



European Union
European Regional
Development Fund

CISMOB

Assessment of mobility platforms in the regions of
Extremadura, Agueda and Bucharest with the
MultiDiMaaS Indicator
- Interactive sessions with partners

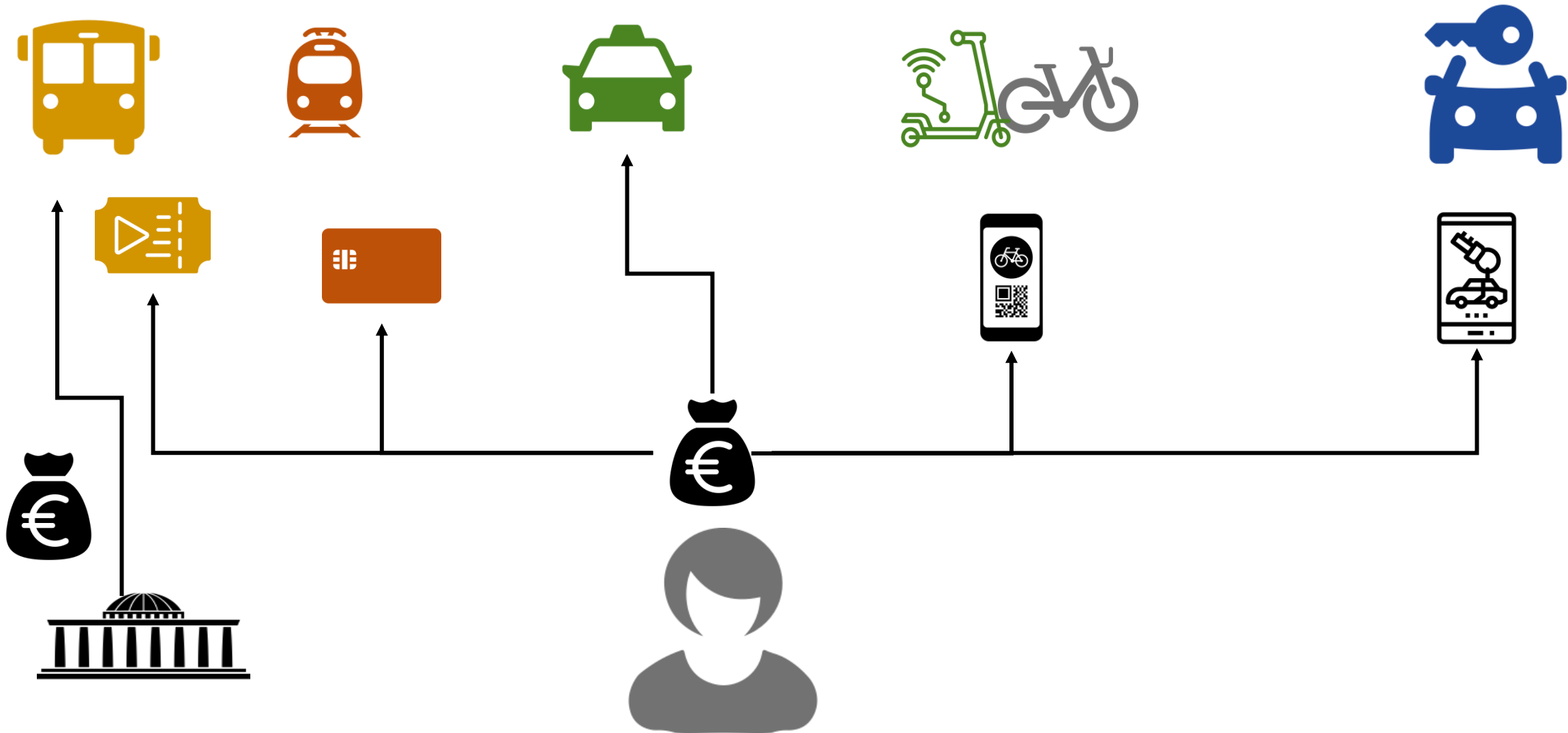
Bucharest 29 June 2022

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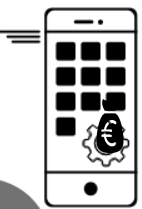
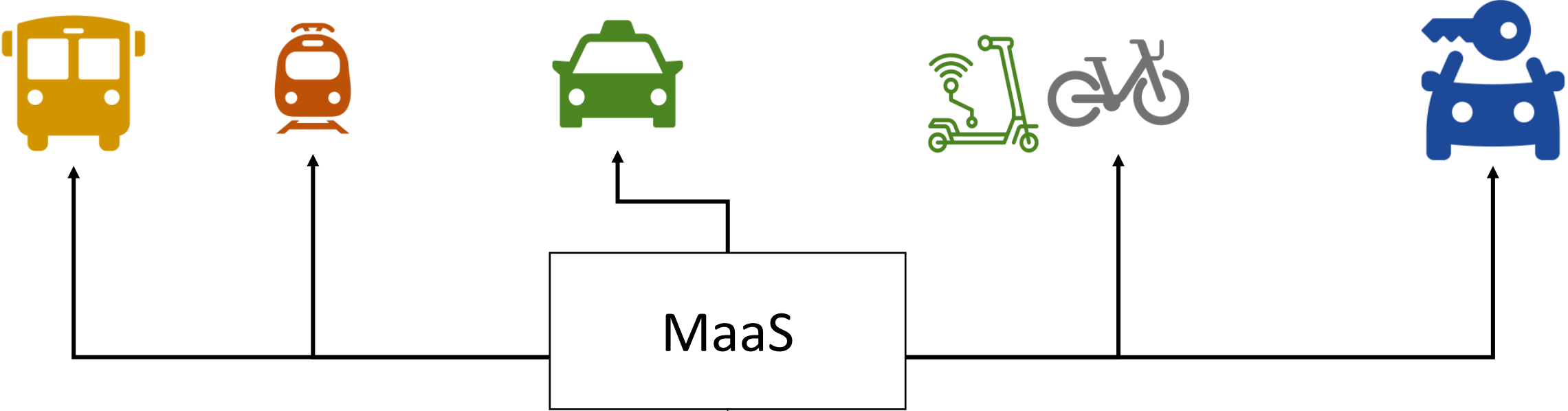
Mobility as a Service (MaaS) - promising approach to rearranging Mobility and contributing to reducing vehicle ownership

The MaaS vision is to consider "the whole transport sector as a cooperative, interconnected ecosystem, providing services reflecting customers' needs" (Hietanen, 2014).

No MaaS



Introduction



4	Integration of societal goals Policies, incentives, etc.	
3	Integration of the service offer Bundling/subscription, contracts, etc.	UbiGo whim
2	Integration of booking & payment: Single trip - find, book and pay	HANNOVERmobil smile einfach mobil
1	Integration of information: Multimodal travel planner, price info	moovit abxii Google
0	No integration: Single, separate services	TRANSPORT FOR LONDON lyft HERTZ sunfleet

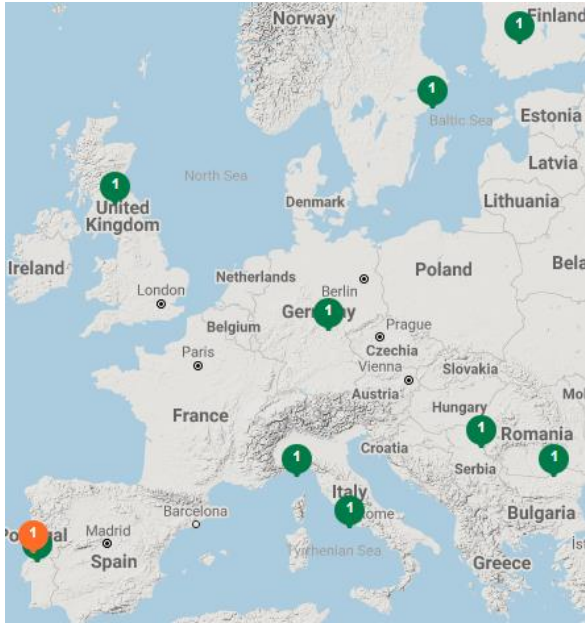


Coverage, Environment,
Personalization, Society
??

Literature Review – Previous classification systems

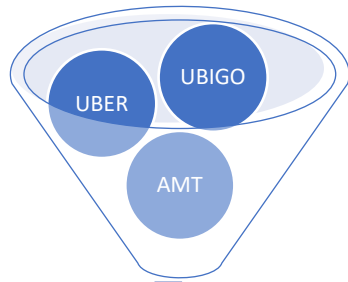
Reference	Classification System	Coverage (geographic and modes)	Functionality, integration of services, ICT	Contributions for sustainability
(Kamargianni et al., 2016)	Ten levels (Transport modes (1 to 6) + 1 for ICT and mobility package integration)	1 point for each transport mode. No geographic coverage	Integration of services (planning, payment, booking). Focus on what is more appealing to travellers.	Not directly addressed.
(Sochor et al. (2018))	Four levels 1-4	Possibility of adding layers of nuance, e.g. the number of modes - no clear assessment framework provided. No geographic coverage	Integration of functionality, from planning, ticketing, booking, and subscription. Focus on responsibilities and business models.	Integration of societal goals at level 4, but no clear assessment framework.
(Lyons et al. (2019))	Six Levels 0-5	Some levels depend on the inclusion of more than one mode. There is no clear classification for geographic coverage	Integration in terms of operations degree of seamlessness, information, and transactions (i.e., booking, ticketing, and payment via one interface). Focus on the user perspective.	Not directly addressed in the evaluation framework.
Traffic Technology, (2018)	Seven Levels (0-6)	Some levels depend on the inclusion of more than one mode. There is no clear classification for geographic coverage	Integration in terms of operations degree of seamlessness, information, data policy, and other smart city tools.	Not directly addressed in the evaluation framework.
This paper	Five levels * 6 categories	Framework assessment for geographic coverage and multimodality considering local context	Framework assessment for considering integration of services, technology, and personalization.	Framework assessment for considering the contribution to environmental and social pillars.

Motivation – Research Gaps



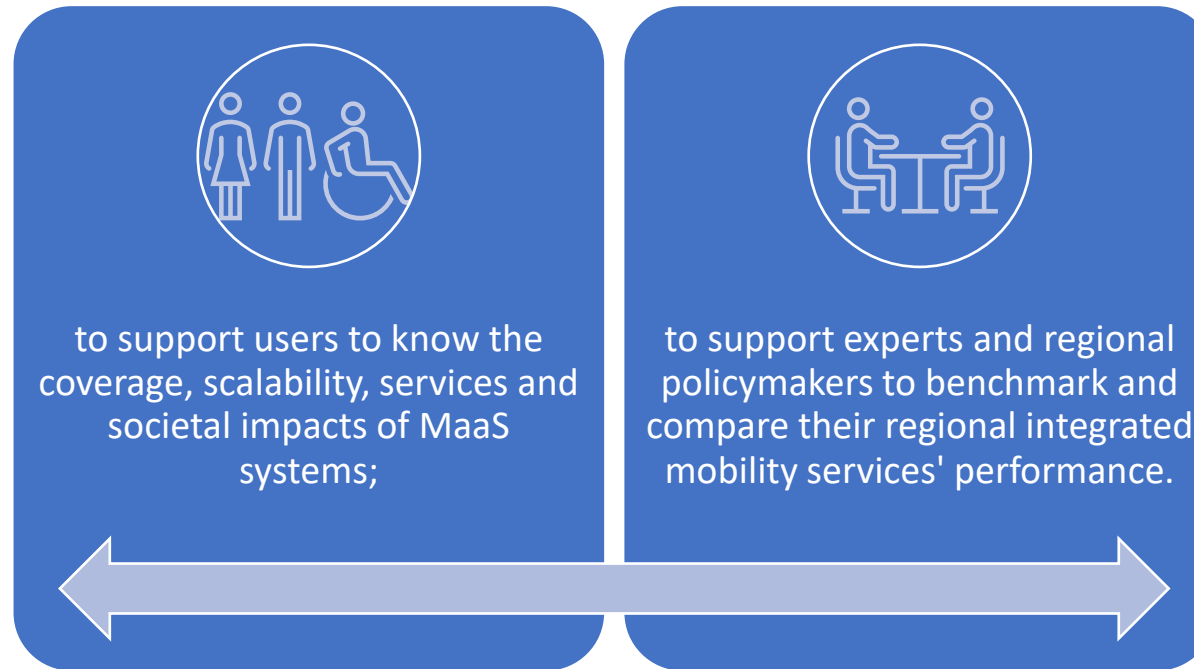
Existing topological frameworks for classifying the MaaS platforms offer relevant information about each system's functionality but, **neglect geographic, multimodal coverage, and contributions for sustainability are too vague.**

Difficult to establish a clear distinction between the **integration of services provided** and the **ease of use and personalization** of the platforms.

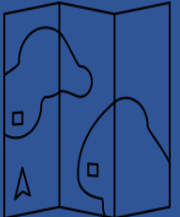







Coverage, Environment,
Technology etc ??

Why is needed to develop a multidimension indicator?



Methodology – Main concept

Coverage		Functionality		Sustainability	
					
Geographic area	Multi modality	Integration of services	IT personalization	Environmental policy	Social cohesion policy
5	4	2	1	2	3
4		1		2	
$(5+4+2+1+2+3)/30 = 0,5$					

Interactive work

1 Select a mobility platform in your region

Examples...

- **InfoTB and 24pay, UrbanAir**
- **BEAGUEDAA, Walking**
- **TUBASA, TADEXTREMAUDRA**
- **UBIGO, SL Travel Planner and Tickets**

2 Share with us your knowledge of the existing means of transport and the features of the app

3 Let's evaluate your mobility platform