

A man with a beard, wearing a light blue denim jacket over a dark blue t-shirt, stands in profile facing right. He is leaning his left hand on a white picket fence and gesturing with his right hand towards a yellow car. The background consists of a dense green hedge and a grey building. The scene is outdoors during the day.

Reducing congestion and improving mobility - is MaaS the answer?

Camilla Struckmann, CCO

Regulation paves the way for national MaaS – but where is the money?

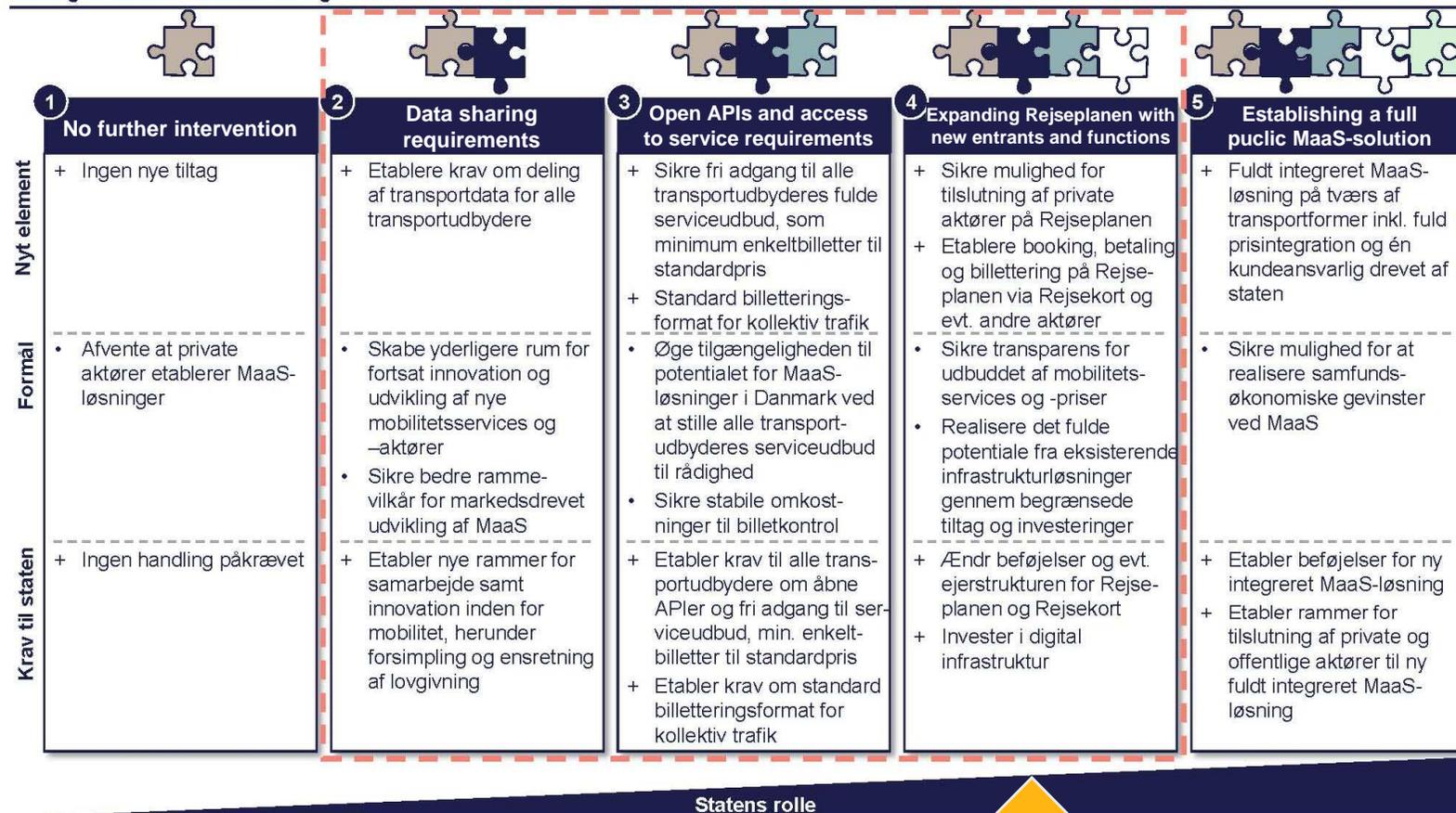
- Enacted by law, coming into force 1st of July 2019.
- Merge of Rejsekort (2,6 active accounts) and Rejseplan (3,7 mio. downloads).
- Must eventually develop into a public national MaaS solution: planning, booking, ticketing and payment within the same service.
- Must be open to encompass/display various mobility providers and ticket providers
- PTAs expect development expenditure 100++ mio. DKK/+13 mio. Euro and no growth in ridership.
- Ministry of Transport: expects additional income on 475 mio. DKK/64 mio. Euro and 5 pct. ridership growth in public transportation.

Quartz analysis on MaaS scenarios

SCENARIER

Tre af de fem scenarier for statens rolle i udrulningen af MaaS vurderes som de mest relevante for at realisere gevinsterne ved MaaS i Danmark

Udvalgte scenarier for statens ageren

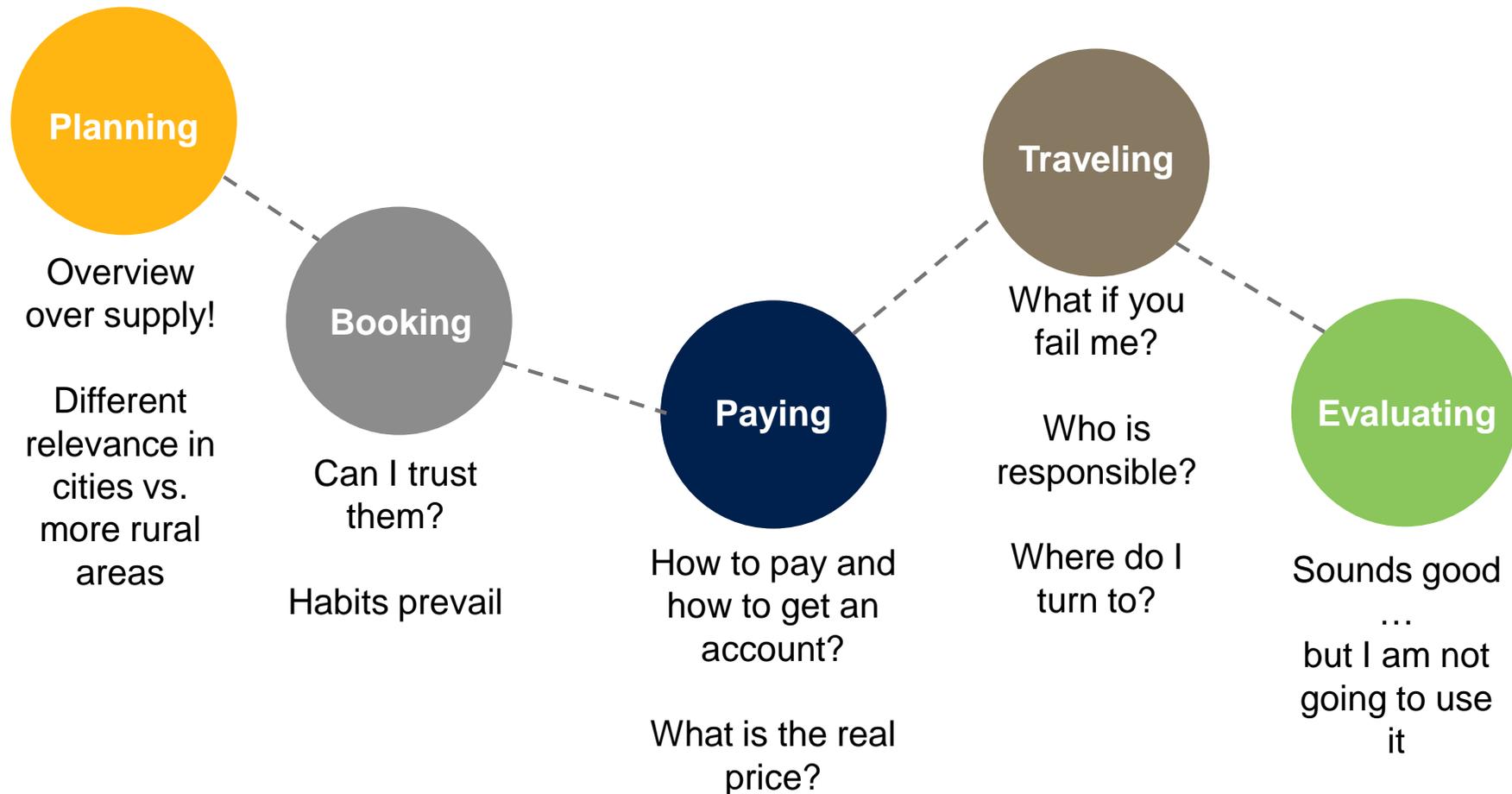


71 | Kilder: Interviews; QVARTZ analyse

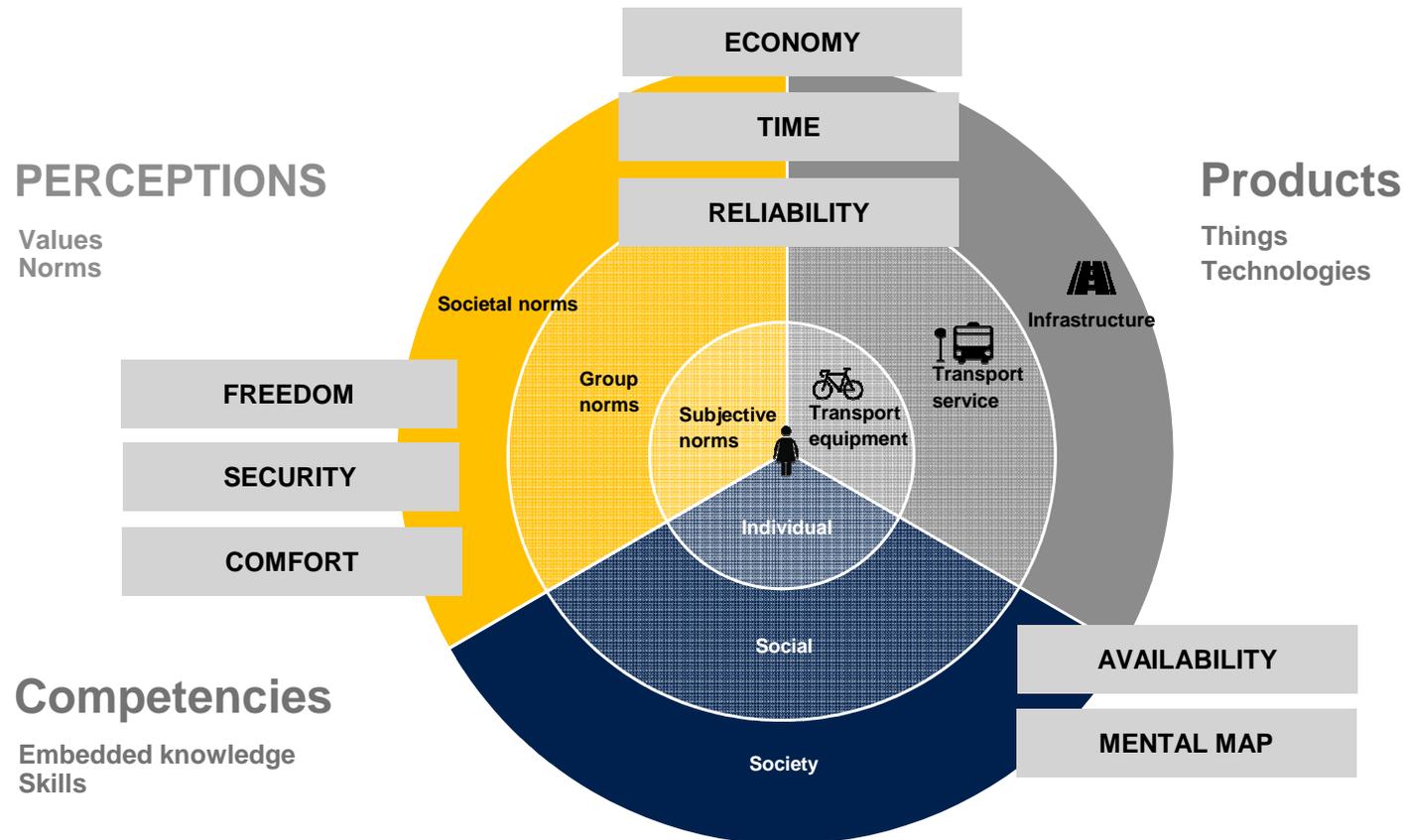
What is the role of MaaS in improving mobility and fighting congestion?

- Supply in large cities vs. none in rural areas.
- Public service providers with large customer base and public economy vs. private mobility providers with small customer-base and economy based on investors.
- Different criteria for success. Close to the public good vs. close to ROI. Is a customer base of 10.000 a success for public transportation?
- New mobility services in Rejseplanen by September 2019. (domestic flights, car sharing, bike sharing and carpooling). But: Taxi and private long distance busses are not interested.

Asking the costumers: Sounds great – but I want, what I am used to



If we want to change people's habits, we need to look closer at three basic parameters



Strategic considerations from a PTA perspective

- How do we get MaaS as a technology to contribute to reducing congestion and improving mobility?
- How to display public transport and new mobility services on limited mobile interface?
- How do we get customers into the sales funnel with high ticket supply and variation on pricing?
- Who is responsible, when something along the journey goes wrong? And where should the customer turn to?
- Entering into new markets and new business models – some far from being a public transport provider. Are we skilled for that journey?

Thank you!

Follow up session today:
The Nordic Pavilion at 15.30
- next to UITP stand.

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