newcities transdev the mobility company #MaaS

Mobility as a Service

Cities are seeing an unprecedented shift away from personally-owned transport towards mobility solutions consumed as a service - Mobility as a Service (MaaS).

What is MaaS?

Mobility as a Service (MaaS) is the integration of various forms of transport services into a single mobility service, accessible on demand, and paid through one channel.

MaaS has the potential to reduce personal vehicle ownership and move cities towards more user-focussed, efficient, economical, and environmentally conscious mobility choices.

Our cars are parked **95 %** of the time.[1]

[1] http://fortune.com/2016/10/13/cars-parked-95-percent-of-time/



Potential Benefits

User Experience

- Personalized on-demand mobility solutions that offer **payment convenience**
- **Reduction in time spent in traffic**
- **Increased physical activity** - encouraged by integrated mobility options including walking and cycling

Environmentally-conscious

- **Reduction in single car ownership**
- **Less congestion** with the reduction of cars on the road (with increased uptake of alternative mobility modes)
- Cities can re-prioritize road uses and car parks for **greener landscaping** options

Key Ingredients

Collaboration
An integration of public transport and private mobility operators to provide economic viability and maintain user-centred options.

Public Awareness
Increasing understanding of and buy-in for MaaS to give citizens confidence and motivation to reduce private car ownership.

User Experience
A high-quality user experience in terms of affordability, accessibility, convenience, safe and secure mobility options.

Innovation
Government authorities and private sector using innovative business models adopted by different start-ups can be used to bring overall efficiency to the mobility system.

Data-sharing
Connecting the data from mobility operators, private companies and government to provide a better-tailored picture of user demand, sharing customers and increase efficiency.

