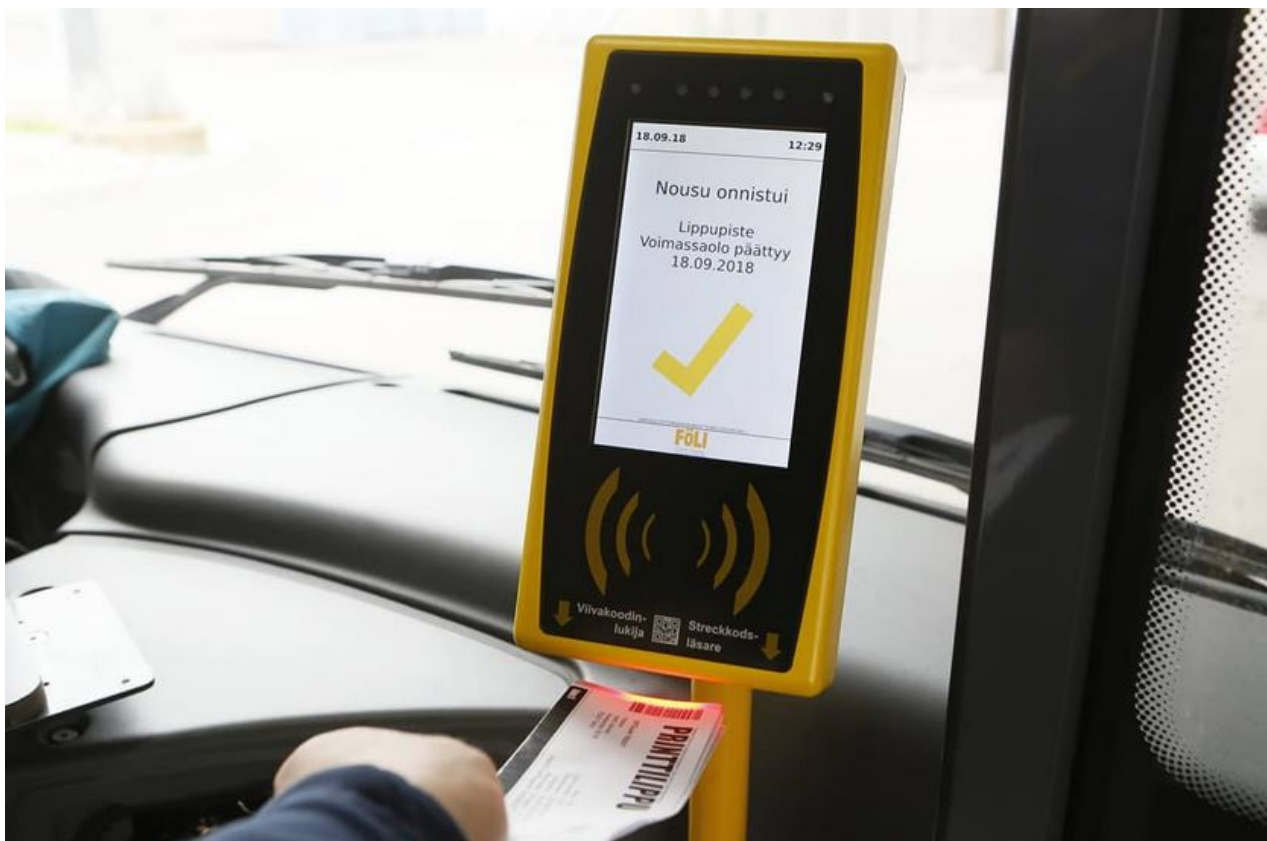


# Smart multimodal mobility services - applying the Mobility as a Service concept

Autumn 2018



Theater ticket being used as a bus ticket ©Turku City Theater

- Mobility as a service system (MaaS) created and applied to everyday services in Turku
- Harnessing IT: tailored solutions for the masses
- Transforming public transport

*This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no. 690699.*

**Location:** Turku, Finland

**Organisations involved:**

[City of Turku](#)

[Turku University of Applied Sciences](#)

## What is the solution?

MaaS (mobility as a service) is a concept of integrating different modes of transport into one service. Its an approach used to facilitate a shift to sustainable mobility by improving the availability of high-quality alternatives.

To make it work, integration must be comprehensive and user-friendly. It must include as many types of services and modes of transport as possible (intercity travel, local public transport, car sharing, etc.) and offer smooth one-stop-shopping including real-time information, trip planning, booking and payment.

Thus information and communication technologies (ICT) are vital for MaaS: these facilitate innovative and efficient ways to produce and bundle mobility services. Finally, MaaS has developed to the point where it enables economies of scale to meet individual tailoring at competitive prices without sacrificing quality. It is also the reason why MaaS is equally applicable to building a solid business case or providing cost-efficient public transport services.

Short term goals include creating cooperation models between different parties, also to provide the first MaaS service to citizens. Long-term goals consist of a wide variety of MaaS services affecting the modal split resulting in fewer cars, less pollution and an improved city environment. Car use efficiency and equal possibilities of living a car-independent lifestyle also form part of the long-term goals of the measure.

## How does it work?

In the present model, the user may either buy means (car/bike) or tickets for transport (bus ticket, train ticket, etc.). In this measure, the city of Turku catalyses and pilots the development of the MaaS system and services in the city of Turku. This includes the creation of business models which enable cooperation with different existing service providers. The measure also includes attracting new MaaS operators to come to the city of Turku, the creation of different service packages, and marketing them through a variety of communication channels.

The Turku approach to promoting MaaS:

- Evaluate and benchmark indicators in key areas: awareness, policies, administration and cooperation.
- Apply inclusive planning approaches.
- Involve any and all stakeholders as early and often as possible.
- Network and facilitate networking.
- Promote, create awareness and expectations.
- Continuous innovation: invent, test, pilot, repeat.

Examples of activities:

- Systematic interaction with a wide variety of stakeholder groups: citizens, employers, housing communities, mobility service providers, associations, etc.
- Continuous two-way communication using all available means: on ground events, social media, queries, interviews, focus groups, meetings etc.
- Liaising and cooperating with regional and state authorities in issues involving several agencies. For example first/last mile solutions in intercity travel.
- Regular internal meetings to establish administrative and political coordination towards MaaS.
- Research:
  - o Evaluation of mobility demand and travel patterns
  - o Use of stakeholder contacts in collecting data
  - o Cross-referencing with relevant background data (car ownership, driver's license, commuting etc.)
- Testing and piloting mobility solutions for upscaling potential and feasibility.

## Expected results

This action introduces MaaS in the city of Turku and through it, MaaS services are expected to become widely known. Various kinds of mobility service packages will be available for the general public, particularly in the Kupittaa area and in the city centre. Results will include:

- MaaS friendly administration and policies.
- Different kind of cooperation models are tested in Turku.
- The number of cars per resident starts to fall down as other means of sustainable mobility become easy and compatible.
- Increased public awareness leading to increased demand.
- Improved availability of mobility services: new providers, more variety, all modes available.

## Business model

This measure is funded by the CIVITAS ECCENTRIC project allocation of 160 075€.

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