Helsinki♥MaaS

Sami Sahala, 4.7.2017

Paul Kompfner 🔒 @therealkompf · Jun 27
EC Commissioner Cañete tells FIA cocktail they need smart technologies and MaaS to meet climate and energy targets. And it won't be easy...
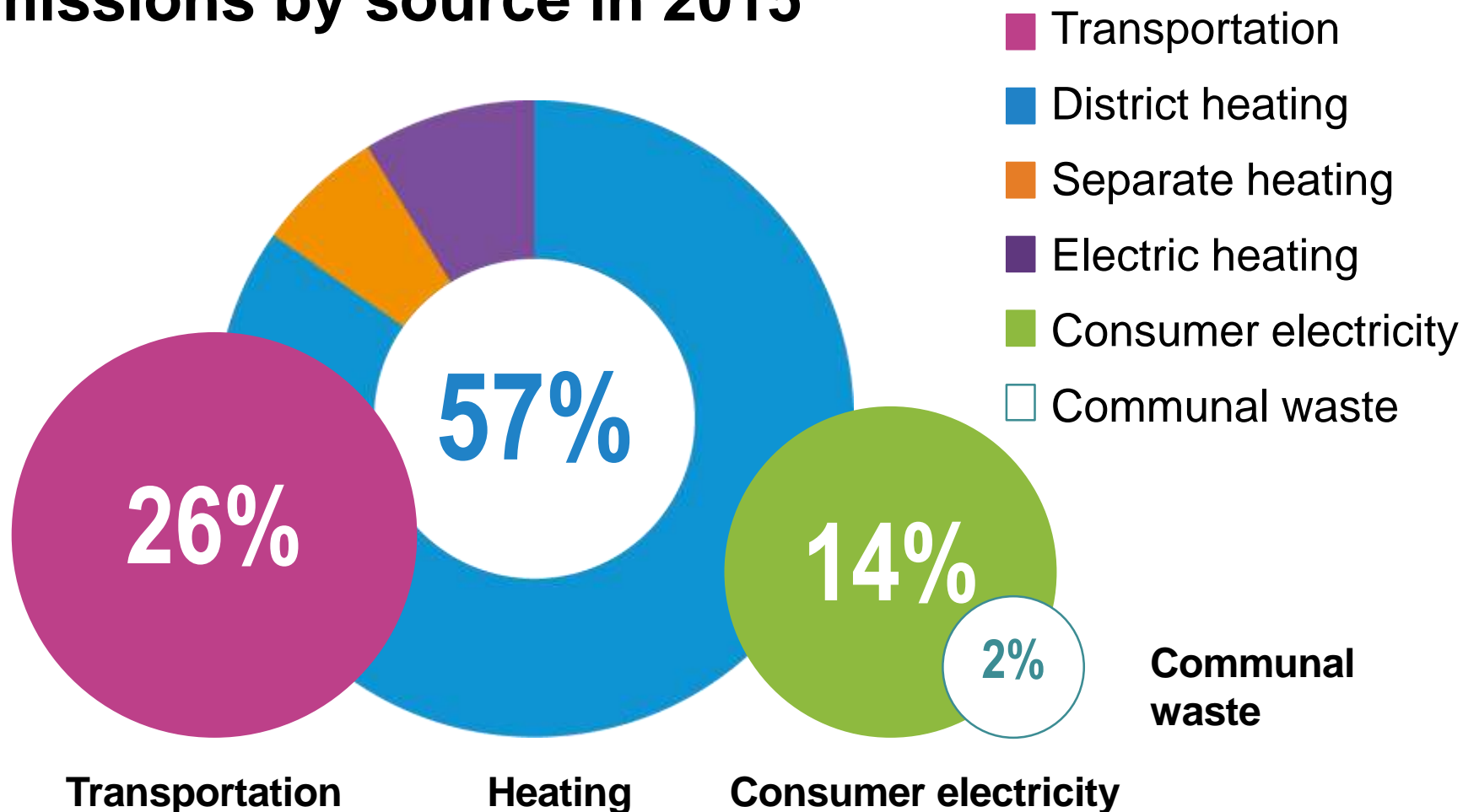
FIA Region I President, Thierry Willemarck said, "We think Mobility as a Service, the on-demand delivery of a variety of transport options in a single monthly subscription, has an important role to play in improving transport sustainability, along with efficient targets for CO_2 reduction post 2020."

25% growth of inhabitants & traffic in central city, in next 15 years
No room for new infrastructure to prevent major congestion

KRUUNUVUORENRANTA

KALASATAMA

PASILA

HERNESAARI

JÄTKÄSAARI

City of Helsinki

Helsinki's greenhouse gas emissions by source in 2015

- Transportation
- District heating
- Separate heating
- Electric heating
- Consumer electricity
- Communal waste

57%

26%

14%

2% Communal waste

Transportation **Heating** **Consumer electricity**

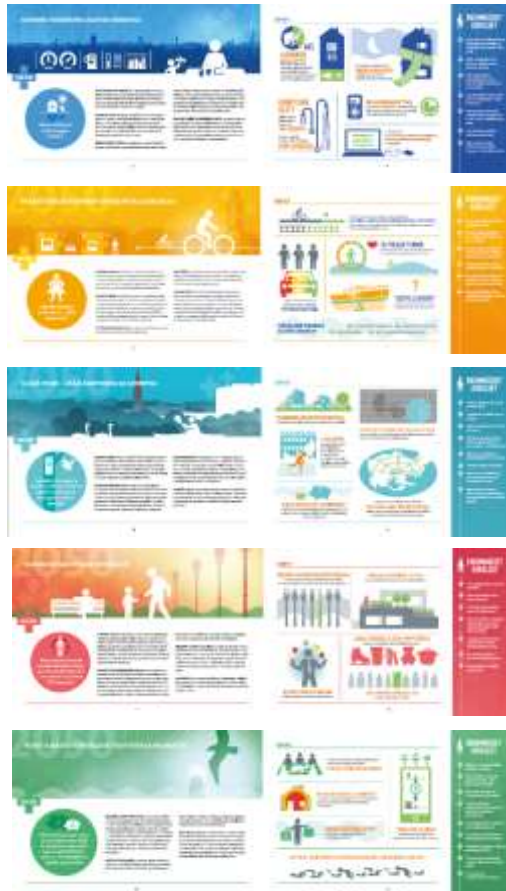Total: 2,7 milllion t CO_2-eq. in 2015

Helsinki's Climate Objectives

- Carbon neutral and climate resilient capital by 2050

- New targets for 2030 in summer 2017
    - *60 % reduction 2030? (Climate steering group)*
    - *Climate neutrality by 2040?*
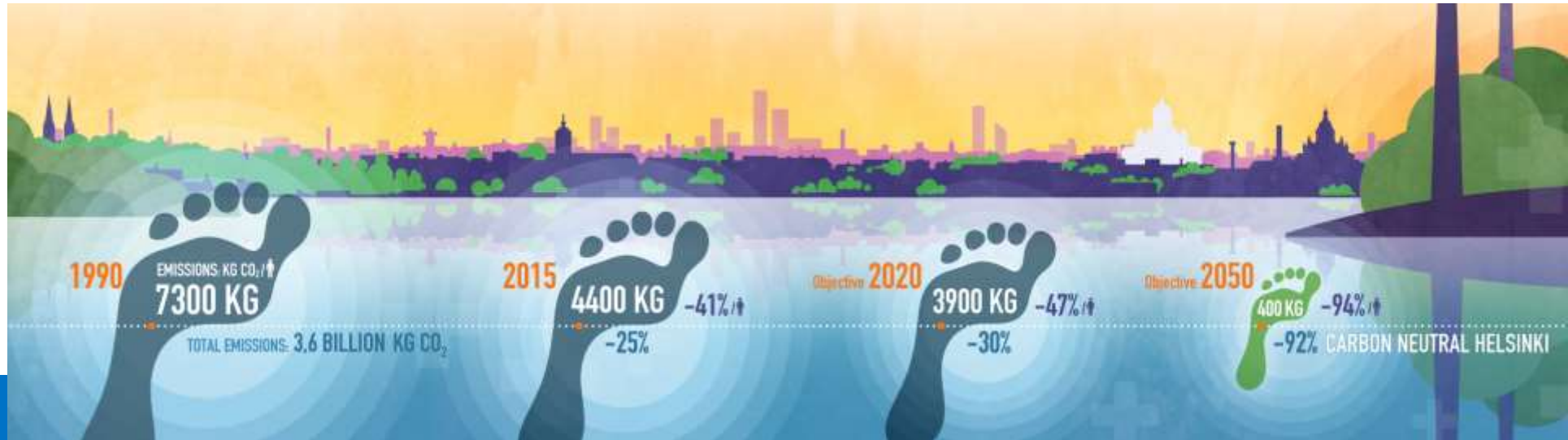
Helsinki's Climate Roadmap

We live in carbon neutral homes

Emissions-free transportation is easy and fun

Enjoying life in a sustainable way

A living city – more city and nature

Towards climate friendly services and products

Public transport, walking, cycling prioritized

Urban transport cleans up its act

6th June 2017 – "Commercial vehicles operated by the City of Helsinki and bus services commissioned by HSL will fully switch to renewable fuels by 2020"

City of Helsinki

A growing city requires space-saving modes of transport

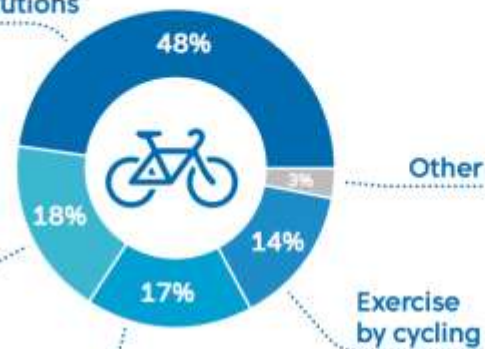

Bicycle Account 2017

The most common reason for a cycling trip

- Commuting, trips to educational institutions — 48%
- Trips to recreational activities — 18%
- Business or shopping — 17%
- Exercise by cycling — 14%
- Other — 3%

Source: *Pyöräilybarometri 2016* (Cycling Barometer 2016)

On a weekday morning in autumn, almost as many people arrive in the city centre by bike as by tram.
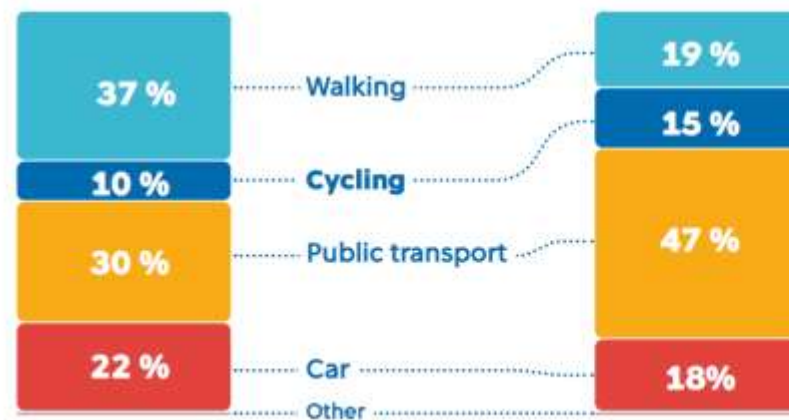
Source: *Liikenteen kehitys 2016* (Traffic trends 2016)

The share of different transport modes of journeys carried out in Helsinki

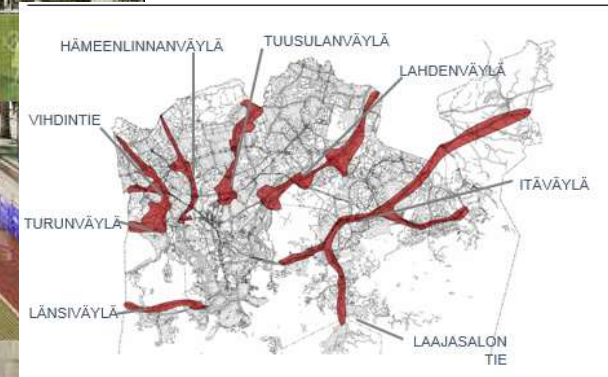On an autumn weekday within the city by main mode of transport

	All journeys	Commuting and trips to places of study
Walking	37 %	19 %
Cycling	10 %	15 %
Public transport	30 %	47 %
Car / Other	22 %	18 %

Source: *Helsinkiläisten liikkumistottumukset 2016* (Helsinki transport habits research 2016)

https://www.hel.fi/hel2/ksv/julkaisut/esitteet/esite_2017-3-en.pdf

What we need is:
BEHAVIOUR
CHANGE

with sticks and
CARROTS
by providing
BETTER CHOICES

Maas!

From one week:

Our MaaS product ... is now available in Helsinki

"We've been doing MaaS for 30 years, we had joint ticket for busses and tram already 1986"

MaaS platform provider [X]...
Our award winning vehicle rental management technology

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(YET ANOTHER) JOURNEY PLANNER

INTEGRATED PT TICKET

BACK OFFICE FOR CAR RENTAL

CAR LEASE SCHEME

Mobility as a Service seems to be…

On-demand transport services
- such as Bridj, Split, Kutsuplus, also Uberpool, Lyftline

Car-as-a-Service
- Uber/Lyft/etc, car sharing, ride sharing, car pooling, bike sharing, …

Integrated information about transport options
- With or without booking / payment

Pay-per-use / Pay-as-you-go pricing

All-inclusive packages

What is MaaS ?

- Initially never defined in detail
- …so it can be all of those things – or something else

- Originally it was a vision, change of mindset, new culture of having customer in the centre

FORUM VIRIUM HELSINKI

MaaS definition by MAASiFiE (2016)

"Multimodal and sustainable mobility services addressing customers' transport needs by integrating planning and payment on a one-stop-shop principle"

Multimodal transport;shared mobility
+
Multimodal traveller information
+
Integrated booking/ticketing/payment

http://www.vtt.fi/sites/maasifie

Mobility as a Service

Introducing a new player: "Mobility operator"

As a customer you make a contract with one commercial operator, who provides you all the services chosen by you. Terms of contract may vary, and are up to you and your operator to negotiate
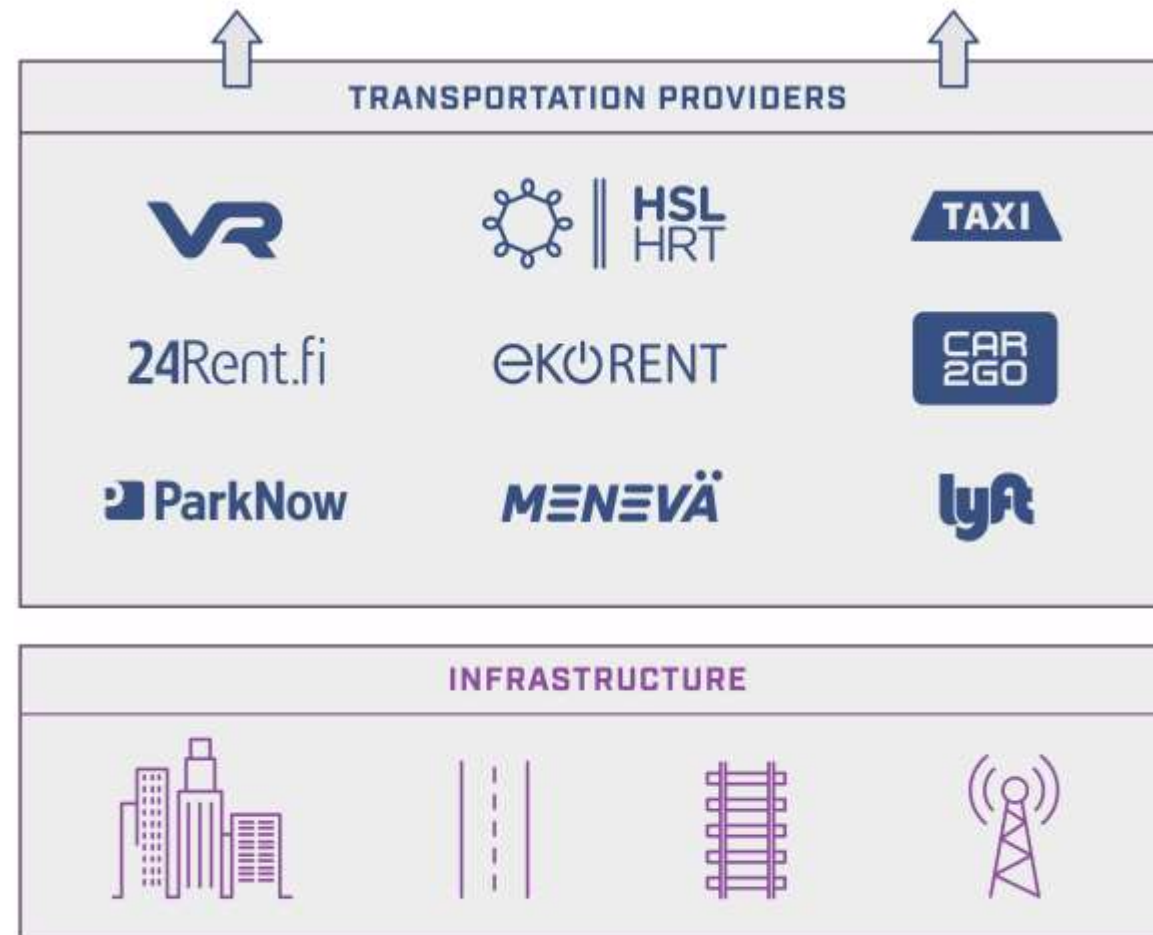
We need a new layer of Mobility Operators
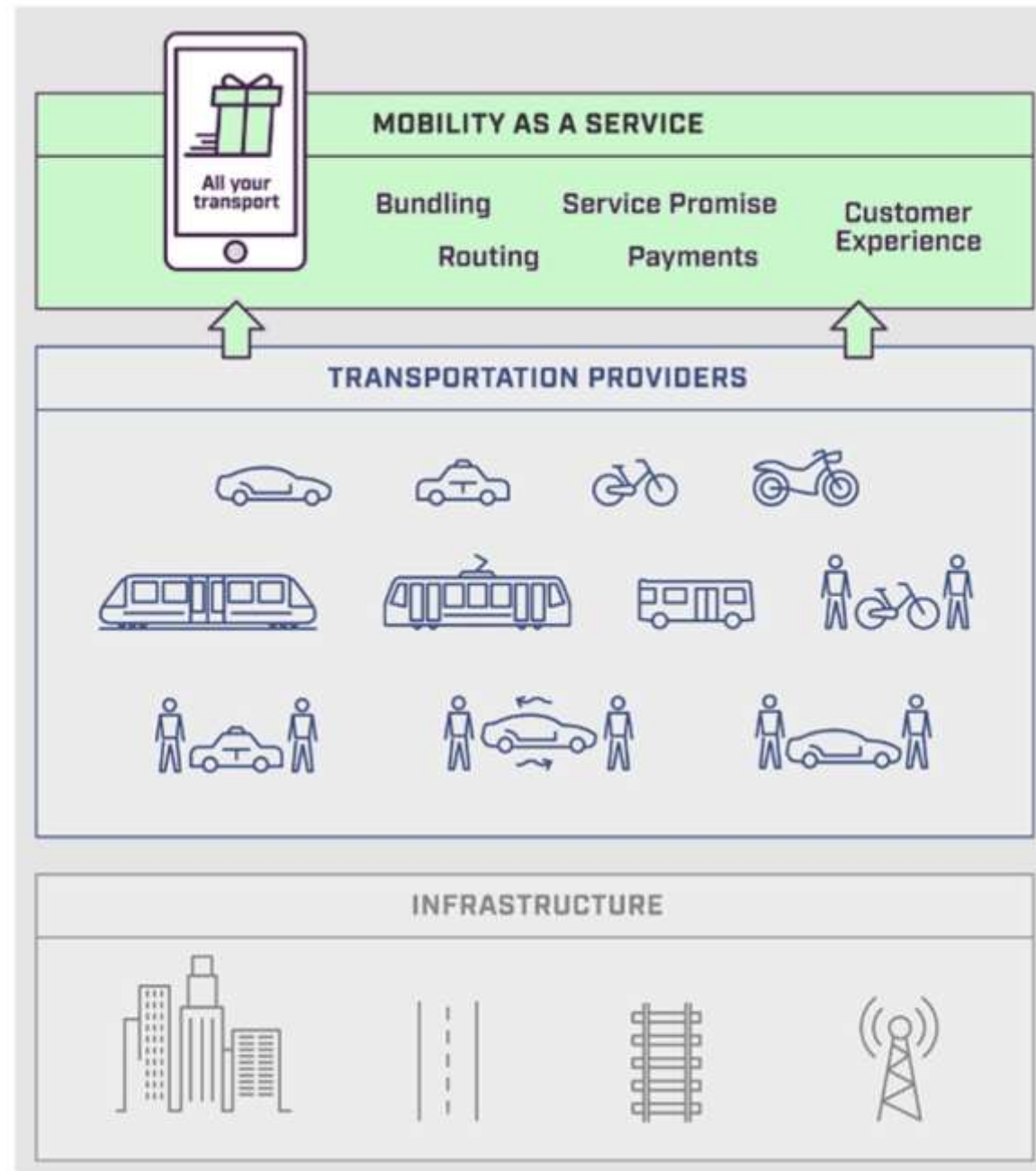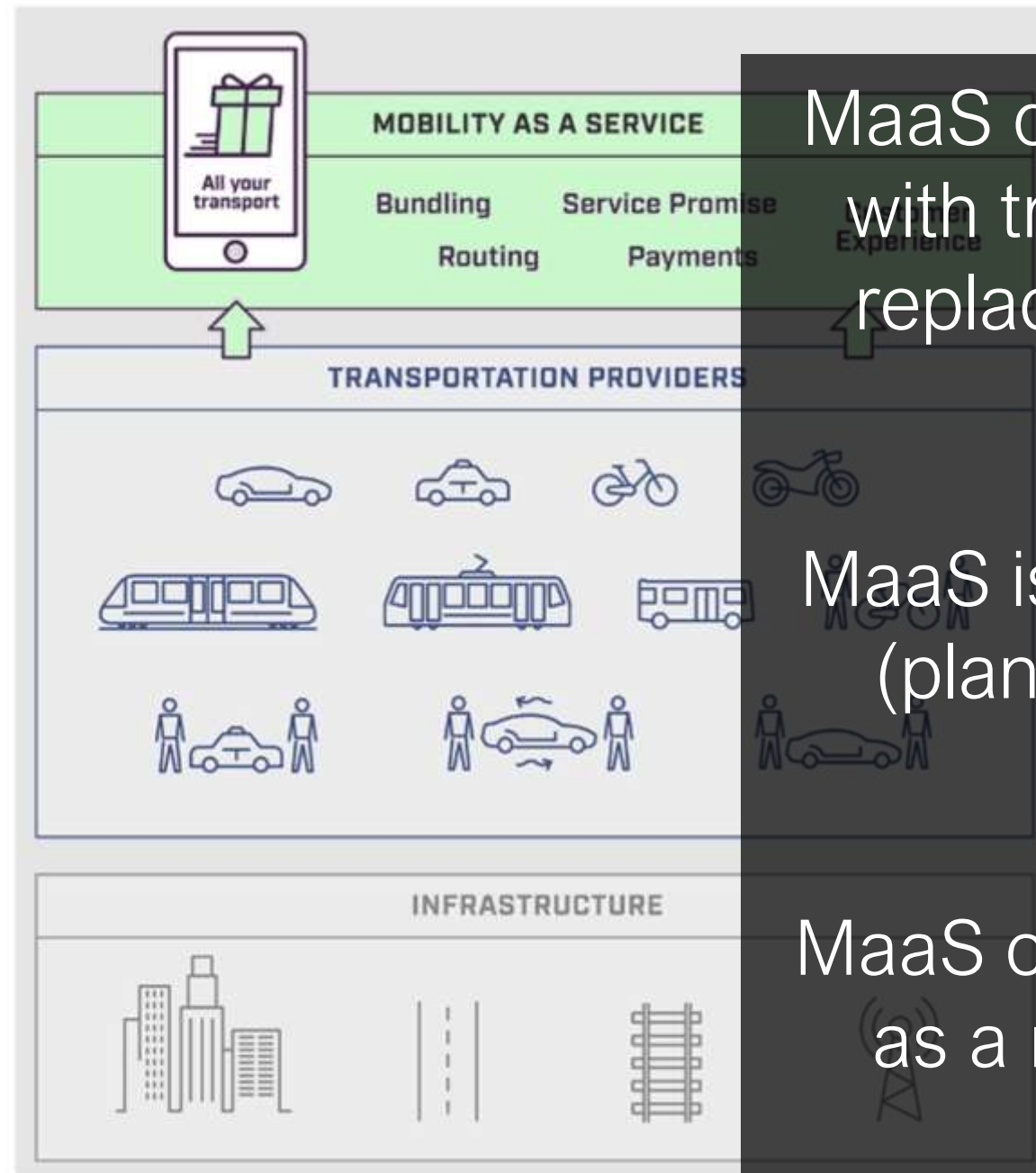
MaaS does not compete with transport, will not replace any transport service.

MaaS is a way to access (plan, buy, use) ALL transport

MaaS can be considered as a new extra sales channel

MaaS in different geographical areas

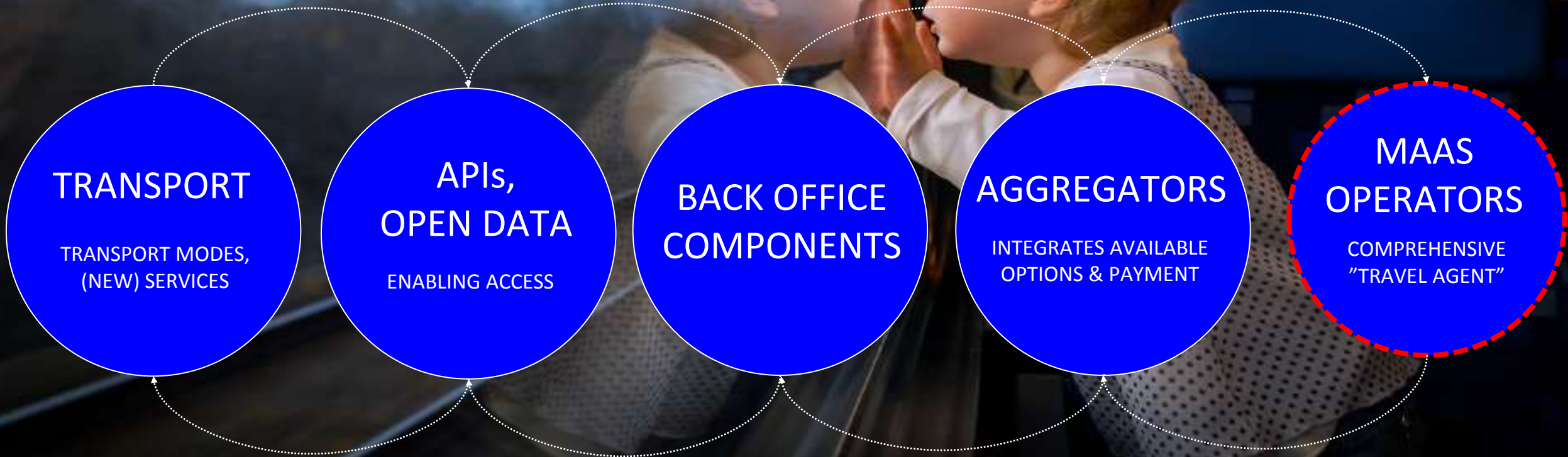|	
Cities Objectives: ∉ Reduce the use private of cars (congestions, parking) ∉Reduce emissions Based on: ∉ Existing public transport ∉ Extended with rental and shared cars and bikes…	**Suburban areas** **Objectives:** ∉No need for a 2nd car ∉First-/last-mile accessibility Based on: ∉ Park & ride -services, on-demand transport and other services connecting suburban to city transport services
Rural areas **Objectives:** ∉Increase efficiency and utilization rate ∉ Maintain sufficient service level ∉Improve accessibility Based on: ∉ Demand-responsive transport, taxis, busses and connections to long-haul transport, and car pooling ∉ Additional services: parcel deliveries, library services, and food and medicine distribution…	**National and international levels** **Objective:** ∉Offer easy all-in-one packages Based on: ∉ Long-haul transport including air traffic ∉ Additional services: accommodation, event tickets, activities…

http://www.vtt.fi/sites/maasifie

Building blocks

TRANSPORT — TRANSPORT MODES, (NEW) SERVICES

APIs, OPEN DATA — ENABLING ACCESS

BACK OFFICE COMPONENTS

AGGREGATORS — INTEGRATES AVAILABLE OPTIONS & PAYMENT

MAAS OPERATORS — COMPREHENSIVE "TRAVEL AGENT"

What we want to see

New modes & services, higher efficiency, automation

Big & small players, Full stack & components

Full service+beyond, many payment models, guarantee

TRANSPORT

TRANSPORT MODES, (NEW) SERVICES

APIs, INTERFACES

ENABLING ACCESS

BACK OFFICE COMPONENTS

INTEROPERABILITY PORTABILITY

AGGREGATORS

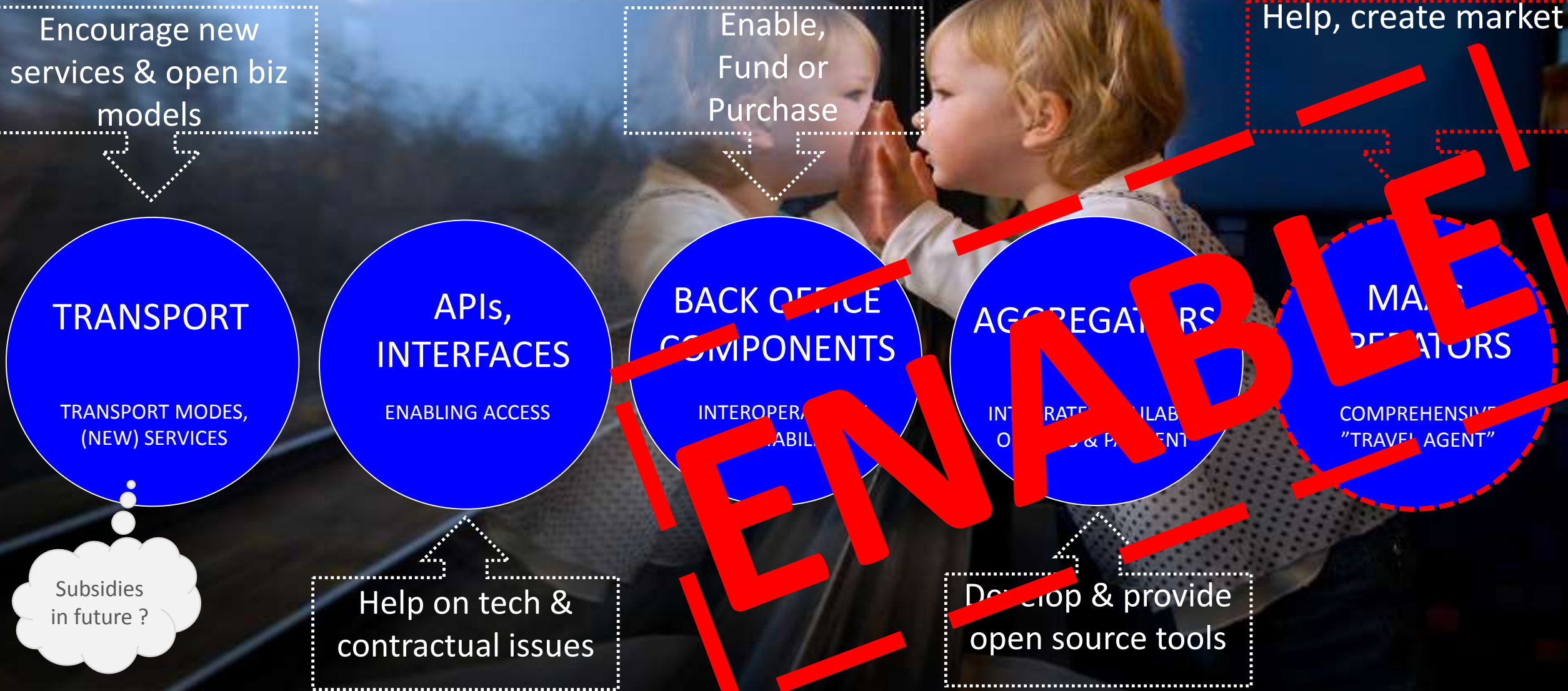INTEGRATES AVAILABLE OPTIONS & PAYMENT

MAAS OPERATORS

COMPREHENSIVE "TRAVEL AGENT"

Open access, incl. ticketing &payment

All options, ease of use, transparency

What can public sector do ?

Encourage new services & open biz models

Enable, Fund or Purchase

Help, create market

TRANSPORT

TRANSPORT MODES, (NEW) SERVICES

APIs, INTERFACES

ENABLING ACCESS

BACK OFFICE COMPONENTS

INTEROPERABILITY

AGGREGATORS

INTEGRATED AVAILABILITY OF INFO & PAYMENT

MAAS OPERATORS

COMPREHENSIVE "TRAVEL AGENT"

Subsidies in future ?

Help on tech & contractual issues

Develop & provide open source tools

ENABLE!

Transport Code - Customer in Focus

DIGITALISATION

MOBILITY AS A SERVICE

MULTIMODALITY

Why Transport Code ?
More Competition - Better services

- Makes market access easier
- Savings
- Lighter regulation
- Decarbonisation

EASIER MARKET ACCESS, MORE ROOM FOR INNOVATION

| Less Red Tape | Streamlining across modes & services | Technology Neutral Rules |

- Easier to develop current business operations and set up new businesses
- Open data and the better use of data resources generate new business ideas
- Promotes the introduction of new technologies, digitalisation and innovative business concepts
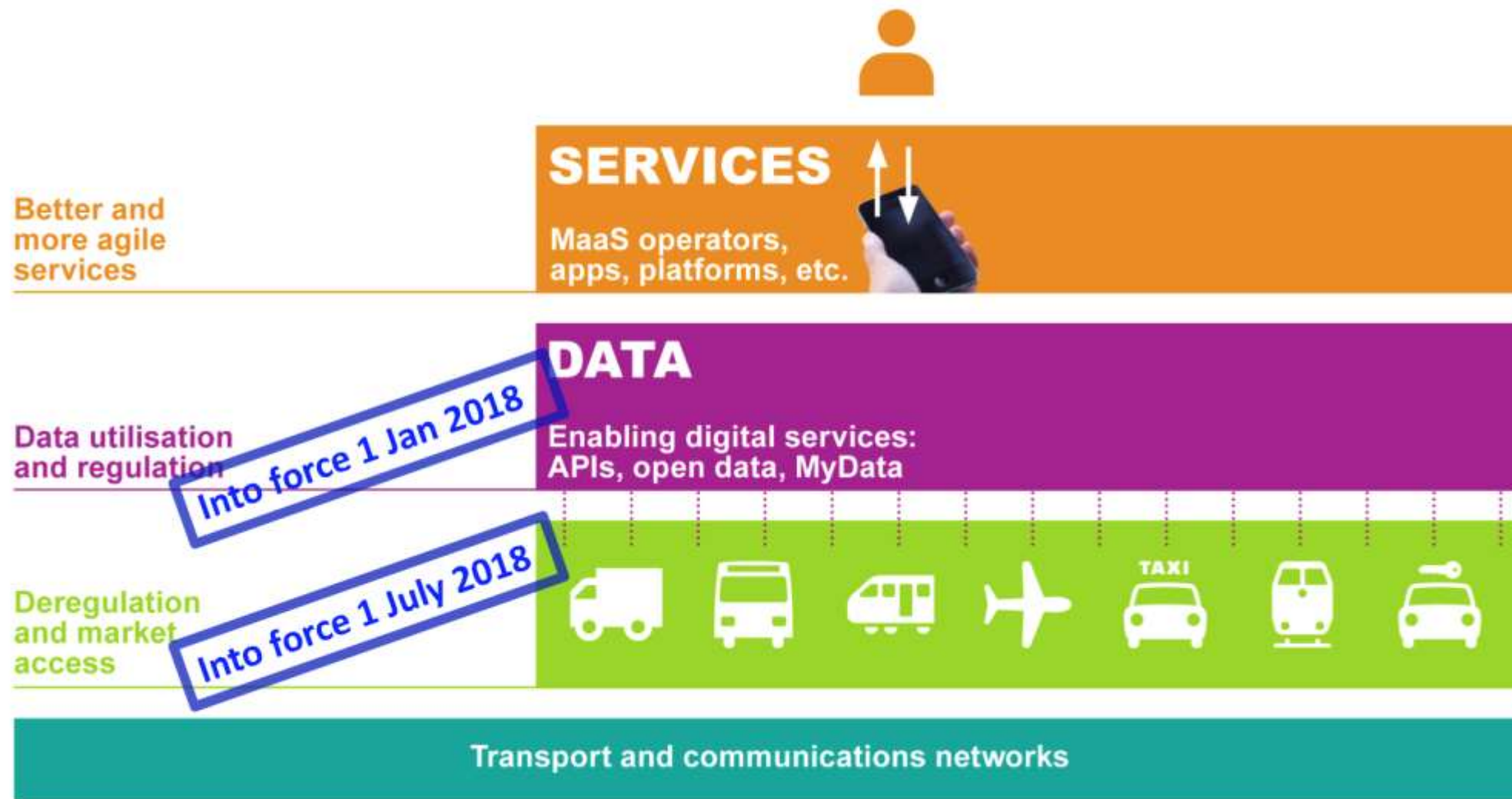- Promotes the interoperability of the different parts of the transport system

Transport Code

Better and more agile services

SERVICES

MaaS operators, apps, platforms, etc.

Data utilisation and regulation

Into force 1 Jan 2018

DATA

Enabling digital services: APIs, open data, MyData

Deregulation and market access

Into force 1 July 2018

Transport and communications networks

How to ensure Future-Ready Legislation in the Transport Sector?

√ Holistic approach to the transport system no more silos!

√ Enable digitalisation Open data, APIs, MyData

√ Link MaaS to wider context Data economy, platform economy

√ Allow Innovation and Automation with technology neutral rules

√ Decarbonisation by making MaaS & Multimodality the 1st choice

LV︎ MINISTRY OF TRANSPORT AND COMMUNICATIONS

What is MaaS ?

So what would that access to all transport look like ?

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VIRIUM
HELSINKI

B2C value proposition: Tuup offers you multi-modal daily traveling and Kyyti On demand rides in one app

Alternative mobility services are easy to find, compare, book and pay

All mobility options are included: urban transit, intercity bus & train, car rental & sharing, city bikes and Kyyti

Kyyti on demand ride service is flexible, convenient and affordable

Tuup

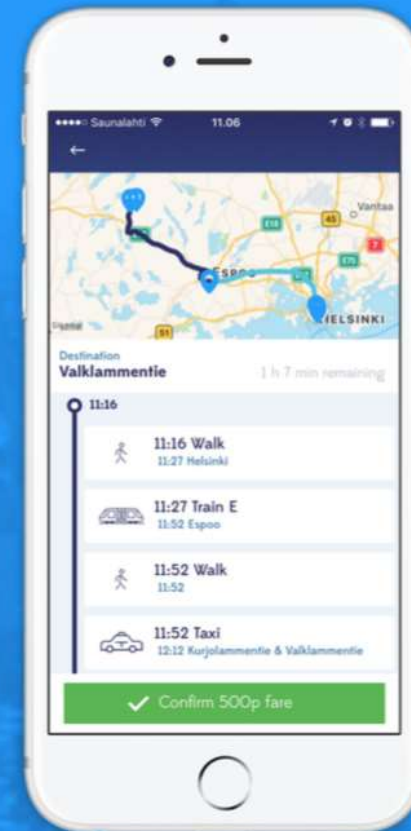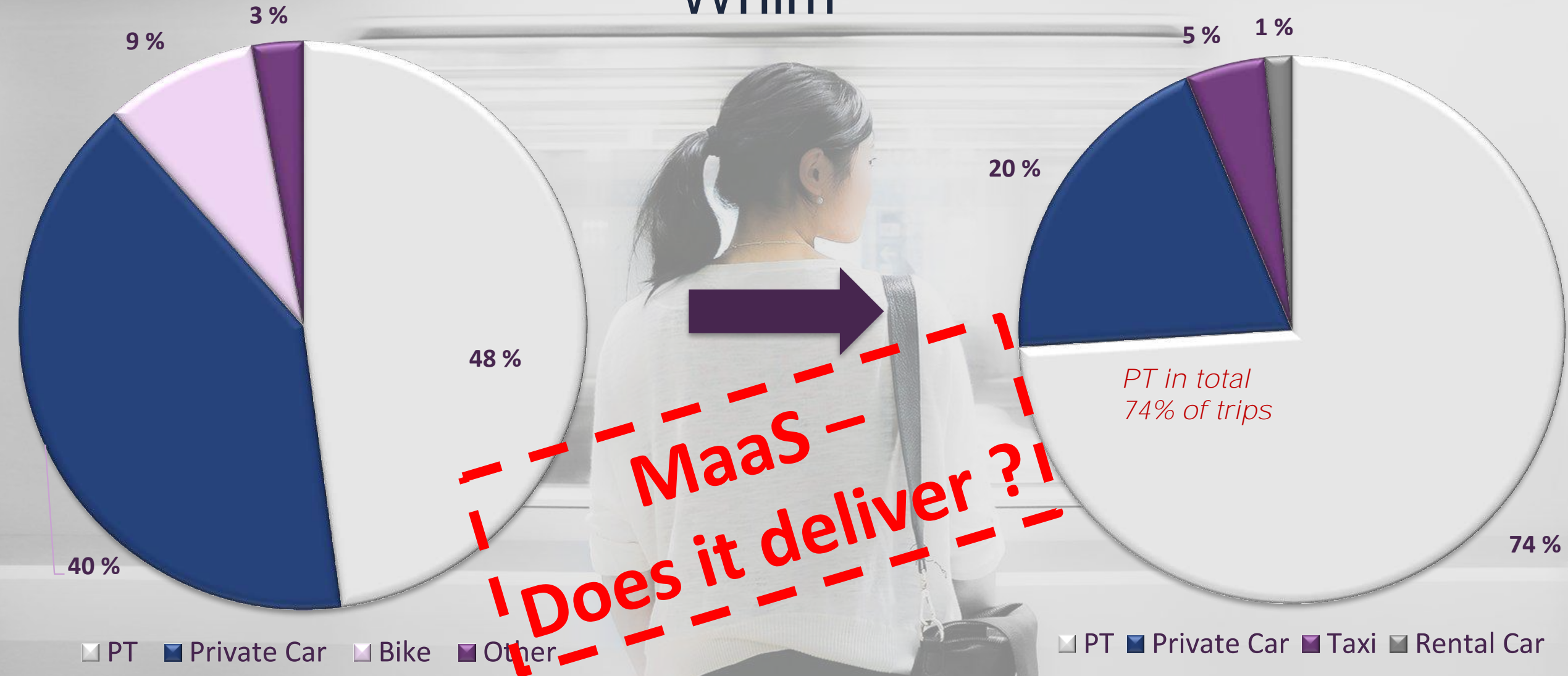# Monthly subscription for all transportation

Would you be happy if your city procured just one mobile phone operator ?

Use that or stick to landline telephones !

Might not work in next city as their tender was won by diff operator

FORUM VIRIUM HELSINKI

Trips made with Whim in Helsinki before and after Whim*

3 %

9 %

48 %

40 %

5 %

1 %

20 %

PT in total 74% of trips

74 %

MaaS
Does it deliver ?!

PT ☐ Private Car ☐ Bike ☐ Other

PT ☐ Private Car ☐ Taxi ☐ Rental Car

*walking&cycling excluded from the result data, "before" data based on City of Helsinki's study, "after" data based on surveys done among Whim users and data collected from Whim usage