Developing MaaS in the City of Turku

Stella Aaltonen

Project manager

city of Turku, Finland

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What is MaaS?

Term "MaaS" is an abbreviation from Mobility as a Service

The idea is that the traveller gets all the services needed easily **with one payment and one ticket.** The aim is to **reduce the emissions from transportation**, increase resource efficiency and **improve travel chains**.

With the help of **Mobility as a service** - concept, public transportation becomes an easy and smooth travel option, so that it would become **a true option for private cars.**

MaaS is like

Water;

Flowing, changes shape and inexpensive.

MaaS is like

Hair salon;

Instead of buying barber scissors and learn how to cut your hair, you go to the hair salon and buy the service.

In the end MaaS aims for the same.

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www.turku.fi/civitas-eccentric
www.civitas.eu/eccentric

2016–2020

2020 CIVITAS Cleaner and better transport in cities ECCENTRIC

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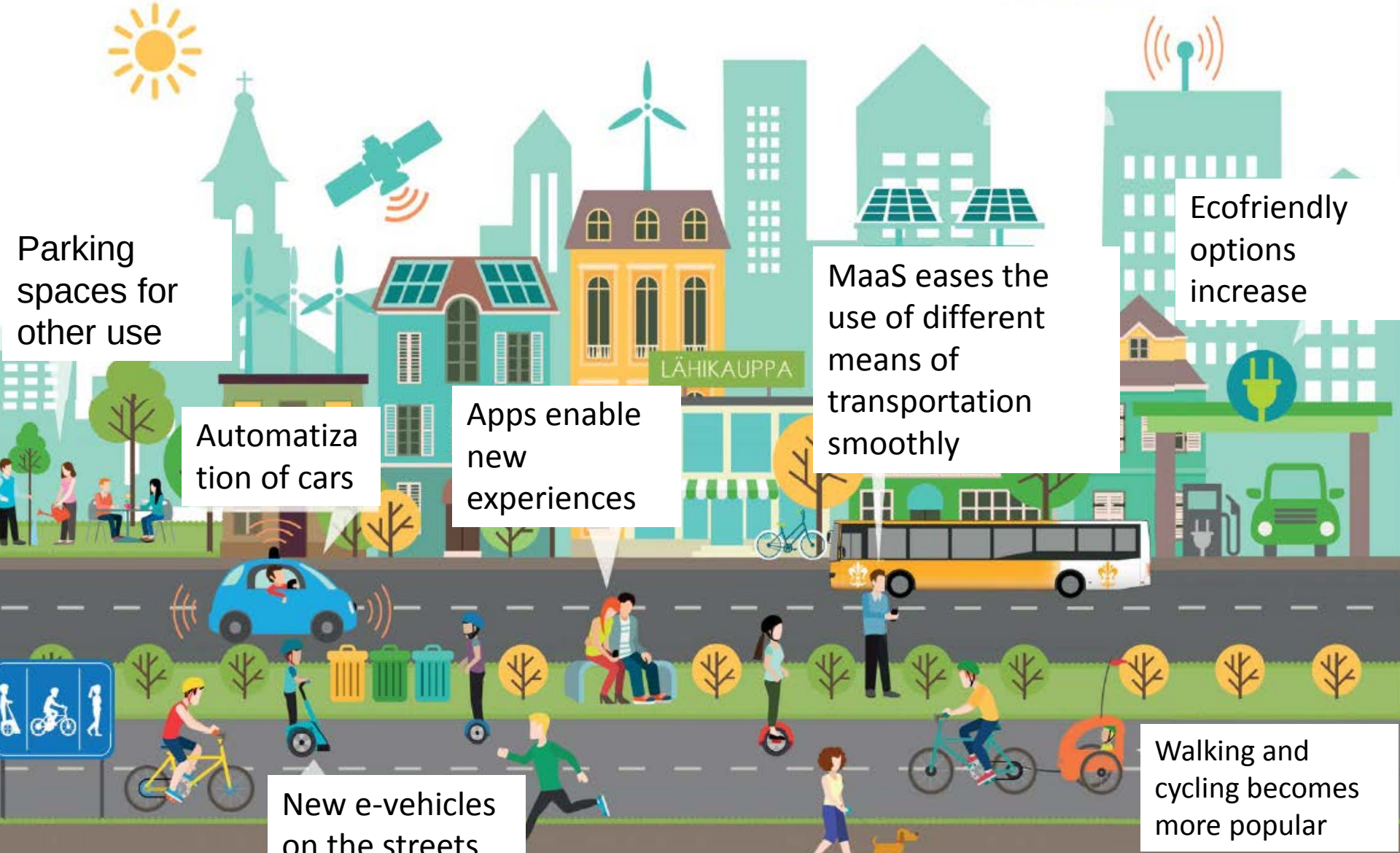


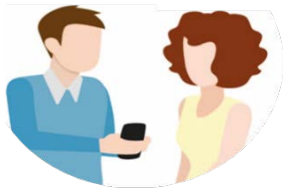
Bike sharing scheme to be launched 1.5.2018

nextbike

Clear Channel

LAULAVA OVIPUMPPU
ULKOMAINOSYHTIÖ

Customer service



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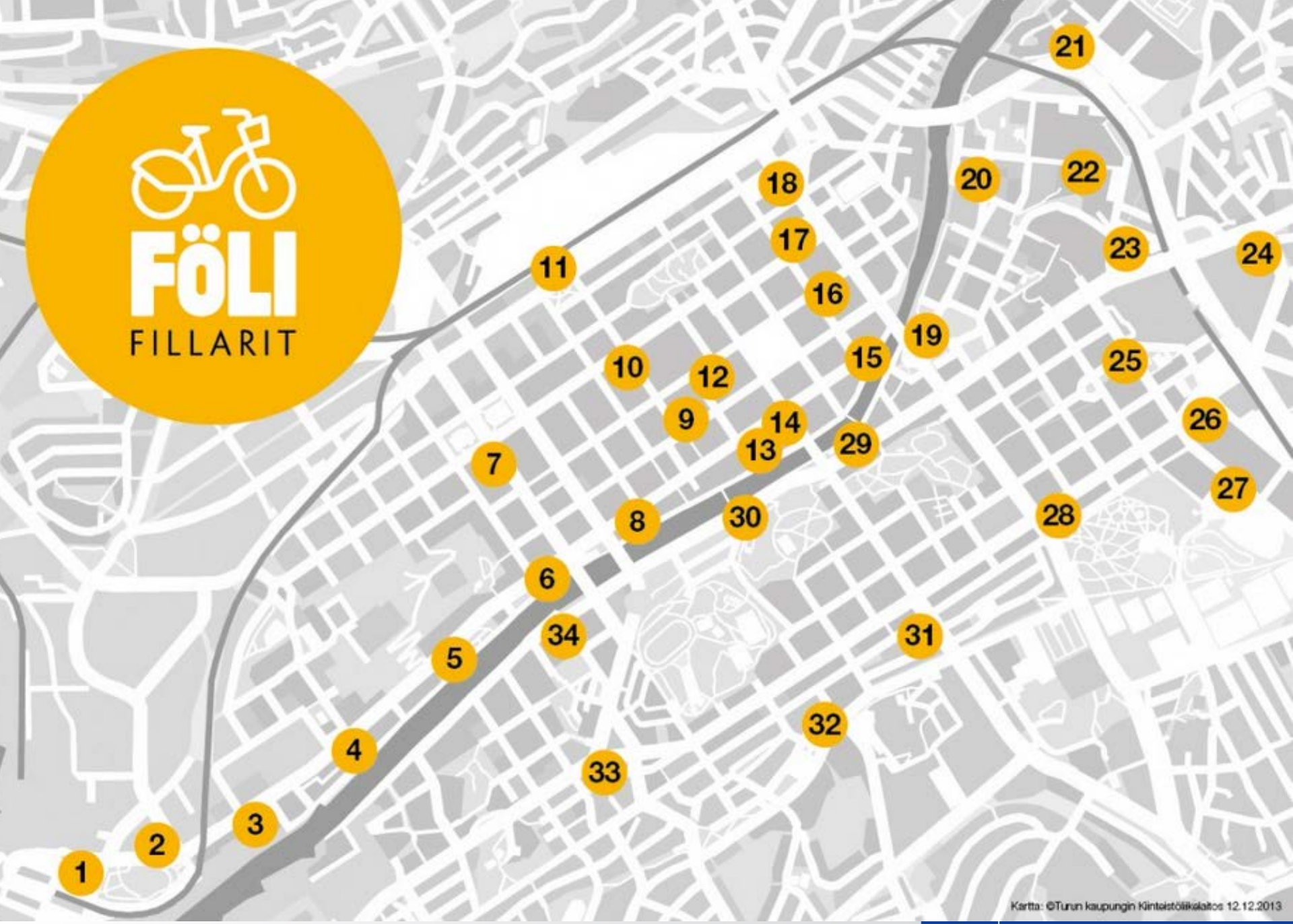

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Easy, Safe and Comfortable Cycling and Walking Round the Year

Winter Cycling Test Route

Kartta: ©Turun kaupungin Kiinteistöliikelaitos 12.12.2013

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Electric Public Transport – Building a carbon neutral Turku

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MaaS Readiness Level Indicators for local authorities

Link to publication

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MaaS readiness level indicators in local authorities

- a cross-sectoral view
- a checklist for the local authorities
- can be used to deepen the discussion and shared understanding of MaaS in the local context.
- offer a starting tool to speed up the process among local authorities.
- 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.
- These indicators are only showcasing the readiness level and giving some possible perspectives for the future development that can take place.

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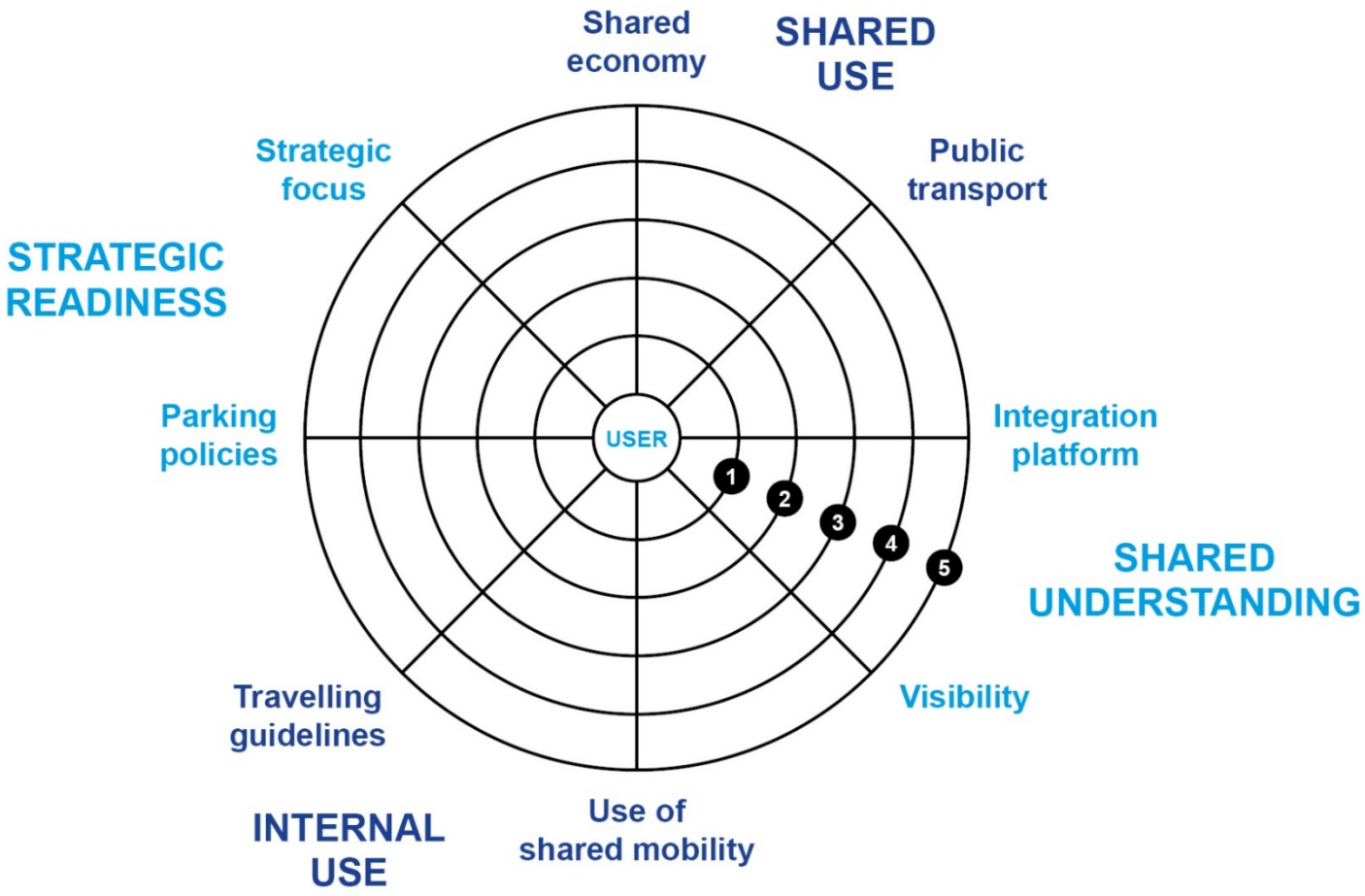
MaaS readiness level indicators in local authorities



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Preconditions

Readiness level indicators presume that

- before the readiness level indicators are fulfilled the user needs are analyzed in order to know what is relevant in the local context. 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 analyzed as widely as possible. 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.

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Strategic readiness
– to promote, support and incentivize MaaS

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.

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Strategic readiness
– to promote, support and incentivize MaaS

Parking policies

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.

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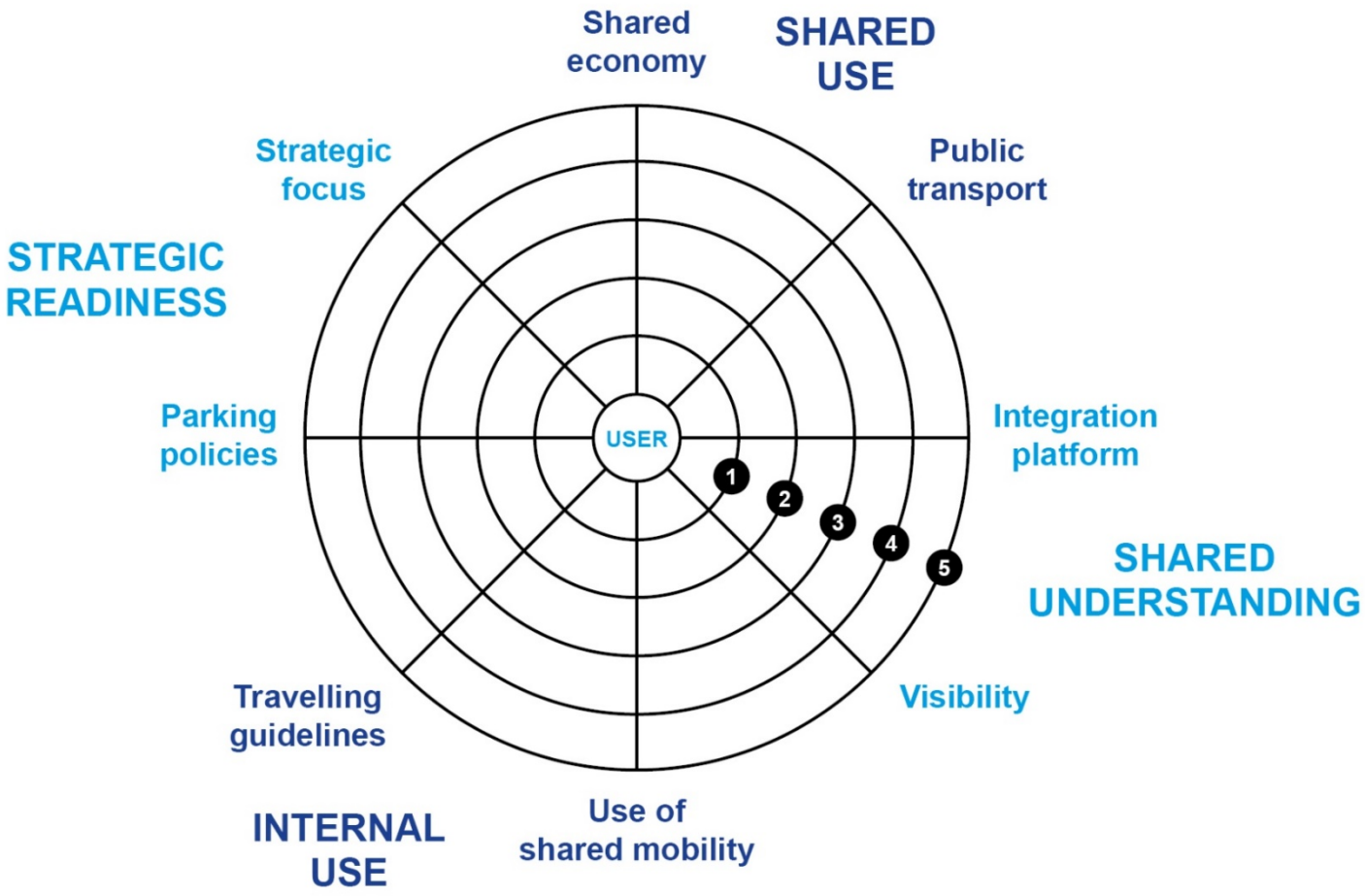
MaaS readiness level indicators in local authorities



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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.

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Internal use

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.

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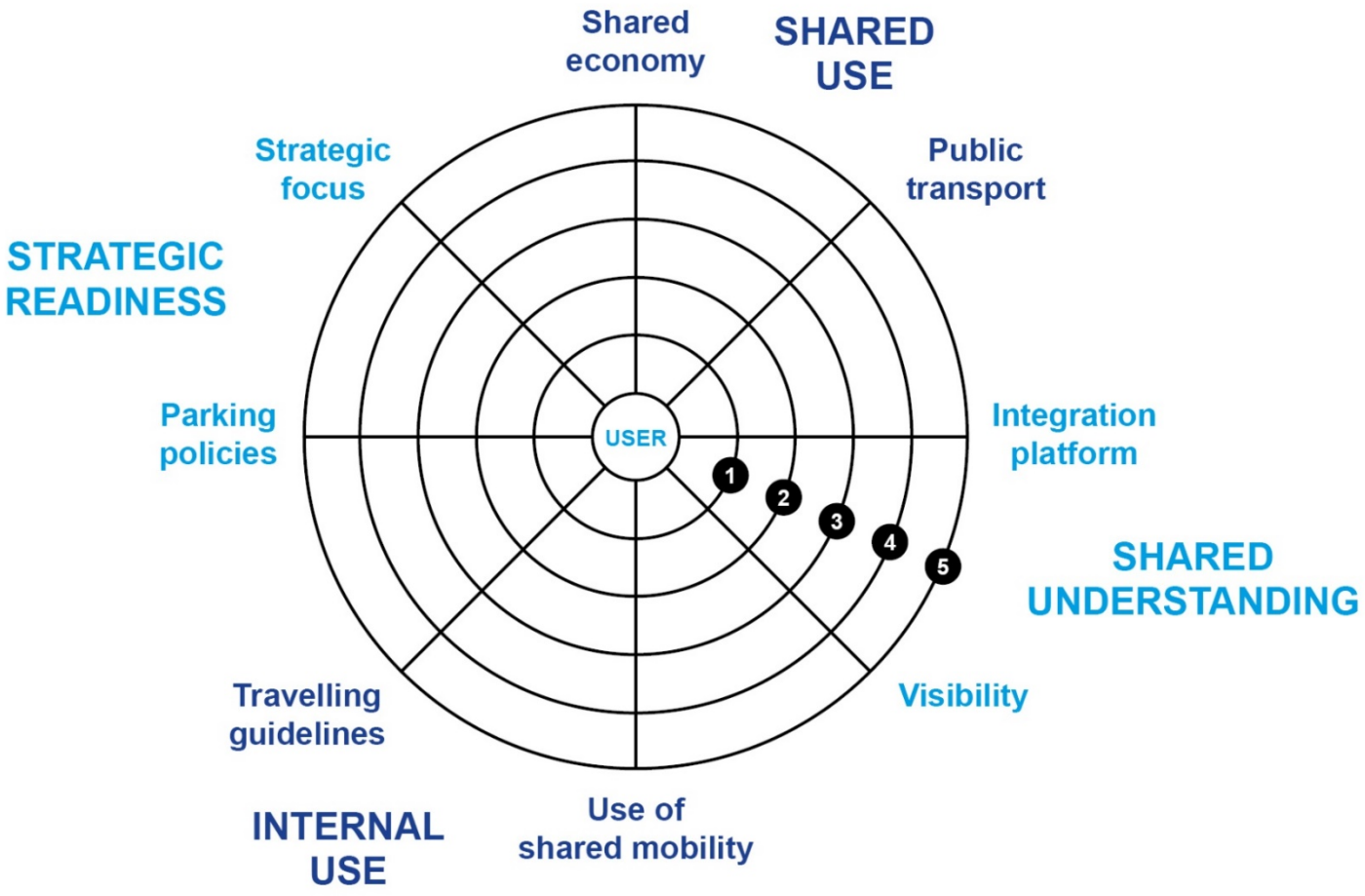
MaaS readiness level indicators in local authorities



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Shared understanding

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.

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Shared understanding

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/ public MaaS operators. The app may be provided by the PTA or a private service operator.

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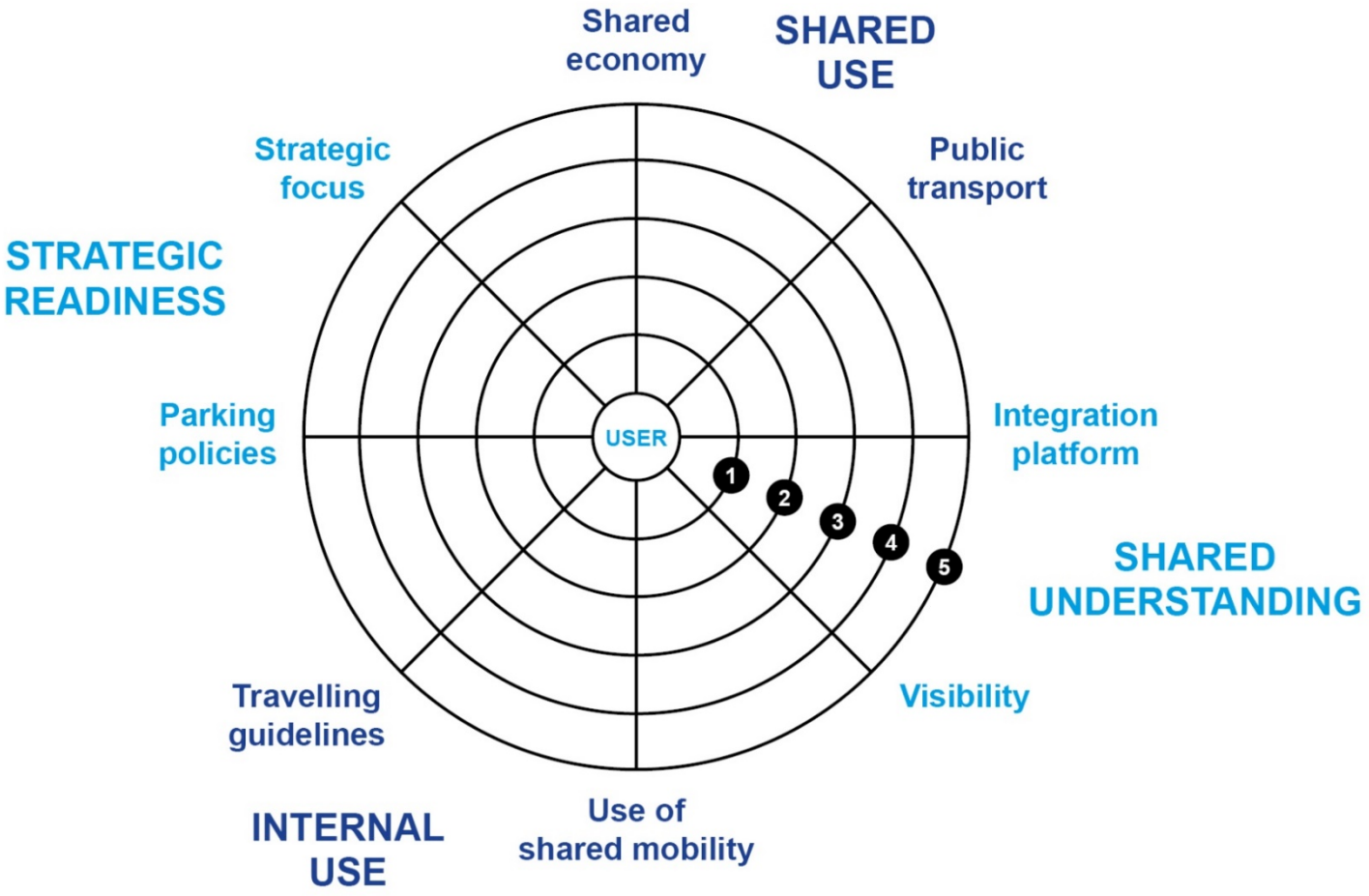
MaaS readiness level indicators in local authorities



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Shared use

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.

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Shared use

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 eg 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.

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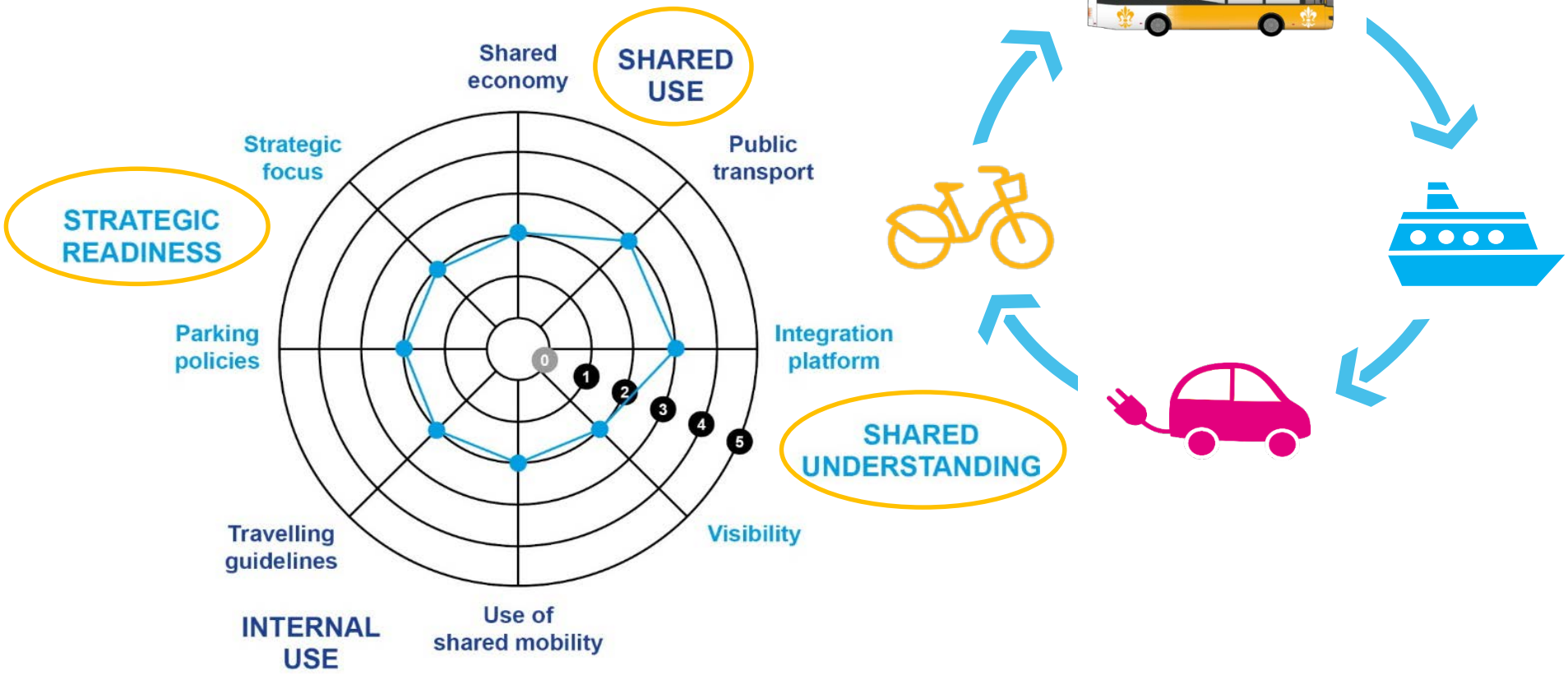
MaaS readiness level in Turku



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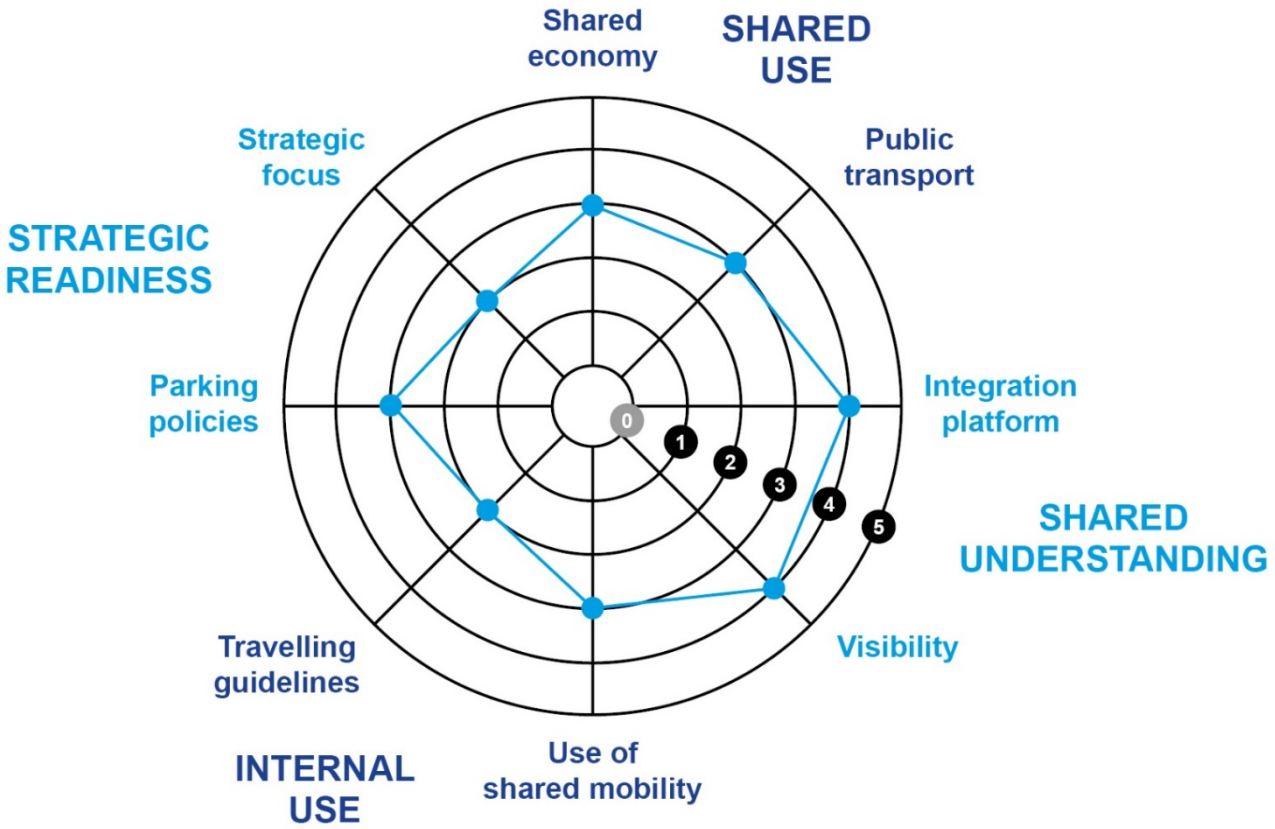
MaaS readiness level in Madrid



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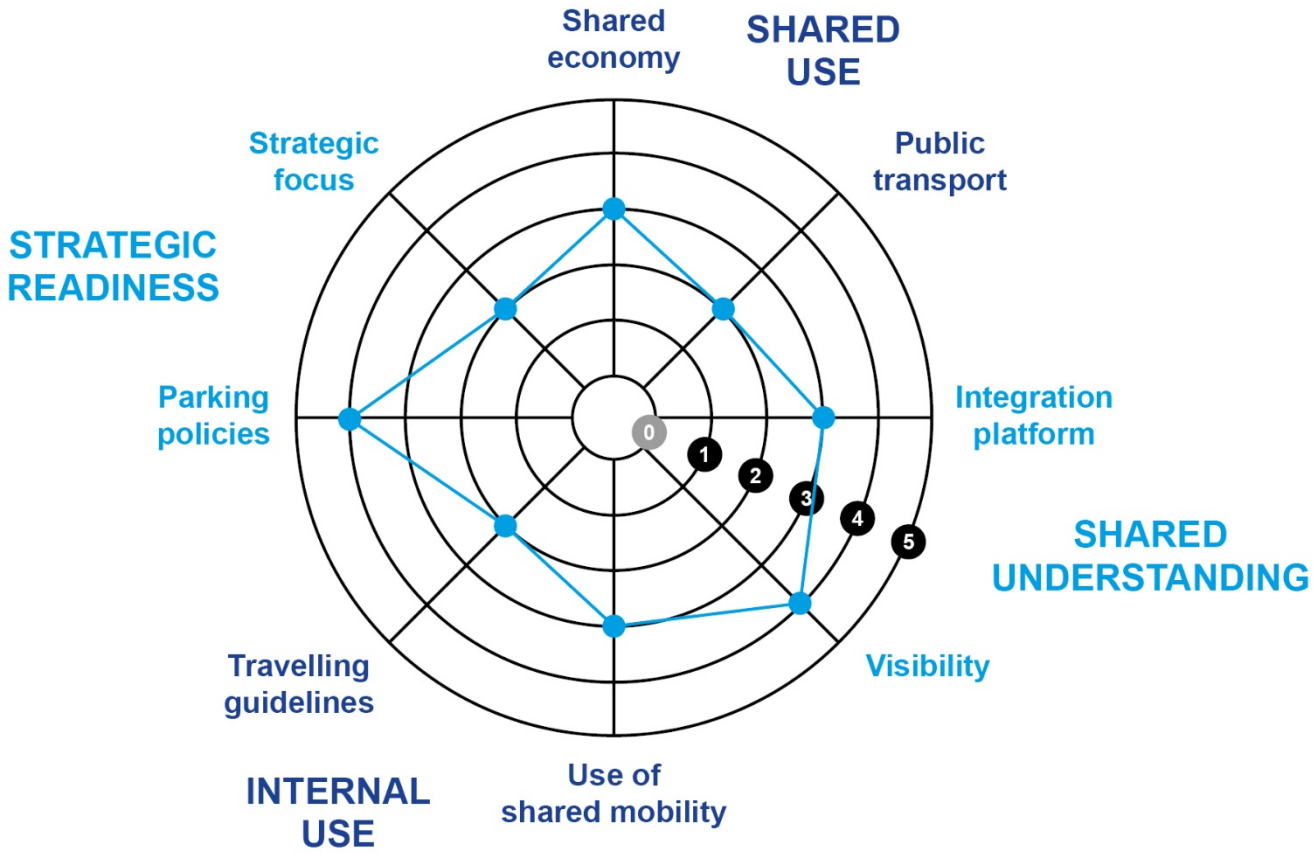
MaaS readiness level in Stockholm



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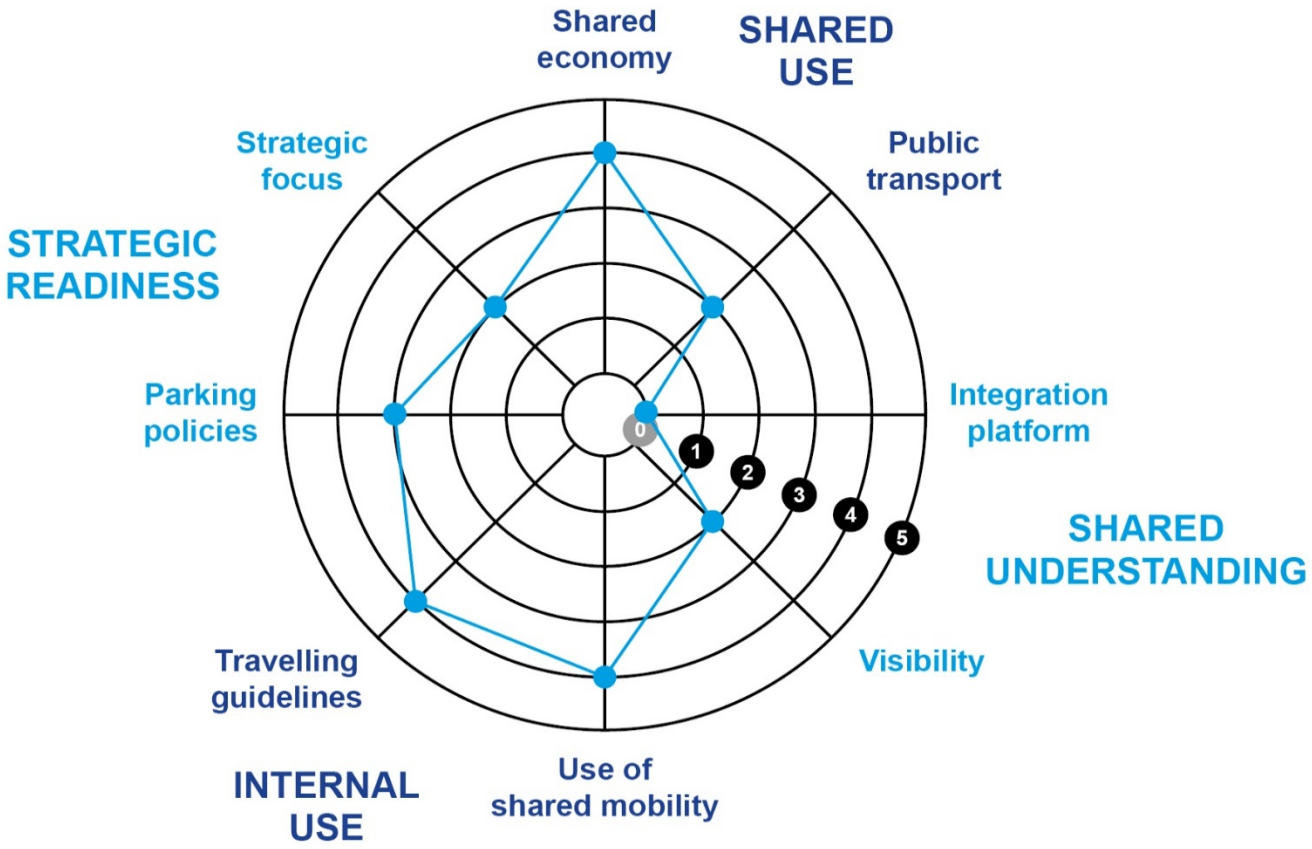
MaaS readiness level in Munich



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Integrated ticketing and information system for smart mobility - Creating a PT platform “FÖLI”

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Thank you!

Stella Aaltonen

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