step2smart

7th Conference
On Sustainable Mobility & Intelligent Transportation Systems

Interreg
Ελλάδα–Κύπρος
Ευρωπαϊκό Ταμείο Περιφερειακής Ανάπτυξης
ΕΥΡΩΠΑΪΚΗ ΕΝΩΣΗ

REPUBLIC OF CYPRUS
MINISTRY OF TRANSPORT,
COMMUNICATIONS AND WORKS

DEPARTMENT
OF PUBLIC WORKS

SUSTAINABLE
MOBILITY
SECTION

Is MAAS a viable solution to address the current mobility problems?

The Problem

NO2 and other gases are recognized as causes of respiratory disease (*)

Technological obsolescence
PTOs need to keep up with latest software updates to foster and strengthen their customer relationship

Lack of connected mobility ecosystems
Cities need to manage better their mobility to avoid data mismanagement and to improve road safety

Pollution
Mobility is one of the biggest contributors to pollution and poor quality of living in our cities

User's mistrust
Lack of connectivity and accessibility makes users choose the car over more sustainable modes

(*) Air pollution: UK government loses third court case as plans ruled 'unlawful'- theguardian.com 21st Feb 2018

CYPRUS PUBLIC TRANSPORT

Is MAAS a solution?

Solution: Model shift to collective transport

Full integration

Transform mobility in a commodity

CYPRUS PUBLIC TRANSPORT

What is MAAS?

A Mobility as a Service solution that integrates all modes of available transportation - public and private - into a single app, allowing users to plan, book and pay for transport

Seamless Intermodal Connections

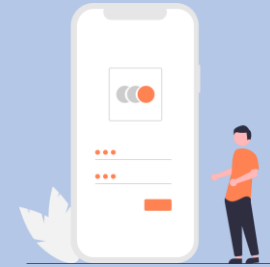Enabling customers to seamlessly book and pay for any mode of transportation (or multiple modes) in one transaction
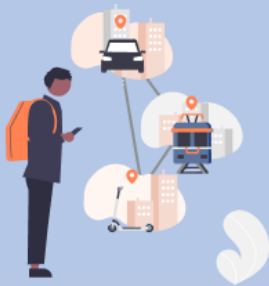
Multimodal routes

Combines several transportation options and operators from free-floating to stationary modes

Sustainable Mobility

MaaS is cleaner, more economical and less congested. A greener alternative to the private car

Preferences-Oriented

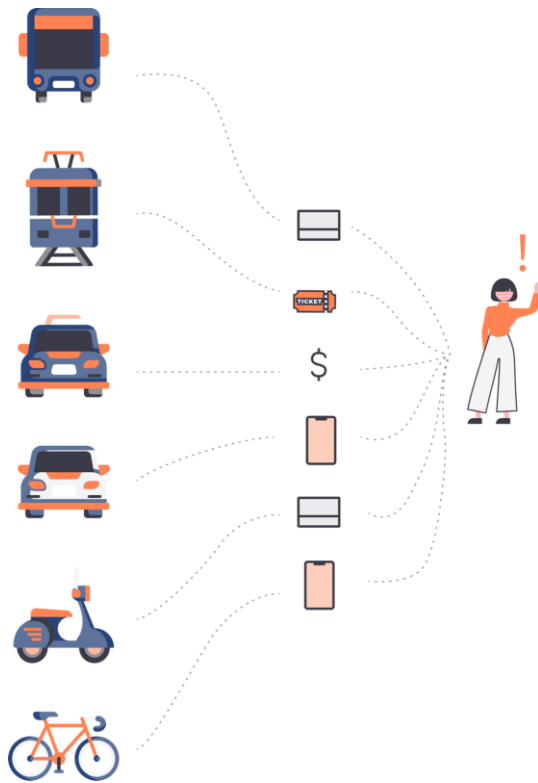Meep MaaS provides accurate routes based on user preferences and real-time operator and contextual information

Efficient payment

Creating and validating virtual tickets for all transportation modes in any journey. Simplify and unify transactions on the same app.

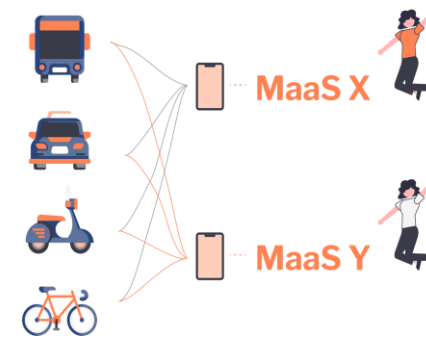CYPRUS PUBLIC TRANSPORT

From a disconnected network to a MaaS ecosystem

Fragmented system

MaaS private apps   B2C

MaaS X

MaaS Y

Evolution

Operated by public transport B2B/G

PT MaaS

CYPRUS PUBLIC TRANSPORT
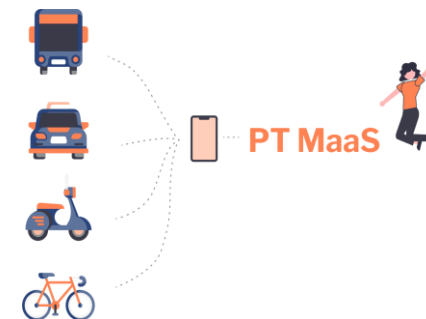
UX - How MaaS changes mobility patterns

Disconnected system ⇢ **App** ⇢ **Connected system (MaaS)**

USER PERSONA	TRANSPORT MODE	CHARACTERISTICS	POSSIBLE SOLUTION	Trip features (Cost, Time & Energy)	MaaS SOLUTIONS FOR USERS	POSITIVE EXTERNALITIES/ BENEFITS	FORECASTED Transport	Features
Car owners		Comfort Traffic congestion Time to park		€€€	Park&Ride (Alleviate parking pain points)	Less congested city center		
Public transport heavy users		Not car owners Prefer to use public transport	Google Maps	€€€	Digital transport pass and QR validation and payment	More efficient public transport system		
Multi-modal travelers (pioneers)		Smartphone users New mobility services lovers Too many apps	Bolt voi. cooltra Uber	€€€	All registration process in one app. Single multi-trip payment	Connect different modes in one validation process More one-way trips		
Active mobility users		Walk or ride in the city Shorter distances	Citymapper	€€€	Incentivisation programs and points of interest in cities	Personalized according preferences (weather/allergies/other)		

CYPRUS PUBLIC TRANSPORT

Examples of Data Integration capabilities

Integration of public transport services

- Bus
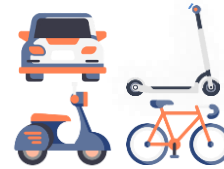- Train
- Tramway
- Metro
- Ferries

Ride-hailing and on-demand transport services

- DRT
- Ride-hailing
- Taxi
- Car-sharing

Park and Ride

- Automatic parkings
- EV charging stations

Sharing transport services

- Moto-sharing
- Bike-sharing
- E-scooters

Airports
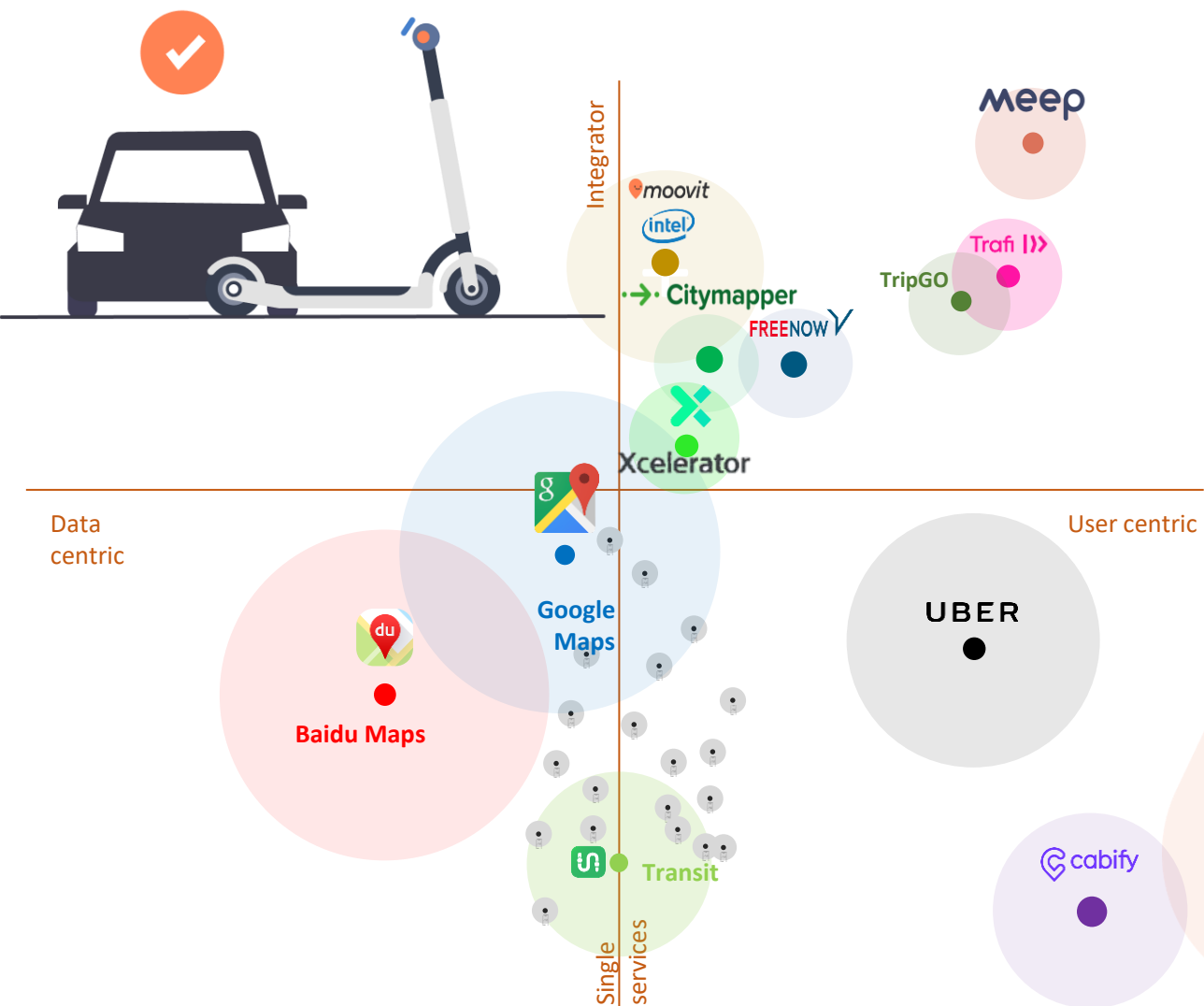
- Flight information
- Boarding gates

Life as a Service

- Travel cards
- Tourist attractions

Current Market

Integrator

meep

moovit

(intel)

Citymapper

FREENOW

Trafi

TripGO

Xcelerator

Data centric

Google Maps

UBER

User centric

Baidu Maps

Transit

cabify

Single services

Competitive advantage

Ready-to-go: agile deployments

Integrations: focused on public transport (high number of public and private operators integrated), and deeper integrations such as ticket validation and payment

Diverse Customer Base: to understand users and to solve day-to-day issues

Link between **public transit**, **new mobility**, and **private vehicles**

CYPRUS PUBLIC TRANSPORT

MaaS Market – Is really happening?

Facts

Millennials consider public transit the best option for digital socializing and among the best for connecting with communities

Demand for more sustainable cities & SDG compliance

Tech Infrastructure Development for Smart Cities (3)

Accelerated demand for mobility tech post-COVID-19

Figures

$1.2 trillion
Mobility service revenues[1]

Target cities
Diverse transportation ecosystem with sufficient technology. SDG compliant

2.2b
Private Car Journeys Displaced Globally by Maas in 2025[2]

Cross-sector
From mobility to the fintech[4] and LaaS sectors

[1] Are OEMs ready for the MaaS transformation (Mo-Ability)
[2] MaaS – The Future of City Transport 2027. 2020 Juniper Research
[3] Mobility-As-A-Service: Business Models, Vendor Strategies & Market Forecasts 2021-2027. 2021 Juniper Research
[4] Insights on the $332.5 Bn Fintech Market. May 2022. GlobeNewswire by Notified.

CYPRUS PUBLIC TRANSPORT

Long-term goals

Cities

Improve city infrastructure - Smart Cities
Adoption of AV in urban mobility through Meep app
First and last mile transportation connectivity
Integration of mobility in other verticals - cross sell and upsell additional services
Cooperation between private and public stakeholders
Cross-industry and **cross-sector** collaborations

Citizens

Reduction of travel time and money spent

Increased convenience: all modes and tickets in one app

Personalized trips based on preferences

Flexible pricing and transport options (subscription packages)

Environmental

Reduction of CO_2 emissions and use of fuel
Raise awareness of emissions associated with transport and promotes behavioural change (gamification)
Allow users to travel in healthy and/or sustainable modes. The more adapted the mobility offer, the more likely users will choose transport alternatives

Organizations

Increase productivity; Save time for commuters

Increase **employee satisfaction and engagement** through **gamification**

Simplify **travel expenses** and billing