social

- Supports Policy goals
- Generate economic growth and job creation
- More reliable transport network
- Greater user generated data
- Public sector benefits

What is MaaS in the West Midlands



Whim



The MaaS question
Can Mobility as a Service be better than
owning your own car?



All transport
on one
easy app

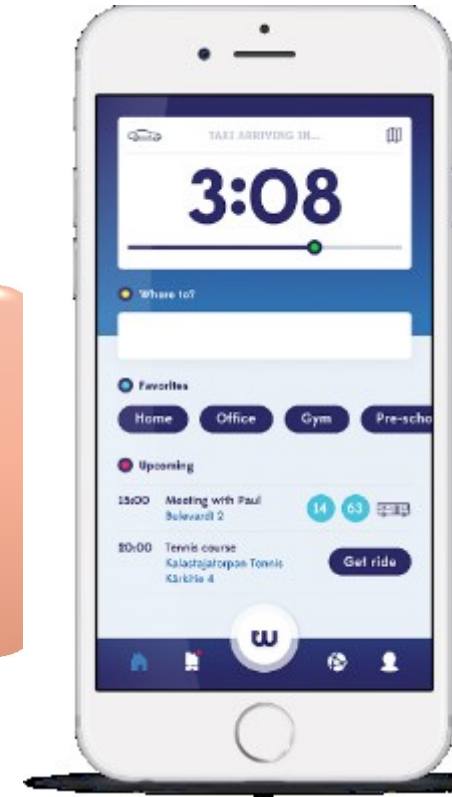
Planning

Transaction

Multiple
Payment

Managed
User
Experience

Personal
Service



Current position

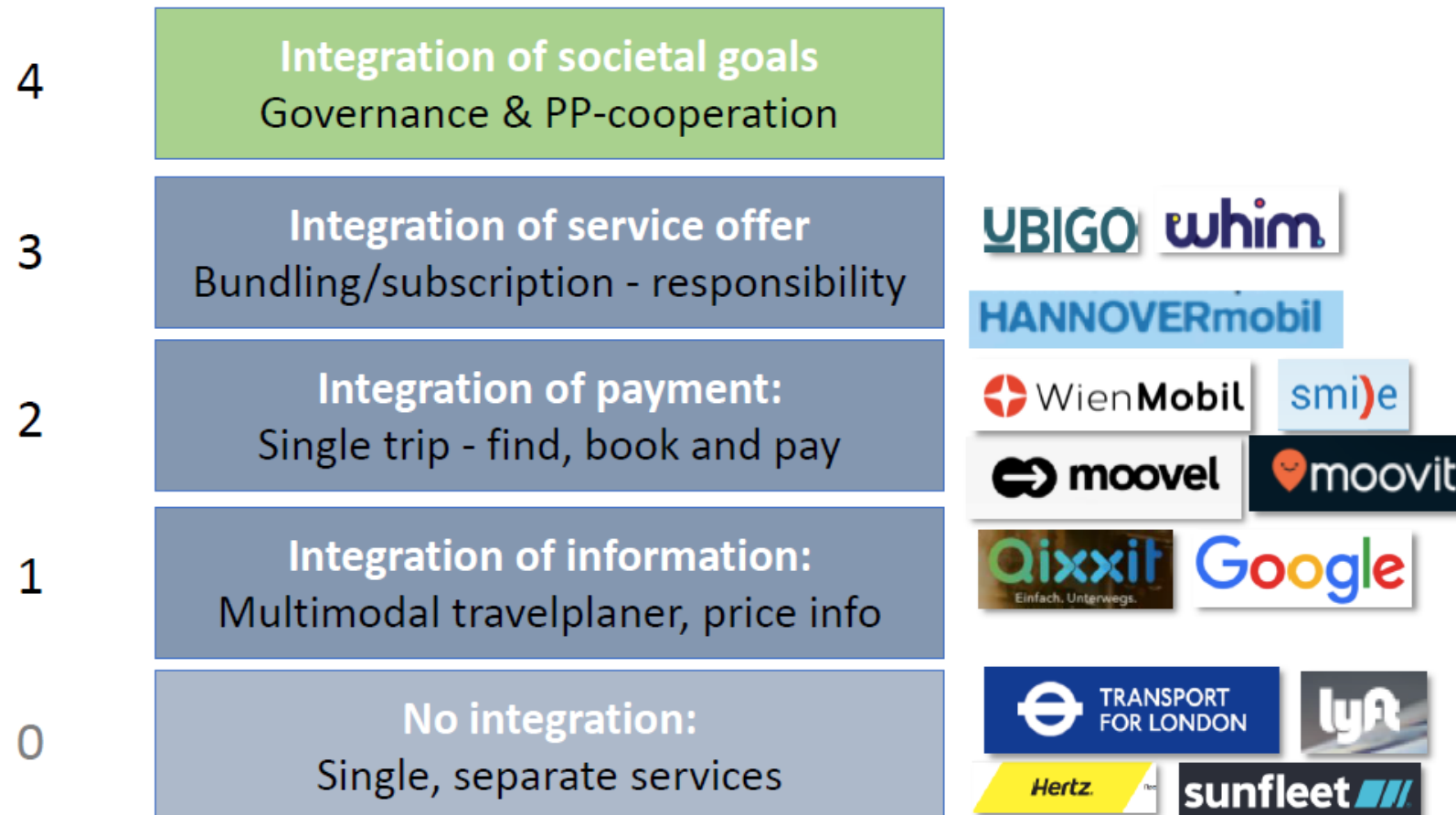
- Brought together a commercial partnership
- Signed an MoU and agreed to run MaaS in Birmingham
- No public sector funding – only staff resource
- MaaS Global team based in iCentrum incubator
- Integrated public and private transport services
- Attracting interest from new transport providers
- Using Whim live, announced packages in April 2018
- Exploring MaaS research

Project Partners



Business Models

MaaS topology (Sochor, Arby, Sarasini, Karlsson, Holmberg)



Key issues for contracting

Co-operation

Approach to
data

Standardisation

Governance

Technology
interfaces

Focus: Data

- Starting principle: Data underpins successful MaaS ecosystem.
- Types of data supporting MaaS, e.g. personal data, commercial data.
- Data sharing: approach of stakeholders.
- Standardisation: data standards to enable effective data sharing.



Transport for West Midlands

Thank you!

Andrew Page

andrew.page@tfwm.org.uk

Lucy Pegler

lucy.pegler@burges-salmon.com

ITS UK/ Transport Data Initiative MaaS Training

Economics and Business Models workshop



Workshop agenda

- MaaS definition
- The Whim story
- Discuss/Develop Business Models
- Pros and Cons of approaches





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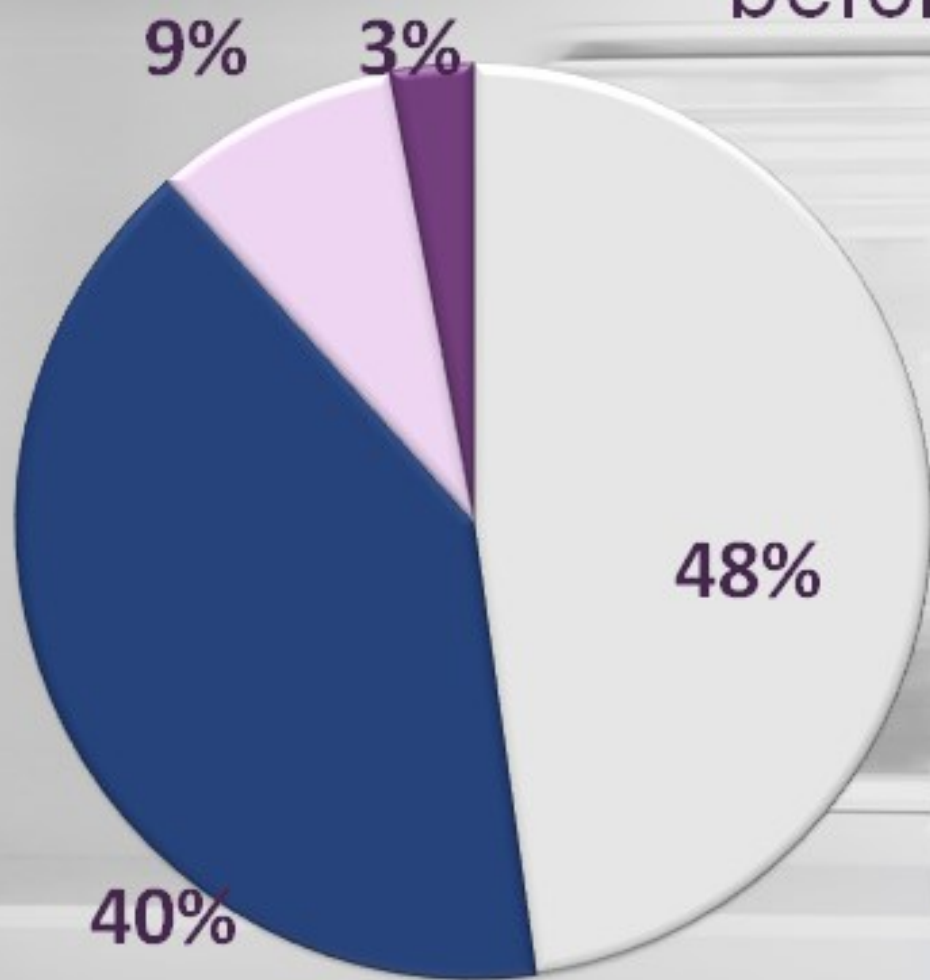


The Whim Story

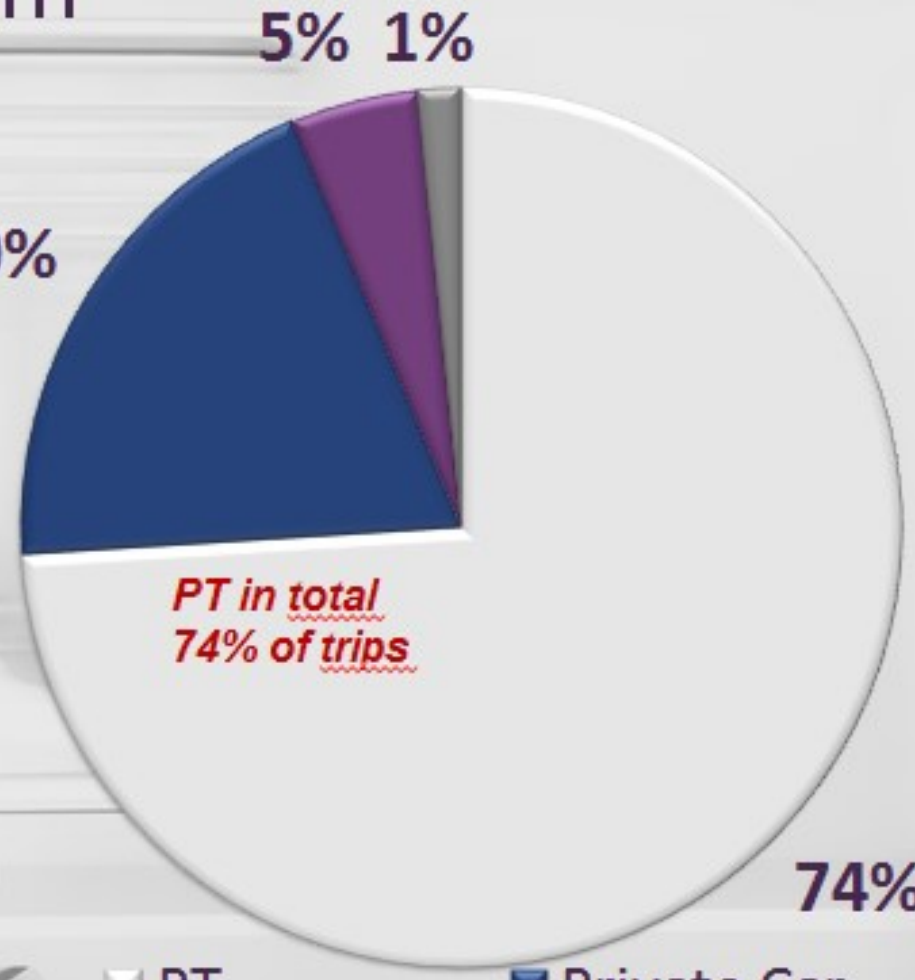


- MaaS Finland established by Sampo Hietanen in December 2015
- "Whim" name adopted in May 2016
- First Alpha app introduced August 2016
- First Commercial journey with initial Beta testers – October 2016
- Full Commercial launch of Whim in Helsinki – December 2017
- First Beta journey in Birmingham – December 2016
- Commercial Beta launch in Birmingham – April 2017
- 1,000,000th Commercial journey in July 2018
- First Beta journey in Antwerp – September 2018
- 2,000,000th Commercial journey – October 2016
- Expansion continues....

Beta results – trips made with Whim in Helsinki before and after Whim *



PT Private Car



PT Private Car
Taxi Rental Car

*walking & cycling excluded from the result data, data based on surveys done among Whim users

Helsinki – full commercial launch December 2017



Monthly Plans

About us

News

Help



Whim to Go

0€

per month

For those who want to try Whim first or simply don't travel that much. Pay per ride, no commitment, no surcharges.



Whim Urban

49€

per month (cancel any time)

INTRODUCTORY OFFER

For regular travellers who could use the flexibility of a taxi or car occasionally.



Whim Unlimited

499€

per month (cancel any time)

INTRODUCTORY OFFER

Modern alternative for owning a car. At the price of owning a car you get unlimited access to public transport, taxi or a car according to your daily need.

Helsinki results

- After launching new Whim packages (Urban and Unlimited) in December 2017 more than 20 000 Whim downloads (total iOS + Android) in the first three weeks – now c80,000
- Most of users who downloaded Whim also registered as pay-as-you-go users
- Urban Package (49 €/month) has been the most popular package (approx 8000 subscribers) but also Unlimited Package (499 €/month) subscriptions were made immediately after the launch



Bringing Whim into the UK – the story so far...



Whim in the West Midlands - Project Partners



Whim in the West Midlands, UK

- MVP pilot launch 5 April 2018
- PAYG
- Whim Everyday – all public transport modes included, taxi & car hire as you need it - £99 per month
- Whim Unlimited - £349 per month



Workshop – Business Models

- What different Business Models for MaaS exist/could be developed?
- What are the Pros and Cons of different Business Models?



Thank you!

chris.perry@maas.global

www.whimapp.com

www.maas.global



MaaS

***Safety, Behaviour
and Social factors***



JACOBS[®]

Safety

What Safety benefits can MaaS deliver?

Safety of the user

Safety of others

What are the safety risks of MaaS?

Safety of the user

Safety of others



Behaviour

How can MaaS influence travel behaviour?

What supporting measures could be used to support MaaS influence travel behaviour?

What other forms of behaviour can MaaS influence?



Social Factors

Can MaaS impact quality of life?

Can MaaS exclude sections of society?

What social factors could MaaS influence?

