MaaS Readiness Level Indicators for local authorities

This report is a part of CIVITAS ECCENTRIC project (2016–2020) where five cities; Madrid, Stockholm, Munich, Turku and Ruse are working together to tackle the challenges of mobility in suburban districts and clean, silent and CO_2-free city logistics.

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1 General

1.1. Background

Several European cities are currently seeking how they could support the establishment of new multi-modal transport services in their area. The challenge is how to create high-performance service packages from the existing (and hopefully future) services to change the mobility behaviour towards more sustainable transport system instead of using private cars.

Mobility as a Service (MaaS) has been seen as one of the critical success factors when it comes to changing the transport behaviour of the citizens and how the cities can achieve their goals regarding sustainable mobility.

1.2. The goals of readiness level indicators

The CIVITAS ECCENTRIC project partner cities have identified several critical elements to be considered before the new transportation culture can flourish. It is vital that local authorities learn from each other so that all the possible aspects of the current situation are taken into consideration before the environment is ready for Mobility as Service. These MaaS readiness level indicators highlight the different aspects of MaaS development that are so far identified to showcase the local authorities' current situation for establishing MaaS in the local context.

These readiness level indicators are aimed as a starting point for local authorities. They are complimentary to the several publication that have been recently published on Mobility as a Service. Here are links to some of them:
- Discussion paper offering the perspective of Polis member cities and regions on Mobility as a Service (MaaS)
- The rise of mobility as a service. Reshaping how urbanites get around
- Mobility as a Service – What is it, and which problems could it solve?
- Mobility as a Service – A Proposal for Action for the Public Administration, Case Helsinki

2 MaaS readiness level indicators

The MaaS readiness level indicators give a cross-sectoral view on how prepared each local authority is for the change and what sort of decisions it has already made regarding transportation and how these support the implementation of the new transport services.

The CIVITAS ECCENTRIC partner cities consider the readiness level indicators as a checklist for the local authorities as they make plans towards a more sustainable inclusive transport system. The indicators help to ensure that none of the most critical aspects will be forgotten in the planning process. In many cities the MaaS concept is very new and therefore the level of knowledge varies a lot. These readiness level indicators can also be used to deepen the discussion and shared understanding of MaaS in the local context.

Currently the availability of each transport mode (eg carsharing, bikesharing, ridesharing etc) is very low or fragmented. Therefore the MaaS operators have substantial trouble to tailor and supply a good combined service. This MaaS readiness level indicators offer a starting tool to speed up the process among local authorities.

During the development of the MaaS Readiness level indicators it became evident that the legislation in the countries varies a lot and in majority of cases, is delaying the MaaS process. The indicators are limited to the scope on which the local authorities can directly influence, not on other areas of business, such as insurance sector etc, who on their behalf can do a lot to speed up the process.

In many cities, parts of the MaaS puzzle exist already, but not the entire picture. These indicators are only showcasing the readiness level and giving some possible perspectives for the future development that can be taken in local authorities. These can act as a check list that can be used for MaaS development.

## 2.1. Different components of the MaaS readiness level indicators

MaaS development aims to bring sustainable mobility to the customers. Therefore the user of the services is at the center and all the different components start from the needs of the users or creating new opportunities for the users.

MaaS indicators consist of eight different components:

1. Strategic readiness
    a. Strategic focus
    b. Parking policies

2. Internal use
    a. Internal travelling
    b. Use of shared mobility

3. Shared use
    a. Shared economy
    b. Public transport

4. Shared understanding
    a. Integration platform
    b. Visibility

In each component, the local authorities choose the level that describes their situation best. As a result of the MaaS readiness level indicator survey the local authority gets a clear view on which areas the readiness level is satisfactory and on which areas there is still work to be done. A diagram picture of the answers from the survey gives a quick overview on the situation in each component.
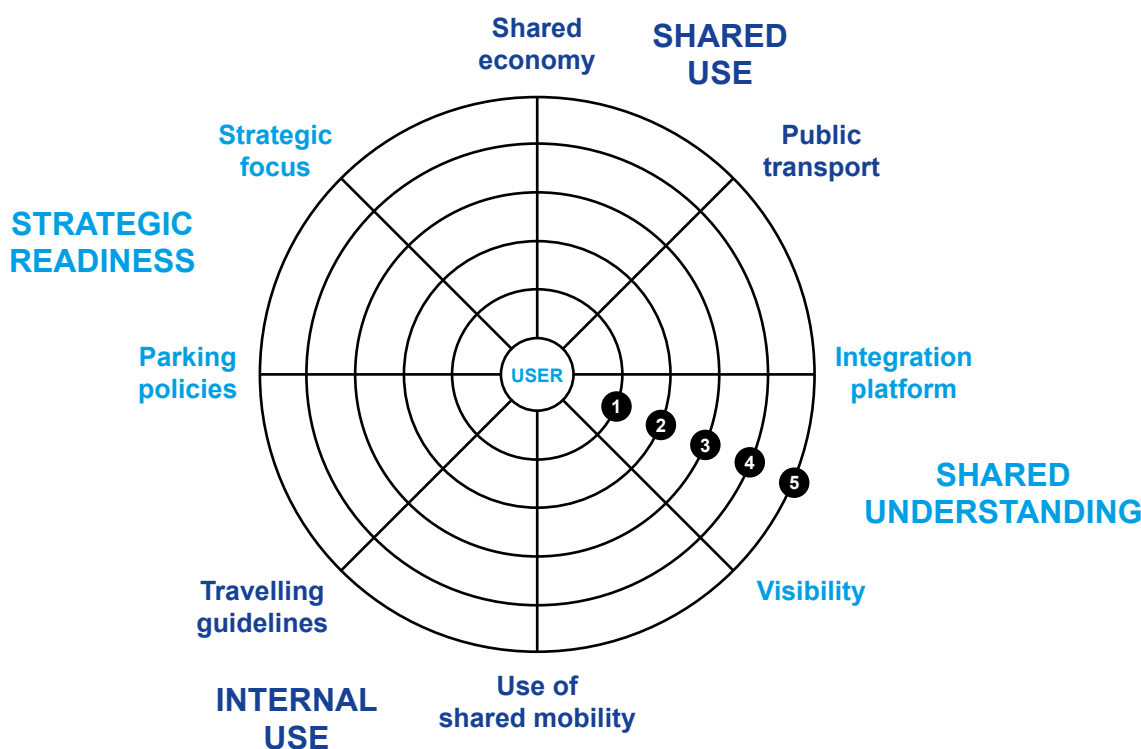
The MaaS readiness level indicators presume that before the readiness level indicators are fulfilled the user needs are analysed in order to know what is relevant in the local context. It might be that in certain local authorities the role of public transportation is not as vital as in the others. It has to be remembered that the local authority can also act as a test group itself for MaaS operators and therefore can also be a user. Fulfilling the indicators request that statistics of the current situation are gathered and analysed as widely as possible. For this a variety of methods can be used, such as personnel questions, financial statistics etc. When fulfilling the indicators, the local authority, provides necessary data to support the chosen level. The indicator itself does not require a certain form of data collection to be used.

2.2. Strategic readiness – to promote, support and incentivise MaaS

2.2.1. Strategic focus

1. The local authority has no measure taken to explicitly support MaaS development in the city.
2. The local authority is involved in measures to support the development of mobility services together with the service-providers and/or incentives are used for creating the Maas.
3. The local authority has a plan/strategy/policies to explicitly support the development of MaaS in the local context.
4. The local authority has local funding to support the change (project or continuous funding).
5. The local authority has a named person to be in charge of MaaS development. The local authority develops MaaS systematically.

2.2.2. Parking policy

1. The local authority does not have a parking policy.
2. The local authority has a parking policy, but it does not explicitly support the shared use of vehicles and/or transport on demand
3. Politicians are ready to change parking policy on critical areas in the local authority or they are ready to take measures to reduce private motoring/ car ownership.
4. The local authority is active in supporting new business models by adapting parking standards for (new) residential developments (reducing the area of parking space, allocating parking spaces for shared cars/transport on demand and enabling new mobility services for residents).
5. The parking policy supports shared cars by offering priorities/cheaper parking/parking zones for shared vehicles and parking permits are easy to acquire.

2.3. Internal use

2.3.1. Travelling guidelines for the staff and politicians

1. Internal travelling guidelines for staff and politicians of the local authority do not prioritize sustainable mobility.
2. Internal travelling guidelines prioritize sustainable mobility, but are not monitored by the local authority.
3. Internal travelling guidelines prioritize sustainable mobility and travel patterns are monitored and reported annually by the local authority.
4. Internal travel instructions prioritize the sustainable mobility, travel patterns are monitored annually by the local authority and there is a clear plan to reduce the use of private cars on work travel and to promote the use of shared mobility.
5. Internal travelling instructions prioritize sustainable mobility, travel patterns are monitored annually, the use of private cars on work travel has declined during the past 3 yrs.

2.3.2. Use of shared mobility within the local administration

1. The local authority is not using shared mobility services itself.
2. The local authority offers shared cars/bikes etc for the use of its staff and politicians, but it is limited to a small number of employees.
3. The local authority offers shared cars or bikes for the use of the majority of staff and politicians.
4. The local authority uses shared mobility services offered by several service providers.
5. The local authority uses shared mobility services offered by several service providers, not limited to working hours only.

2.4. Shared use

2.4.1. Shared economy – availability and market penetration of shared and combined travel options

1. There are no companies offering shared vehicles in the local authority.
2. There are pilots/campaigns/incentives taking place in the local authority regarding shared mobility options.
3. There are different kind of shared mobility opportunities offered by companies available for citizens.
4. There are more than five different kinds of MaaS operators providing combined mobility within the local authority covering egl following modes: public transport, shared vehicles, shared bikes, ride sharing, rental cars, taxis, rental boats etc
5. Regular service providers (grocery stores, theatres, estate developers and housing companies etc) work together with MaaS operators and offer package deals to their customers.

2.4.2. Public transport (PT)

1. Customers can buy local PT tickets only via PT service providers' own channels, which differ from each other.
2. Customers can buy the tickets to PT through several sales channels offered by third parties.
3. The public transport authority (PTA) is actively connecting with other MaaS operators/transport providers in the area and they have plans to offer package deals to customers. (bicycle/car sharing, car pooling, taxis etc).
4. The PTA already offers multimodal package deals with other MaaS operators to customers.
5. Hotels, theatres, shopping malls etc. regular service providers offer several service packages combining PTA with their own services.

2.5. Shared understanding

2.5.1. Integration platform

1. The local authority has not opened data gathered from public transportation operation.
2. PTA and the local authority have opened data/standardized information gathered so that third parties can use it to create new apps and services.
3. Third parties already use open data and provide mobile applications (with information about one mode of transport or more than one, real time information, information about other services, official public transport applications etc.)
4. The local authorities are promoting and facilitating a cooperation between different providers by any means (technical exchange platform, standardizations, etc.).
5. Third parties work together to sell their MaaS services by using the same apps as other private and/or public MaaS operators. The app may be provided by the PTA or a private service operator.

## 2.5.2. Visibility – how obvious and easy to get are the shared mobility offers to the citizens

1. Customers can find multimodal (min. 2 modes of transport) traveller information.
2. Customers have several channels from which they can find multimodal traveller information.
3. Customers get visuals or see campaigns on sustainable mobility options/MaaS services while travelling in the city.
4. Customers can change their means of transport easily in several places within the local authority (min 4 transport means in one place).
5. Customers have found MaaS services and their usage has increased within the last year.

3   MaaS readiness level of ECCENTRIC cities

3.1. City of Madrid

Currently there are many companies that use the Public Regional Transport Authority CRTM open data portal to develop travel planning apps / webs or to report the PT (Apple, Citymapper, Traffi, Tomtom, OpenStreetMap, etc.). The CRTM has signed a Partnership Agreement with two companies (Google Transit and Here), linked to the CRTM's website.

The MaaS operators currently integrated with PT are Car2Go, emov and BiciMad. In Madrid there are large interchanges of transport (12 interchange stations or commuter hubs) in which modal exchange is facilitated between metro, urban and intercity bus, taxis and shared bikes.
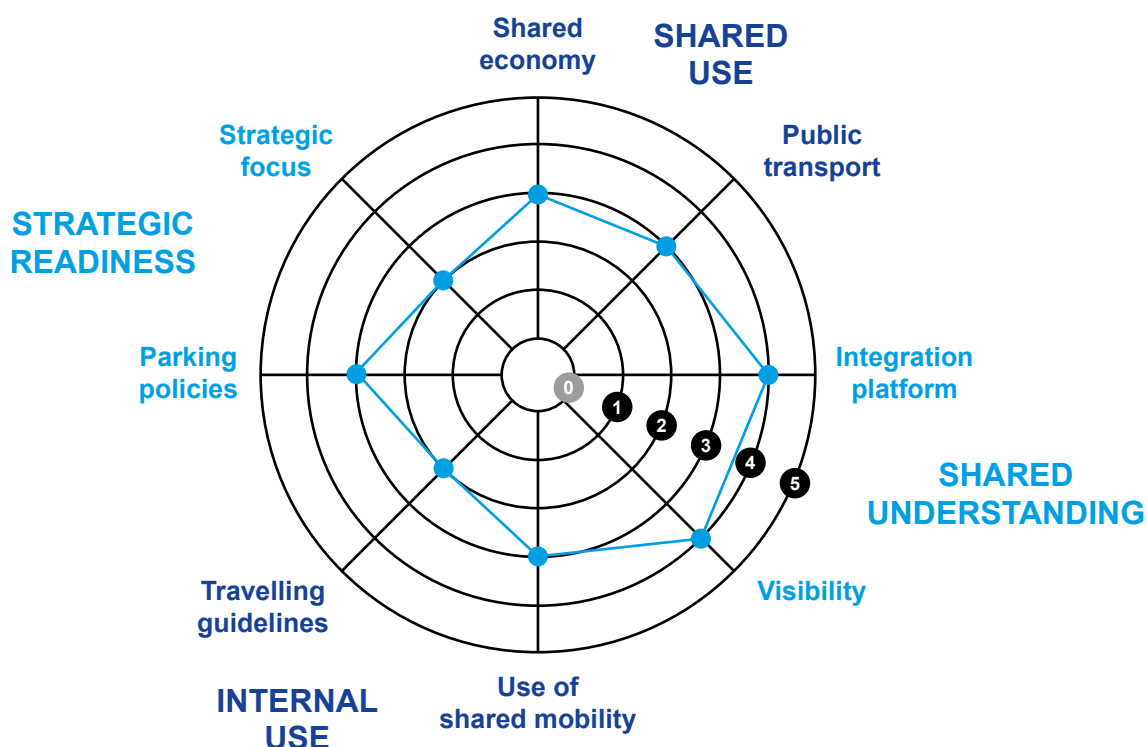

City of Madrid

3.2. City of Munich

Currently there is a MaaS app (MVG more) provided by Munich´s PTA in place. Several ongoing projects aim to foster MaaS in a local and regional context in Munich (CIVITAS ECCENTRIC, City2Share, Connected Mobility Lab, etc.).

City of Munich is working on a Smart City Data Platform in order to establish a structure where various data from urban context is collected, customized and provided to different providers in the future. It is envisioned to set up a multimodal journeyplanner.
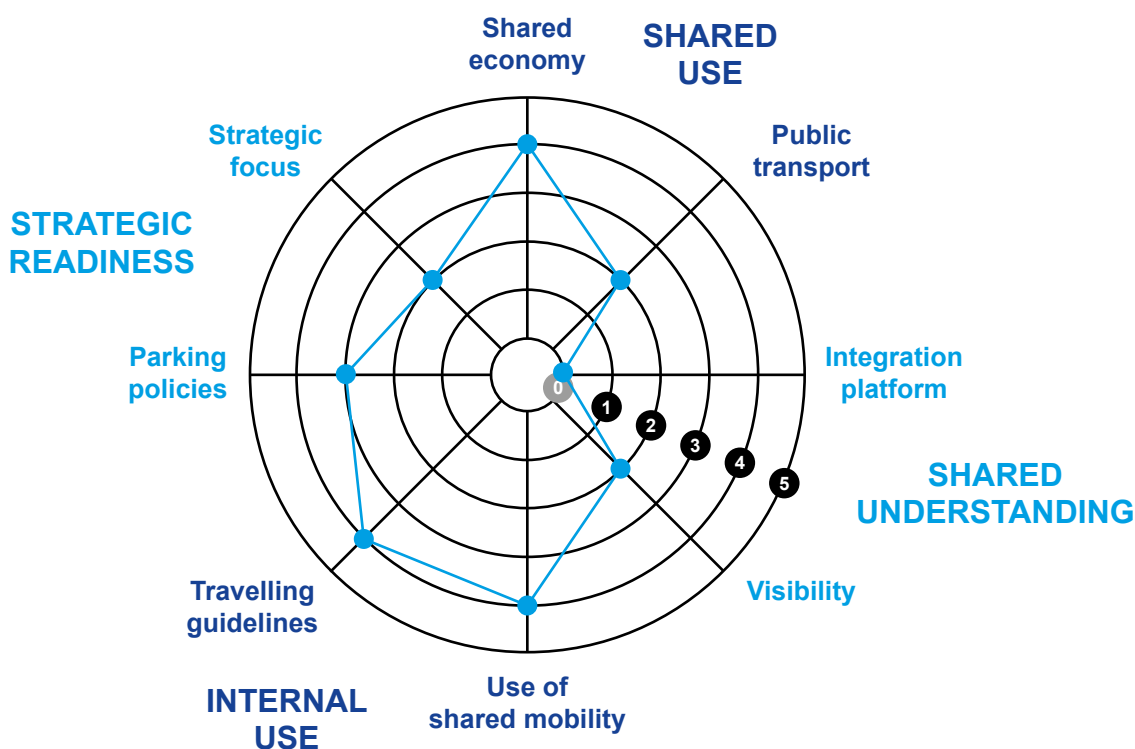

City of Munich

3.3. City of Ruse

The MaaS concept is very new for the City of Ruse. Currently, the only service relative to MaaS is the developed internet portal and mobile app providing information about the PT service in the city – timetables and route information of bus and trolleybus lines. In the ECCENTRIC project the City of Ruse will develop an app that will provide the service to buy and validate PT tickets.

The development and implementation of the MaaS concept is planned to be implemented in the framework of the SUMP of the city.
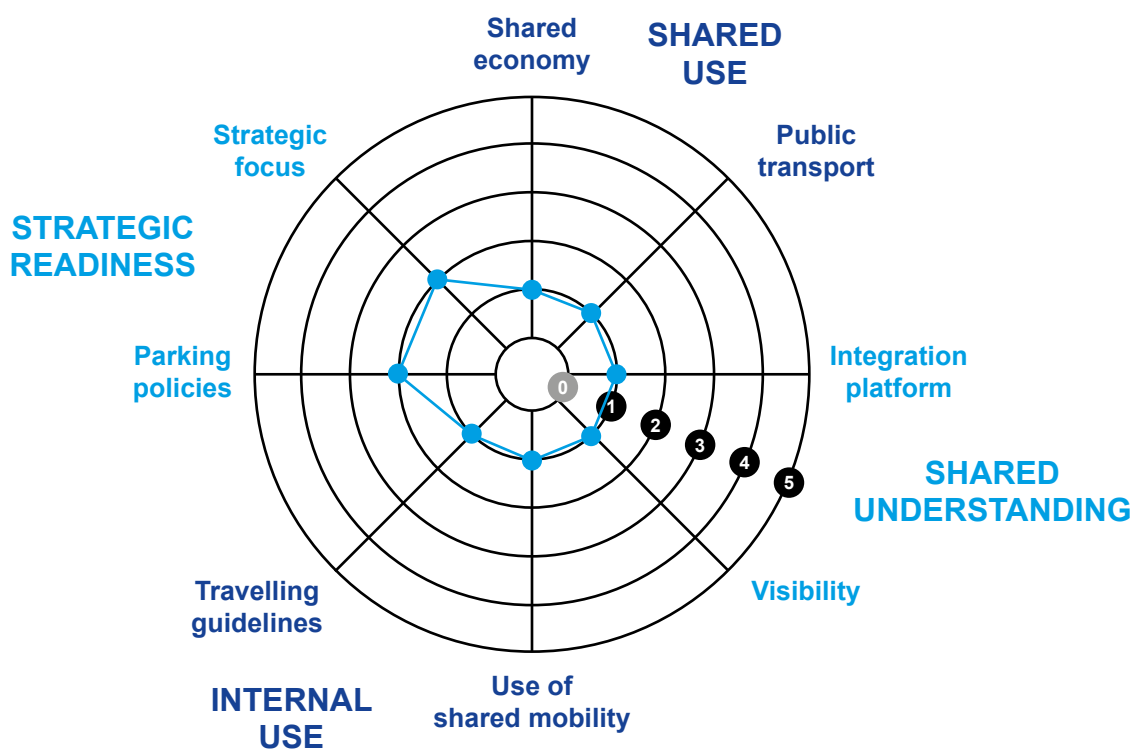

City of Ruse

3.4. City of Stockholm

Stockholm transport is the regional public transport authority. They provide subway, tram, inner- and outer city buses, commuter trains and also some boat lines on the PT-card that is valid in the entire region. It is also possible to add a subscription to city bikes on the PT-card.

Parking fees recently raised in Stockholm and the hours the parking fees apply was prolonged. Areas where parking fees apply gradually expands outside the city center during 2017–2018. Green parking permits are since end 2015 offered for all new building projects – meaning the developer can get a reduction on how many parking lots they have to include in the building project if they instead provide a mobility package. This can include subscriptions on PT, carsharing, bikesharing, bikerooms, deliverylockers and more.

End 2016 there was approx. 800 shared cars in Stockholm whereof approx. 200 were private cars (P2P) and over 300 free floating. All in all they comprised less than 2 promille of the cars in Stockholm. There are also citybikes between April and October. The current provider is Citychannel.
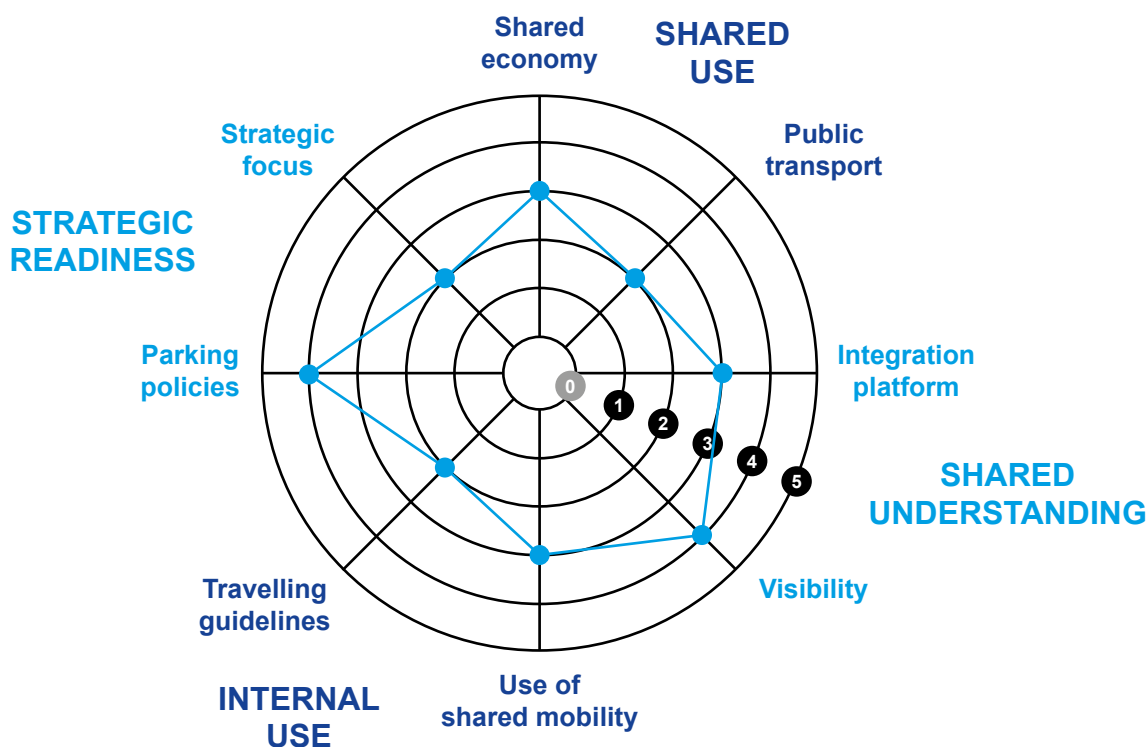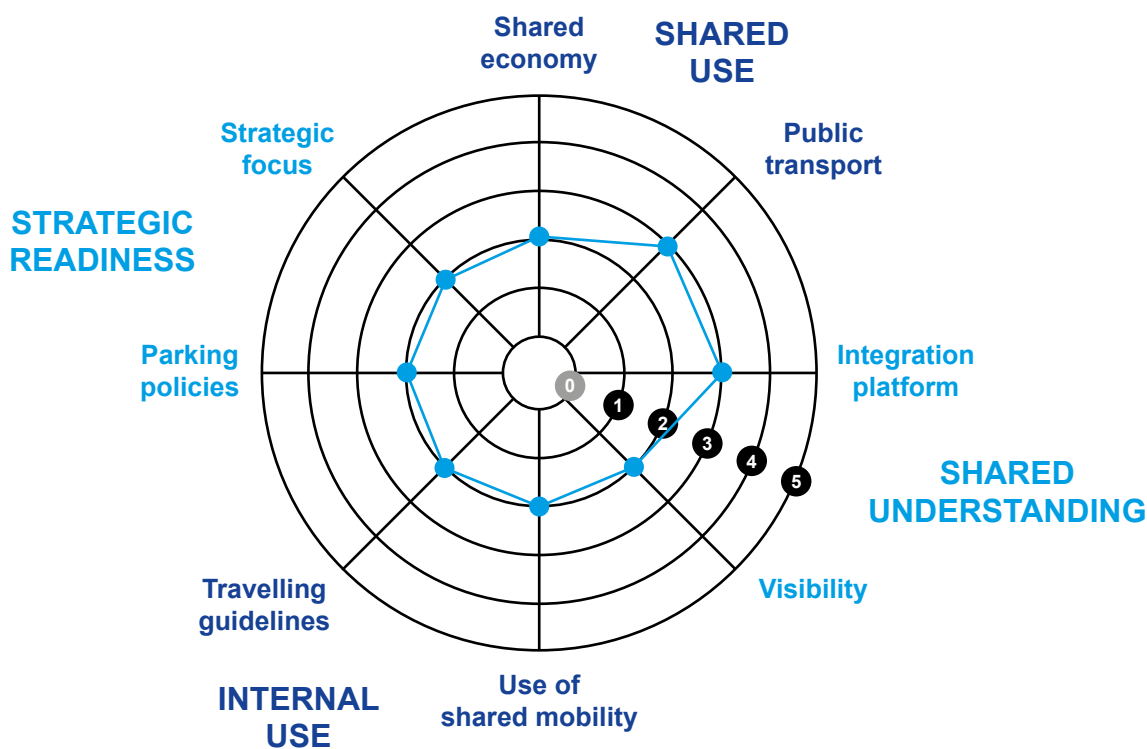

City of Stockholm

3.5. City of Turku

The Public transportation authority of the city of Turku, FÖLI, has made so far agreements with several MaaS operators to enable them to sell PT tickets and to create travel chains as well as combining transportation services. Our ambition is that we develop a MaaS ecosystem with several operators included in the CIVITAS ECCENTRIC project.

Currently the city of Turku is updating city's parking policy, this allows new mobility needs to be taken into account. As part of CIVITAS ECCENTRIC, the city bike system is being developed, as well as new MaaS offeres and the internal travel guidelines towards shared mobility services. The goal is to have citizens as well as internal work force aware of the new MaaS services and to enable genuinely good (easy and affordable) options for car ownership.

City of Turku