



**PriMaaS**  
Interreg Europe

**Policy challenges: mobility  
planning and co-design of  
MaaS bundles**

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**Sofia Suárez  
Master student, UA**

# PriMaaS Project

## Vision

To promote the **integration of traditional collective transport modes with personal and innovative** ones by **creating equitable mobility services** truly focused on **citizens' needs**.

## Objectives

To create a knowledge hub to support regions fostering the Mobility as a Service (MaaS) concept, ensuring:

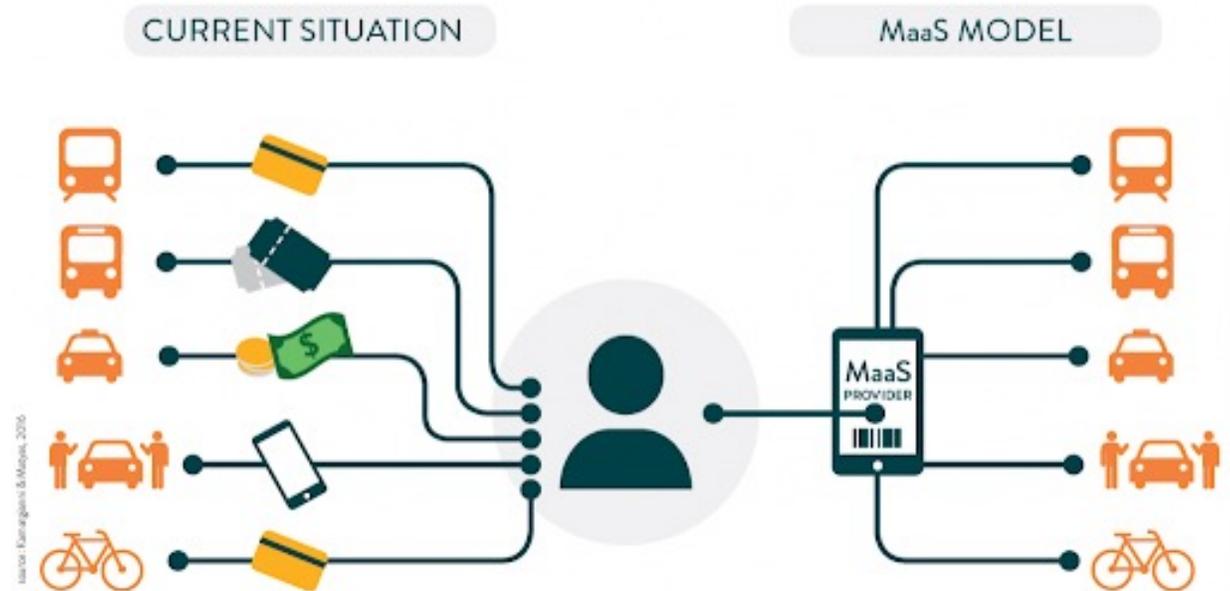
- i) mobility solutions focused on citizens' needs;
- ii) low-carbon mobility solutions are good options from the citizen's perspective in terms of comfort and price.



# Main Goal: support regions taking advantage of MaaS benefits

## Potential MaaS advantages

- Better information and planning
- Greater interoperability
- Focused on the needs of the user
- Reduced need for car ownership
- More intelligent networks
- Optimization of supply and adaptation to demand
- Greener mobility (if mainly focused on the PT and low carbon modes)



## Also... Avoiding Risks

- Higher costs / Inequality
- Disincentivising sustainable mobility
- Digital gap: disconnecting users, transport providers and the transport authority
- Economic viability
- User acceptance
- Low-density areas exclusion
- Privacy and data security

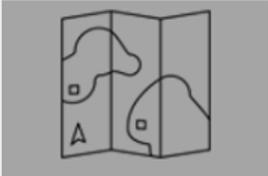
# PriMaaS Multidimensional Indicator

**Service Coverage** | Multimodality | Integration of Services | Customization of Services

Please select the geographic coverage that best describes your MaaS platform

**Geographic Coverage**

- Single Municipality <sup>i</sup>
- Metropolitan Area <sup>i</sup>
- City + single longer distance PT users <sup>i</sup>
- National level <sup>i</sup>
- Multiple discontinued cities/Regions <sup>i</sup>
- Generalized cross Border Service <sup>i</sup>



Calculate

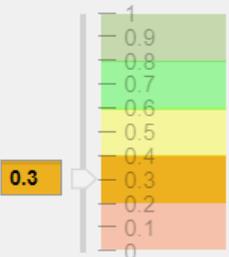
Coverage	Functionality	Sustainability
 Geographic Area	 Multimodality	 Integration of Services
 IT Personalization	 Environmental Policy	 Social Cohesion Policy
2	2	0
0	3	2
2	0	0

Reset

Exit

Start Analysis

**Final Result:**



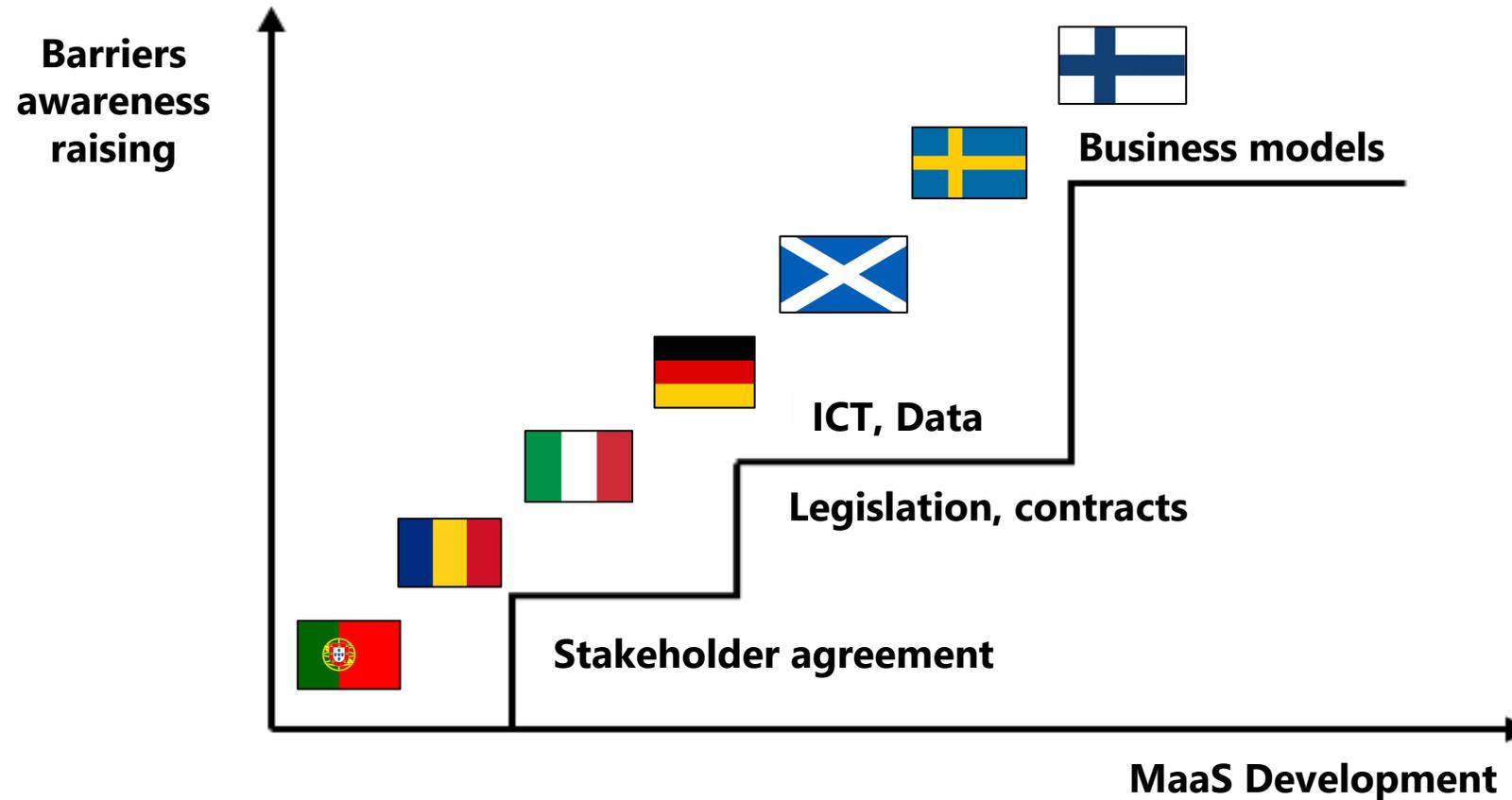
0.3



(Timișoara, RO)							
Flixbus (International)	5	1	3	1	0	0	0,33

# MaaS: Stakeholders Perspection

## Barriers: The climb to (economically) sustainable MaaS



# MaaS Cake Analogy



## Questions:

- 1) How can we **design** the various layers of the cake to please different target groups in different regions with different tastes and needs?
- 2) How can we ensure that the cakes are **green**?
- 3) How can we **conserve** the cake?

# 1) How can we design the layers of the cake the bundles?



### 1) How can we design the bundles?

- Assess a background to the cities' conditions and mobility patterns;
- Validation not only from end-users but also from stakeholders;
- Assess the region-specific and overall impacts on travel behaviour and modal shifts after the declared uptake of the MaaS bundles;
- Correlate WTP for the designed MaaS bundles to current mobility costs by user segments;
- Understand what do users value most about MaaS products;
- Compare the difference in outcomes between products of different regions;
- Understand if the bundles can truly satisfy the citizens' needs.

# MaaS bundle design methodology

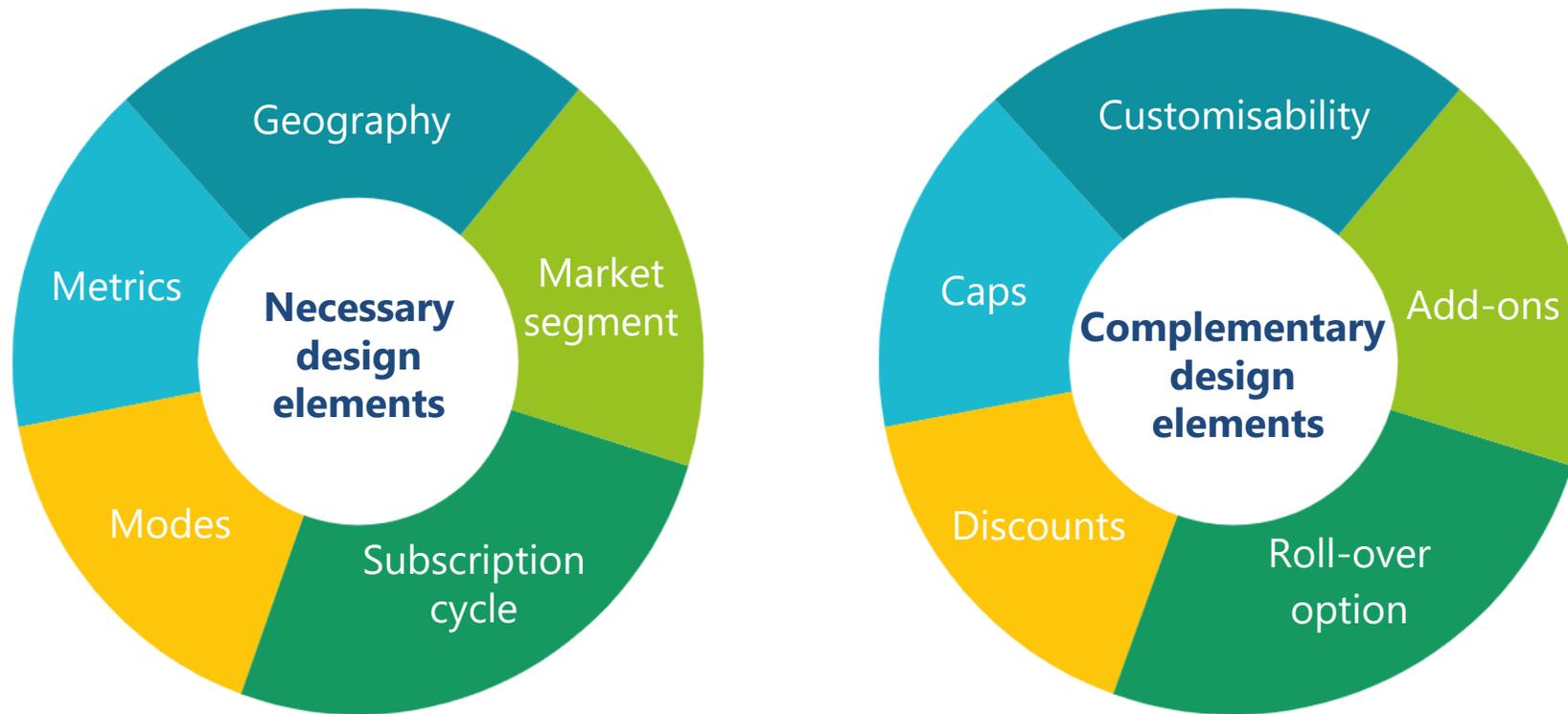
## Main steps

### 1) How can we design the bundles?



### 1) How can we design the bundles?

#### Design elements of bundles: define attributes and their levels



### 1) How can we design the bundles?

#### Assumptions and considerations:

→ To work out the right modal mix for each region, the following aspects were considered:

- Geographic diversity of the regions and transport connectivity;
- Existing and planned services and infrastructure;
- Public transport fare system and provision of monthly passes;
- Pricing models of shared mobility modes.

→ **Short-to-medium term (3-5 years)**

→ **Subscription fees ranging around 10-15% higher than a regular PT monthly pass**

### 1) How can we design the bundles?

**Ex:** Bundles designed for the region of Aveiro, Portugal

	Area: Aveiro city Subscription cycle: monthly	Area: Aveiro region Subscription cycle: monthly	Area: Aveiro region Subscription cycle: monthly	Area: Aveiro region Subscription cycle: weekly
	<b>Local Residents</b>	<b>Commuters</b>	<b>PRM</b>	<b>Tourists and Businessmen</b>
 Public transport	Unlimited rides in one zone and for the others pay per ride	1 daily round-trip in one zone and for the others pay per ride	Unlimited rides in one zone and for the others pay per ride	1 round-trip train connection and pay per ride with 30% discount on standard fare
 Bike-sharing	30 mins free per day and then pay standard fare	40 mins free per day and then pay standard fare	n/a	Unlimited rides
 Taxi	Pay per ride	Pay per ride	15 km included and then pay standard rate	Pay per ride
 Ride-sourcing	Pay per ride	Pay per ride	15 km included and then pay standard rate	Pay per ride with 10% discount on standard fare
 Car rental	Pay per ride	Pay per ride	n/a	Pay per ride with 10% discount on standard fare

## 2) How can ensure ~~the cake~~ the bundles are green?



### 2) How can ensure the bundles are green?

#### Currently:

- Collecting feedback from stakeholders through sessions during Regional Stakeholder Meetings in each region;
- Finalising Stated Preference Surveys (SPS) to be disseminated in each region, focusing on understanding end-user's willingness to use (WTU) and pay (WTP) for the designed bundles;
- Complementing the existing bundles with add-ons and incentives in order to reduce the carbon footprint per passenger-km.

### 3) How can conserve ~~the cake~~ the bundles?



## Time for Action (Plans)

### 3) How can conserve the bundles?



Linking Urban and Rural Areas in **Coimbra Region** - the path to a MaaS system



Creation and placement of a specific MaaS funding line in the RIS **Thuringia**.



Smart Ticket **Liguria**: towards the renewal of the Liguria Public Transport tariff system



Adding Sustainable Mobility as a mission in the **Tampere region**

Adding MaaS Dimension to the regional traffic System Planning



New measures for implementing a MaaS service **Timisoara Growth Pole**

Implementing a new ticketing system that will integrate other services



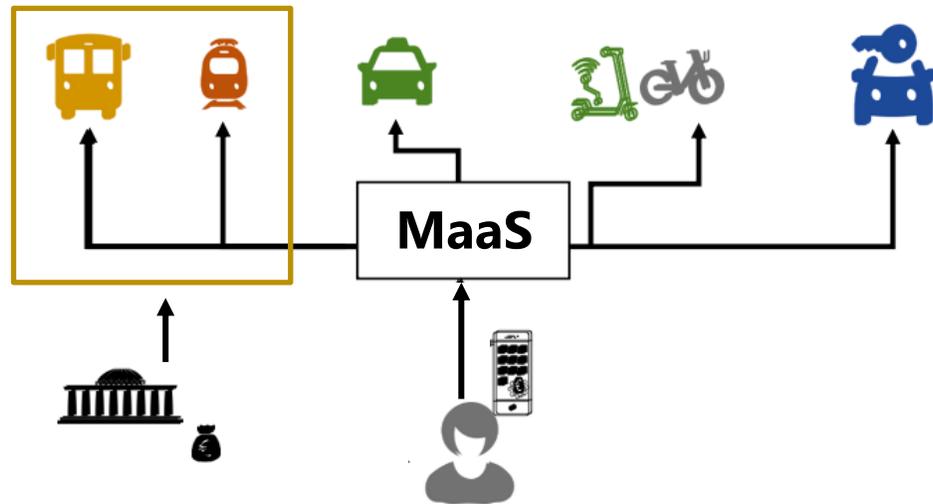
Developing a MaaS scheme and a DRT service for the **SEStran region**

Promote the adoption of Open Data Standards

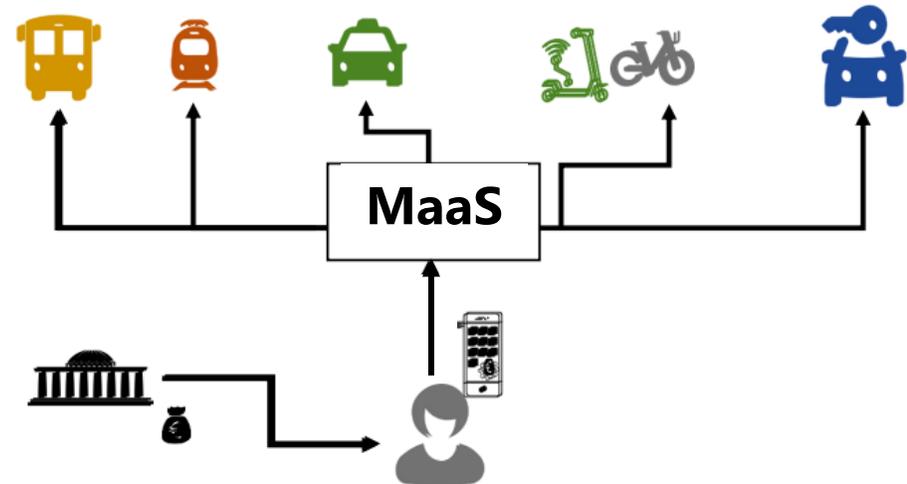
# The right incentives

3) How can conserve the bundles?

### Current situation



### Potential new paradigm?



# The right incentives

## 3) How can conserve the bundles?

### Germany

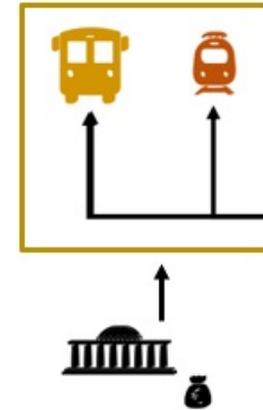
DW NEWS

## Germany offers monthly public transport pass for 9 euros

In Germany, a special offer has been launched to provide some relief from high fuel prices. From June through August, people can purchase a public transport pass for 9 euros a month, which can be used on local and regional public transport across the country.



Incentives → Operators



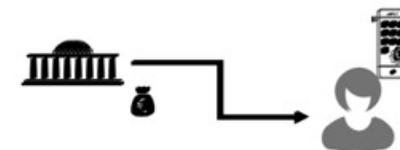
### Portugal

## Diesel price increase 'worse than predicted': Autovoucher extends to €20 per month

By **Natasha Donn** - 5th March 2022



Incentives → Users



# The right incentives

## 3) How can conserve the bundles?

Knowing that green mobility options are not always available or economically sustainable,  
**how can we conserve smart and green mobility bundles?**

- Financing and compensation mechanisms for users and/or operators?
- Can regional policy instruments contribute to ensuring accessibility, equity, optimisation of resources and green mobility?
- How to monitor and encourage behavioural change while maintaining citizens' privacy?
- How to adapt Urban and Regional Planning Strategy (e.g., SUMPS) to new mobility paradigms?

**Now I ask you: how can we conserve smart and green mobility bundles?**

**Thank you for your attention**

**Comments are more than welcome!**