



Governing Mobility as a Service

Insights from Sweden and Finland

Göran Smith

Fluditime Symposium: MaaS meets City, Vienna 2018.06.07

CHALMERS

 VÄSTRA
GÖTALANDSREGIONEN

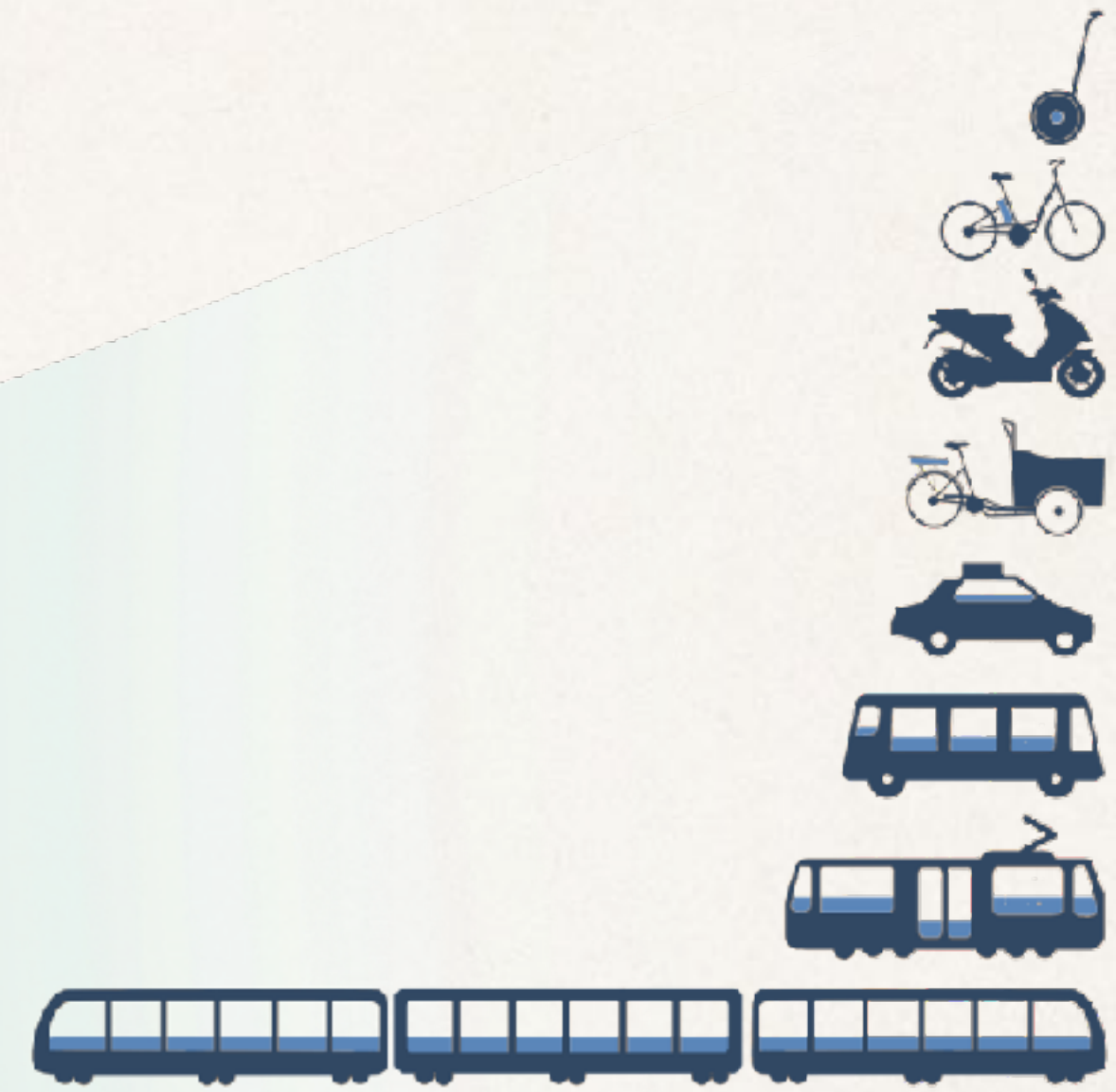
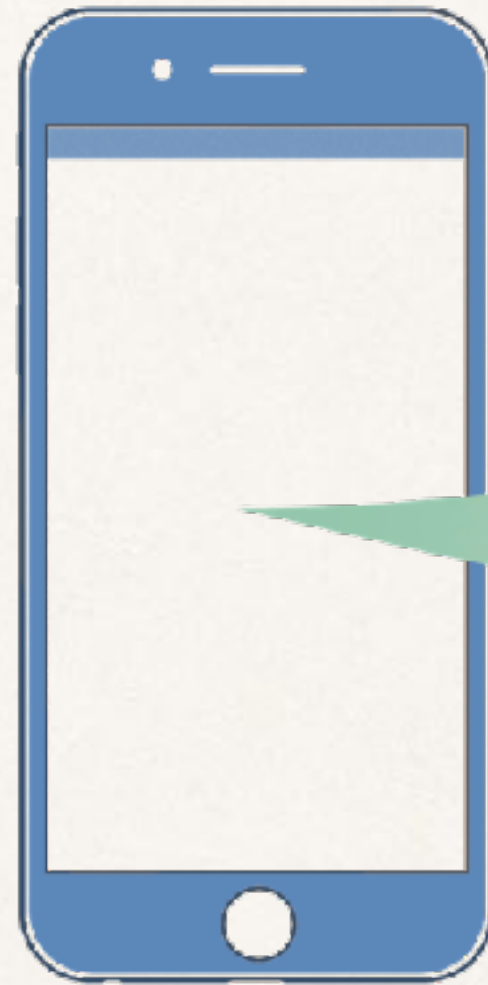


Level 4 *Policy*

Level 3 *Packages*

Level 2 *Payment*

Level 1 *Information*



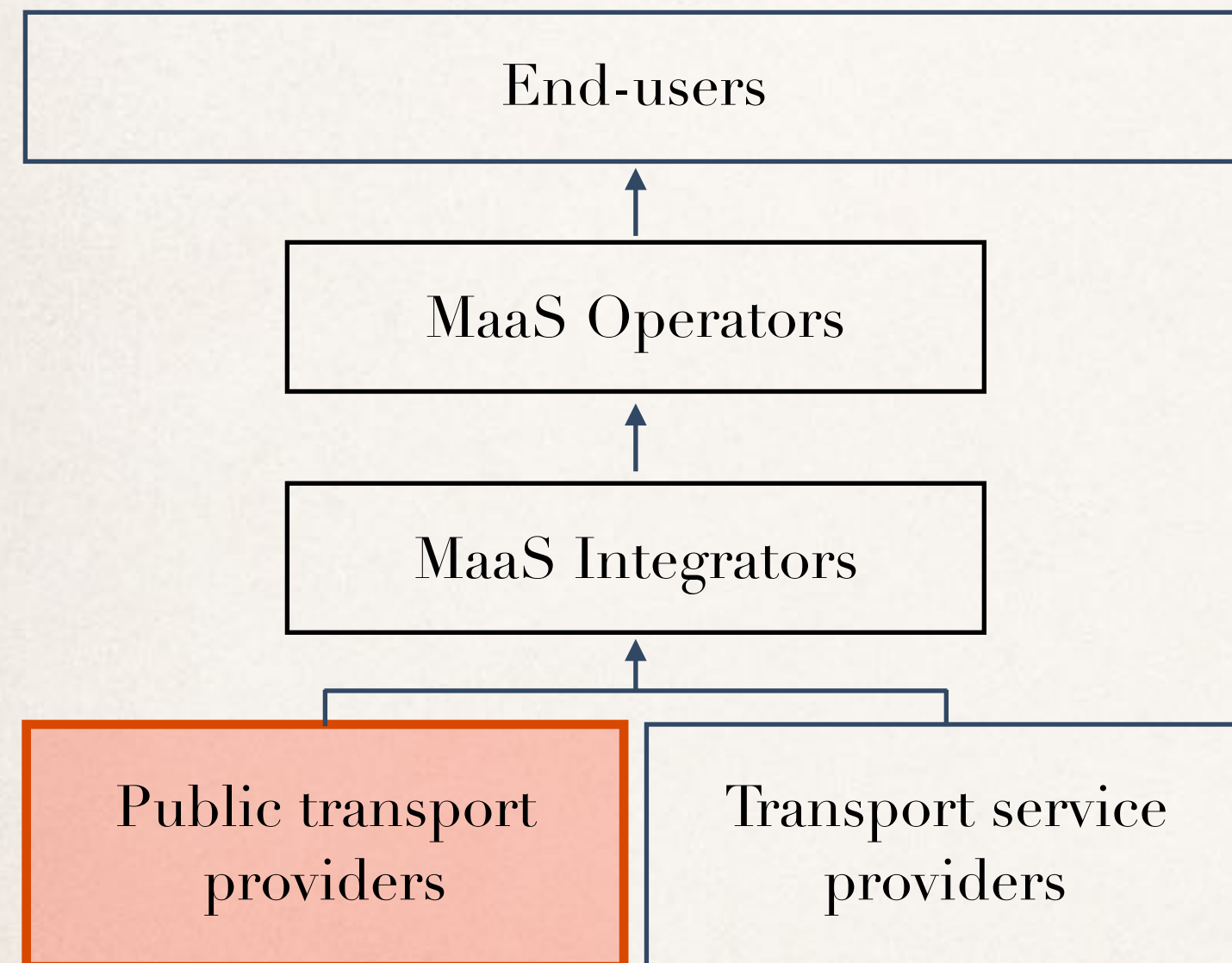
MaaS Trajectories

Smith, G., Sochor, J., Karlsson, M. 2018.

Mobility as a Service: Development scenarios and implications for public transport

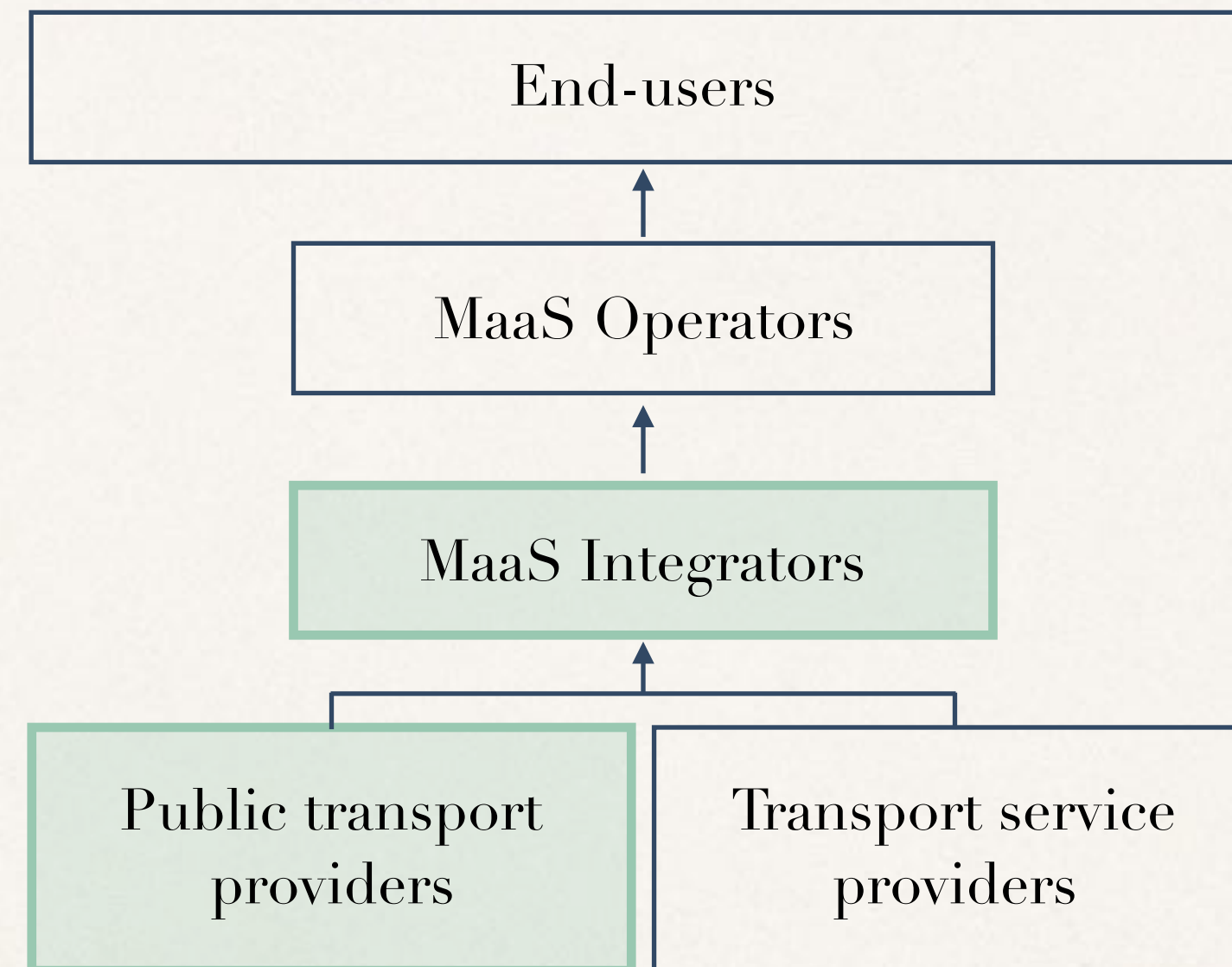
Research in Transportation Economics, doi:10.1016/j.retrec.2018.04.001

Market-driven development



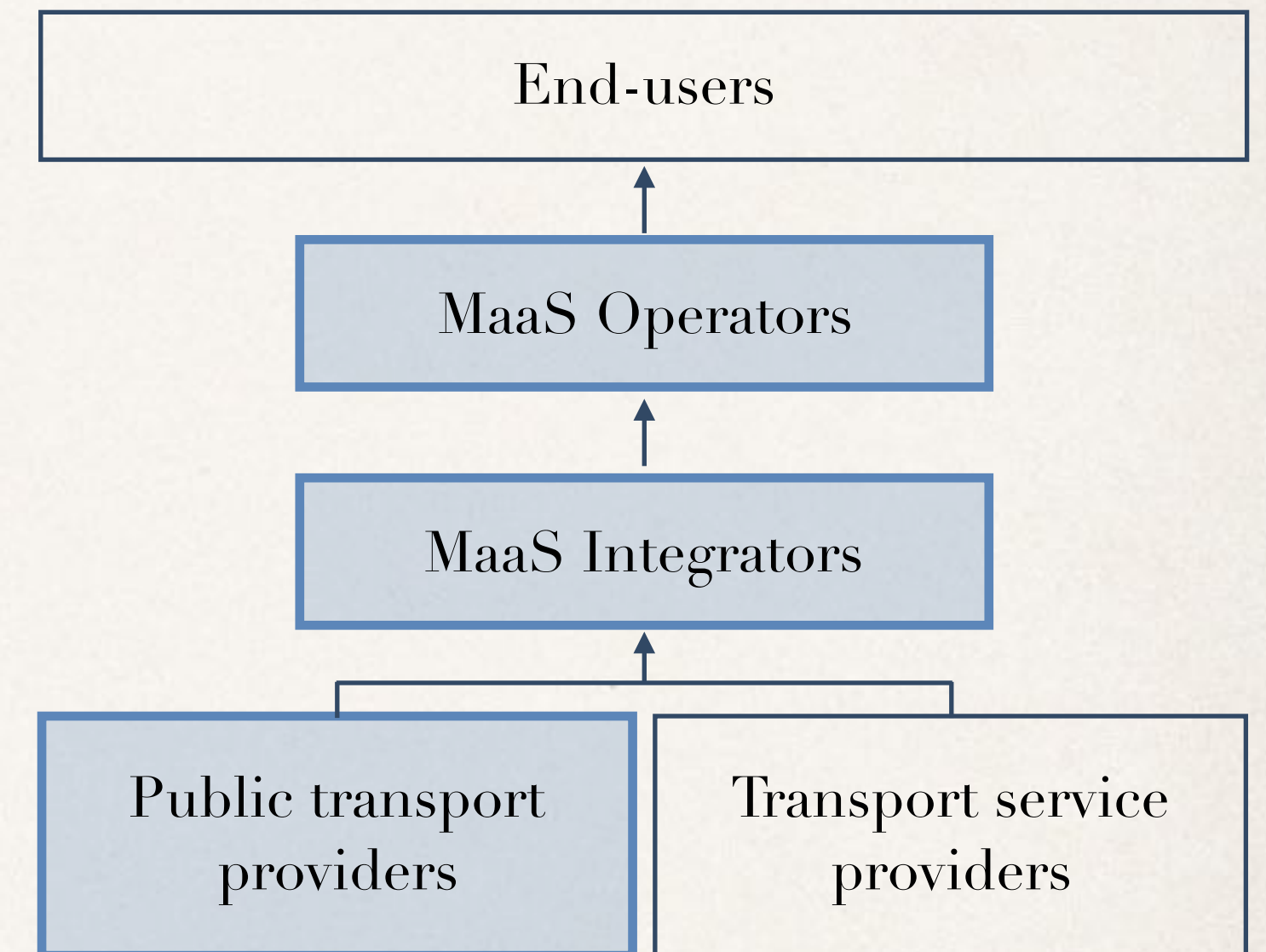
○ The public sector's roles

Public-private development



○ The public sector's roles

Public-controlled development



○ The public sector's roles

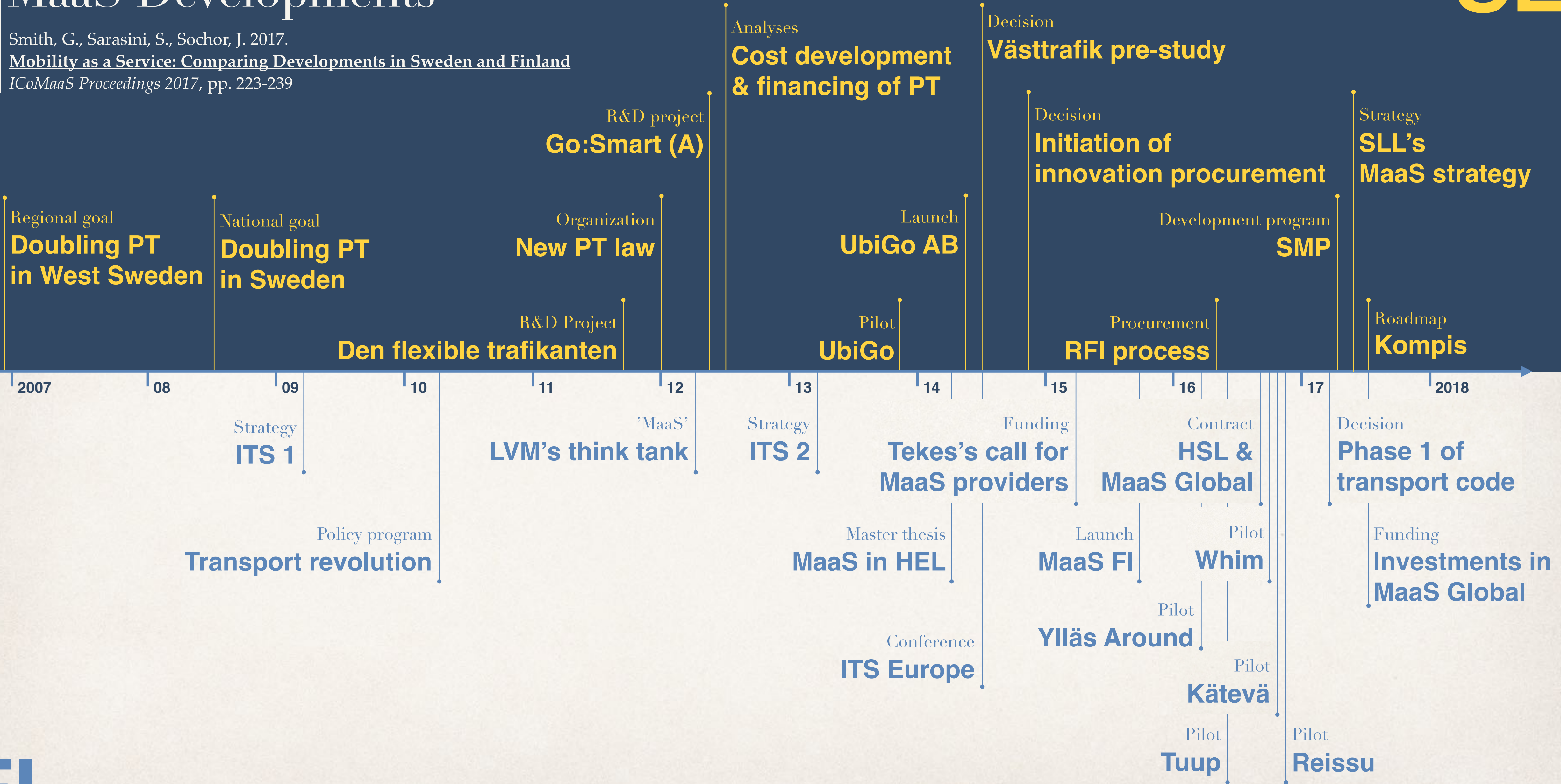
MaaS Developments

Smith, G., Sarasini, S., Sochor, J. 2017.

Mobility as a Service: Comparing Developments in Sweden and Finland

ICoMaaS Proceedings 2017, pp. 223-239

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MaaS Barriers

Smith, G., Sochor, J., Karlsson, M. 2018.

Public-private innovation: barriers in the case of mobility as a service in West Sweden

Public Management Review, doi:10.1080/14719037.2018.1462399

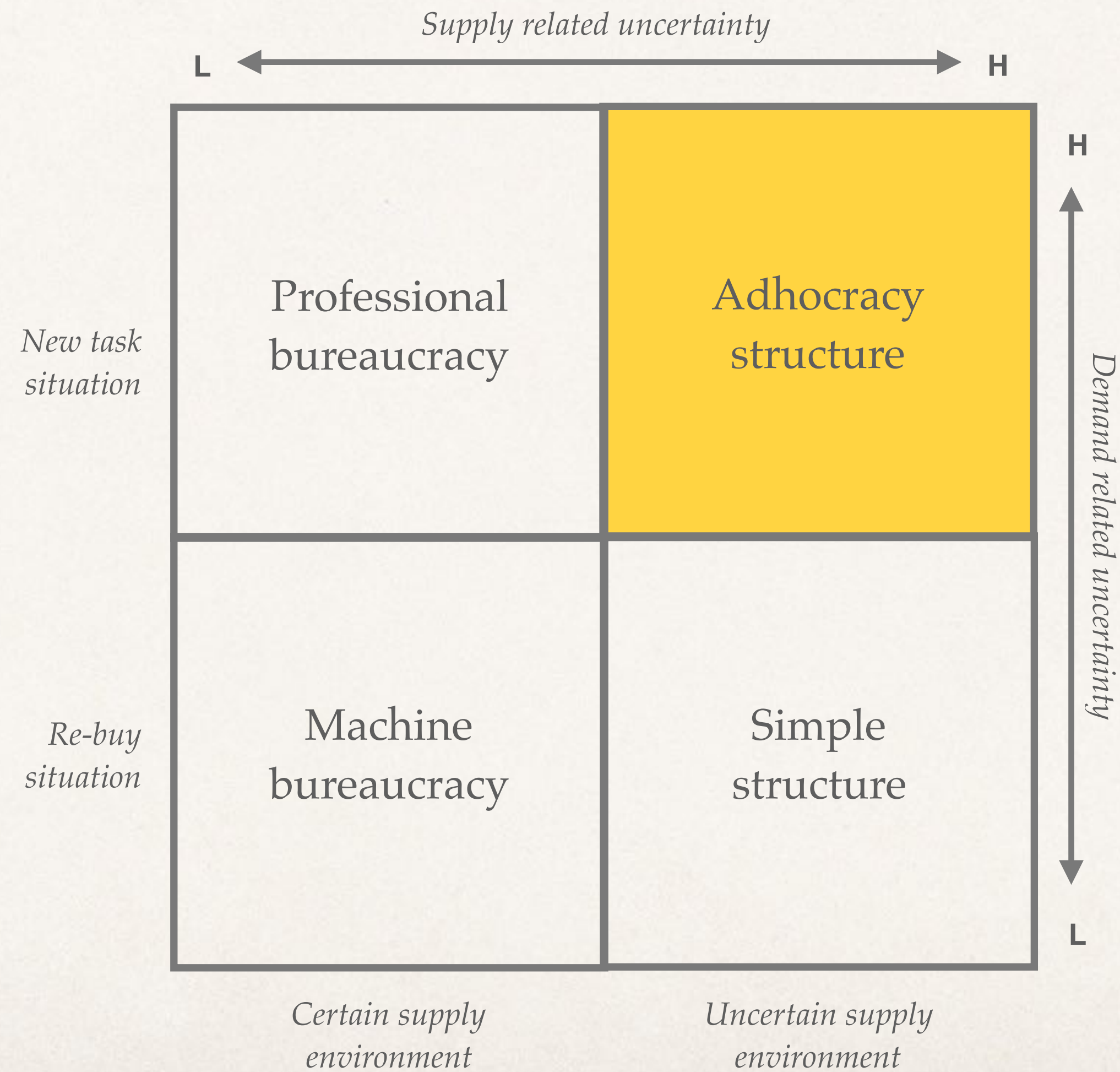
	Main barriers to MaaS
External level	Laws and regulations, and the perception of them
Inter-organizational level	Inherent differences across organizations, collaboration processes
Organizational level	Lack of innovation tradition, bureaucracy, political control
Intra-organizational level	Lack of strategy and prioritization
Concept level	High levels of dependency on specific actors, monopol-like market, high business risks, uncertain WTP among end-users

MaaS Procurement

Smith, G., Sochor, J., Karlsson, M. 2017.

Procuring Mobility as a Service: Exploring dialogues with potential bidders

Presented at 24th ITS World Congress, Montreal, Oct. 29 - Nov. 2



MaaS Policy Instruments

Mukhtar-Landgren, D., & Smith, G. 2018.

Perceived action spaces for public actors in the development of Mobility as a Service

Proceedings of 7th Transport Research Arena TRA 2018

	Hard	Soft
Strategy		Public strategies & roadmaps Positioning & anchoring
Collaboration	Attempted introduction of a national MaaS Integrator	Knowledge sharing activities
Financing	Funding of R&D Procurement procedures Investment in technology	
Regulation	Legislative reform Operational contracts	

MaaS Implications for cities

Smith, G., Sarasini, S., Karlsson, M., Mukhtar-Landgren, D., Sochor, J. 2018.

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forthcoming in The Governance of Smart Transportation Systems

- ❖ Create a strong vision for MaaS that builds on city objectives
- ❖ Get involved in MaaS networks
- ❖ Support MaaS developments, directly and indirectly
- ❖ Focus on learning and long-term effects

Thank you!

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