Mobility as a Service (MaaS) in Sweden — Advancements Made and Lessons Learned

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What is MaaS anyway? - MaaS Topology

4
Integration of societal goals
Policies, incentives, etc.

3
Integration of the service offer
Bundling/subscription, contracts, etc.

2
Integration of booking & payment
Single trip - find, book and pay

1
Integration of information
Multimodal travel planner, price info

0
No integration
Single, separate services
UbiGo Pilot 2013-14 (pre-Mobility as a Service) ...finally relaunching in Stockholm in 2019

6-month pilot with 5 modes
83 household subscriptions covering 195 persons; 20 private vehicles set aside
monthly invoice, customer service, app to manage travel/subscription, etc.

“You notice now that you’re not in it, that like...it feels kind of...it’s a bother to travel in the normal way”

93% satisfied with UbiGo (ex-post);
69% more satisfied with their travel compared to before the FOT

Four subgroups identified & analyzed: Car Shedders, Car Accessors, Simplifiers, Economizers

Sochor & Smith, CommuteCon, February 13, 2019
Factors impacting development + analytical framework (IRIMS project, 2016-18)

NATIONAL GOVERNMENT
Legislation, (de)regulation
Vision
Financial support

REGIONAL and LOCAL GOVERNMENTS
Rules, regulations (perceived) roles and responsibilities

PUBLIC SERVICE PROVIDERS
Regulations and interpretations (perceived) roles and responsibilities
Organisational goals
Perceived business opportunities, brand image

PRIVATE SERVICE PROVIDERS
Laws (taxation, etc.)
Organisational goals
Perceived business opportunities, brand image

SOCIETY at large

CITIZENS / CUSTOMERS / USERS
Habits
Fit/misfit between needs/requirements and service offer – the problem solving potential of MaaS

Development and implementation of MaaS
The public sector’s role?
& who takes on the two new roles in the MaaS ecosystem?
## National roadmap (KOMPIS)

![KOMPIS National Roadmap](http://kompis.today/fardplanen/)

|----------------------------|-------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|--------------------|
| Business & tickets         | Make PTAs’ offerings available  
Develop & adapt PTAs’ offerings  
Pooling efforts for open PT data                                                                | Standard for roaming between services  
Investigate additional needs in order to support development | Mobility as an occupational benefit is the norm |
| Legislation & policy       | Investigation of subsidies & occupational benefits  
Investigations into policy conditions                                                            | Overview of legislation for sharing services and of tax legislation & occupational benefits | Legislation is adapted to promote sharing economy & mobility services |
| Pilot & implementation     | Implementations & pilots in metropolitan regions  
Pilots in sparsely populated regions                                                             | Implementation of MaaS outside the metropolitan areas  
Pilots with integration in relation to policies                                               | Pilots with autonomous vehicles |
| Impact & consequence       | Analyses of travellers and preferences  
Development of framework and methods for impact analysis                                            | Impact analyses                                                                                   | Shared travel is the norm |
| Coordination & cooperation | Project management  
Collaboration meet-ups                                                                            |                                                                                                        |                    |
Evaluation framework

Initial work undertaken in the MAASiFiE project [http://www.vtt.fi/sites/maasifie/results](http://www.vtt.fi/sites/maasifie/results)

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<thead>
<tr>
<th>Level</th>
<th>Ecological effects</th>
<th>Economic effects</th>
<th>Social effects</th>
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<tbody>
<tr>
<td>Societal level</td>
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<td>Organisational level</td>
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<td>Individual/traveller level</td>
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Continuing in **KOMPIS 4B** – KPIs and relational models (within and among levels)
National and International Projects (selected)

**LIMA** Lindholmen Integrated Mobility Arena (2018-20, Vinnova)
- MaaS for employees at Lindholmen Science Park, Gothenburg

**SAMS** Sustainable Accessibility and Mobility Services (2016-20, Mistra)
[https://www.sams.kth.se/about](https://www.sams.kth.se/about)
- foster a transition to platform-based mobility services
- substantially transition the urban transport system towards sustainability targets

**Smart Mobility Demands Smart Governance** (2017-20, Vinnova)
- steering instruments for use by municipalities and public transport authorities

**IMOVE** EU project (2017-19, H2020) [https://www.imove-project.eu/](https://www.imove-project.eu/)
- accelerate deployment and unlock scalability, pave the way for roaming
- living labs in Gothenburg, Berlin, Turin, Manchester, Madrid

**IRIS** EU project (2017-22, H2020) [https://irissmartcities.eu/](https://irissmartcities.eu/)
- improve urban life through more sustainable integrated solutions
- Gothenburg (e.g. EC2B), Nice, Utrecht (Lighthouse Cities)
Policy Implications

i.e. How can public organizations create institutional arrangements that are conducive to the development and diffusion of sustainable MaaS? (Smith et al, 2019, "Governing Mobility-as-a-Service: Insights from Sweden and Finland")

• Get involved in MaaS networks
• Create a strong vision for MaaS that builds on policy objectives
• Foster an open and collaborative innovation climate
• Support MaaS developments, directly and indirectly
• Focus on learning and long-term effects
Thank you! Questions?

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MaaS RESOURCES – REPORTS AND WORKING PAPERS

http://www.vtt.fi/sites/maasifie/results (including downloadable deliverables and webinar link+pdf)


MaaS RESOURCES - REFERREED CONFERENCES