# Shared Mobility- How to boost business?
# A public Viewpoint

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# Mobility Services

Traffic Management & Parking

Multi-modal trip info, booking, ticketing and payment

Safety & Warning

Freight Demand and Delivery Management

Connectivity & Automation

**Car/Bike Sharing and Pooling**

SEAMLESS MOBILITY GENERATOR

**Benefits**

Energy Efficiency · Reduce Emissions · Improve Traffic Flow · Improve Safety · Improve Comfort · Efficient use of Infra · City Image · Quality of Data · Use of Data · Efficient use of Technology · V2X · Incidents · Assets · Reduce costs · Quality of MM Process

**Actors**

Policy · Planning Authority · Infra Manager · Service Provider · Content Provider · OEMs · Fleet Operator · PT Operator · Citizens · Drivers · Police

Interoperable

Open & Flexible

Governance & Organisational

Built Environment

# Mobility as a Service

**Service is not everything – but without Service everything is nothing!**
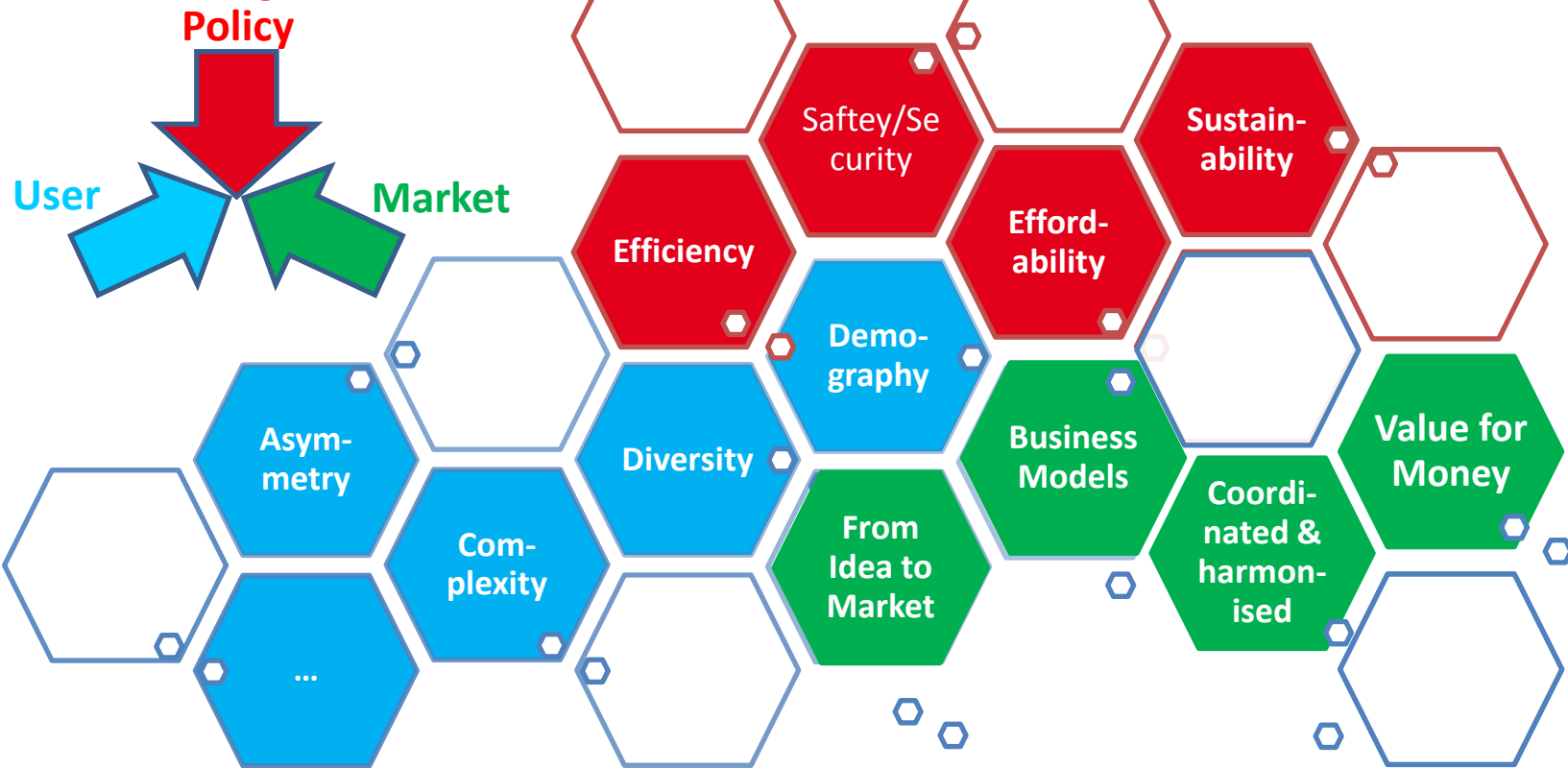
Surroundings & Corridors

Research -> Market -> Policy -> Awareness

Modes

Energy – ICT – MOBILITY

# Contrasting Elements & Benefits Mobility = Service

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**Policy**

**User**      **Market**

Saftey/Security

Sustainability

Efficiency

Effordability

Demography

Asymmetry

Diversity

Business Models

Value for Money

Complexity

From Idea to Market

Coordinated & harmonised

...

# System Integration → Service Thinking

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**Actual System Design**

- Service
- Transport Operations
- Products/Vehicles …
- Infrastructure

**Future Design Thinking**

**+ Access/Ownership**

**+ Financing**

- Service
- Transport Operations
- Products/ Vehicles …
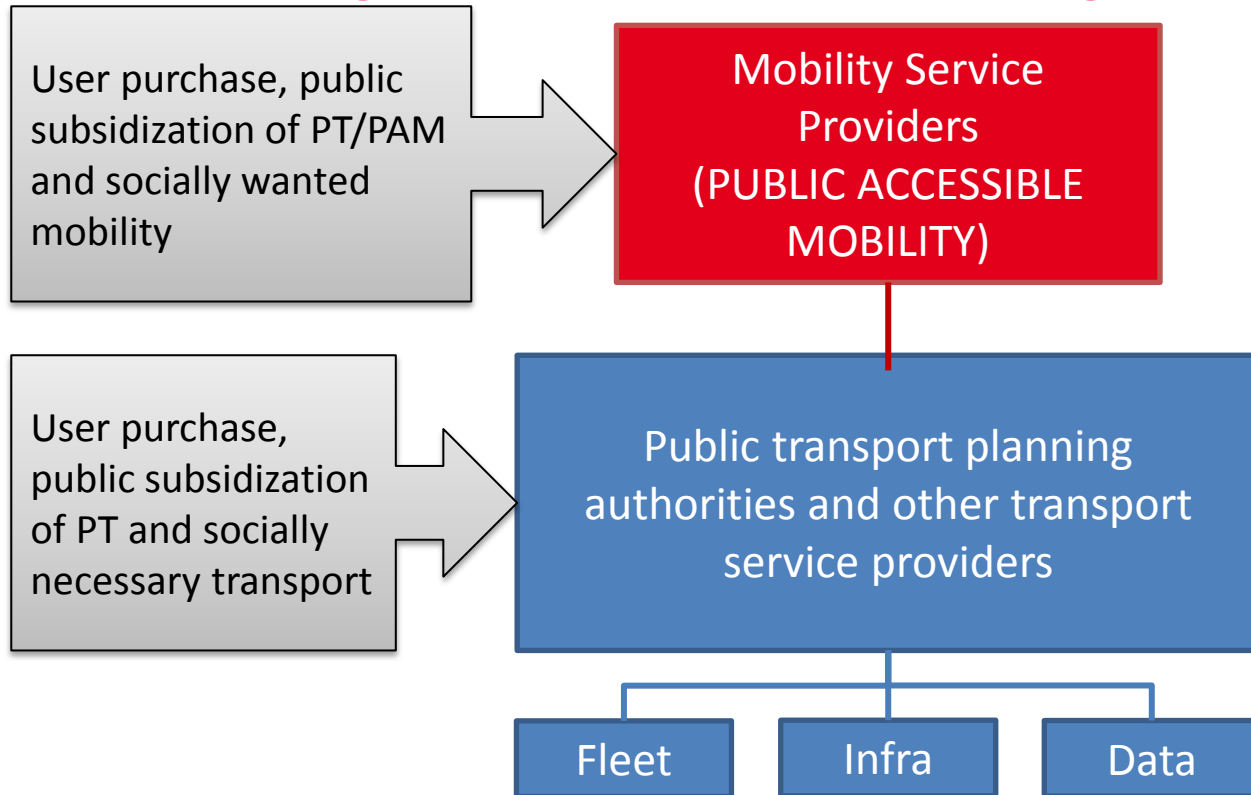- Infrastruc-ture
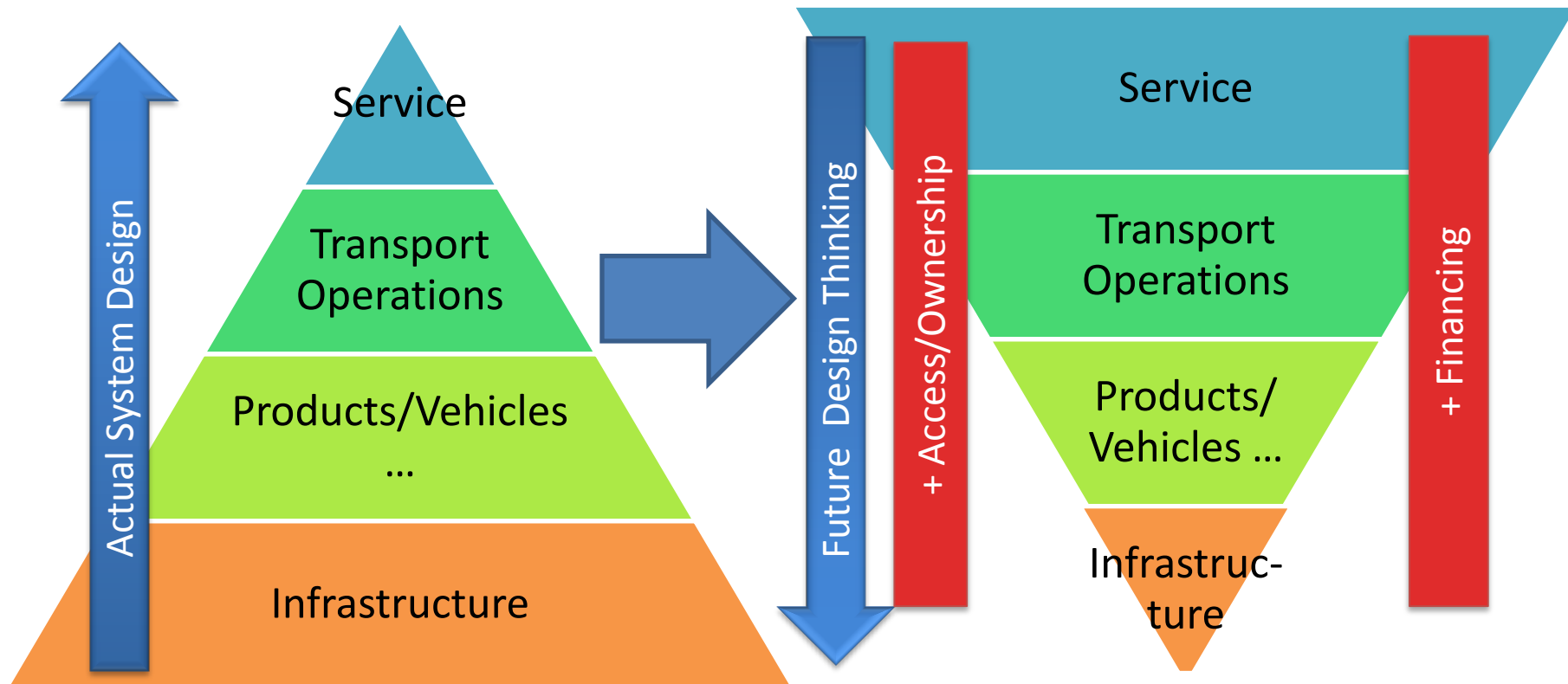
# Actual: Separate Provision & Financing of Services
# Future: MaaS integrated Provision & Financing of Services

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User purchase, public subsidization of PT/PAM and socially wanted mobility

→

Mobility Service Providers (PUBLIC ACCESSIBLE MOBILITY)

User purchase, public subsidization of PT and socially necessary transport

→

Public transport planning authorities and other transport service providers

Fleet

Infra

Data

**Organisational Framework** – new Alliances

**Diversity = Chance**

**Real User-Orientation**

# Challenges

**Business Case=Mobility**

**Open Data needs Open Minds**

**Data-standards, Data-quality, Availability, liability;** (**OGD, PSI, …**),

**Open Services & Platforms**

**Citizen Empowerment & Engagement**

**Cooperation & Governance**

# New Understanding of Public Sector

**New Roles & Tasks**

Interventions & Instruments

**Create Framework for new Players**

# Mobility Innovation Eco-System

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Authori-ties/Operators

Smart Governance

Business models

Smart Financing/Procurement

Industry

User acceptance & involvement

SMEs/Start Ups

Products, services

(co-)operation models

Real life test scenarios, Code of Practice, (CoP)

**Academia/RTOs**

Social Innovation
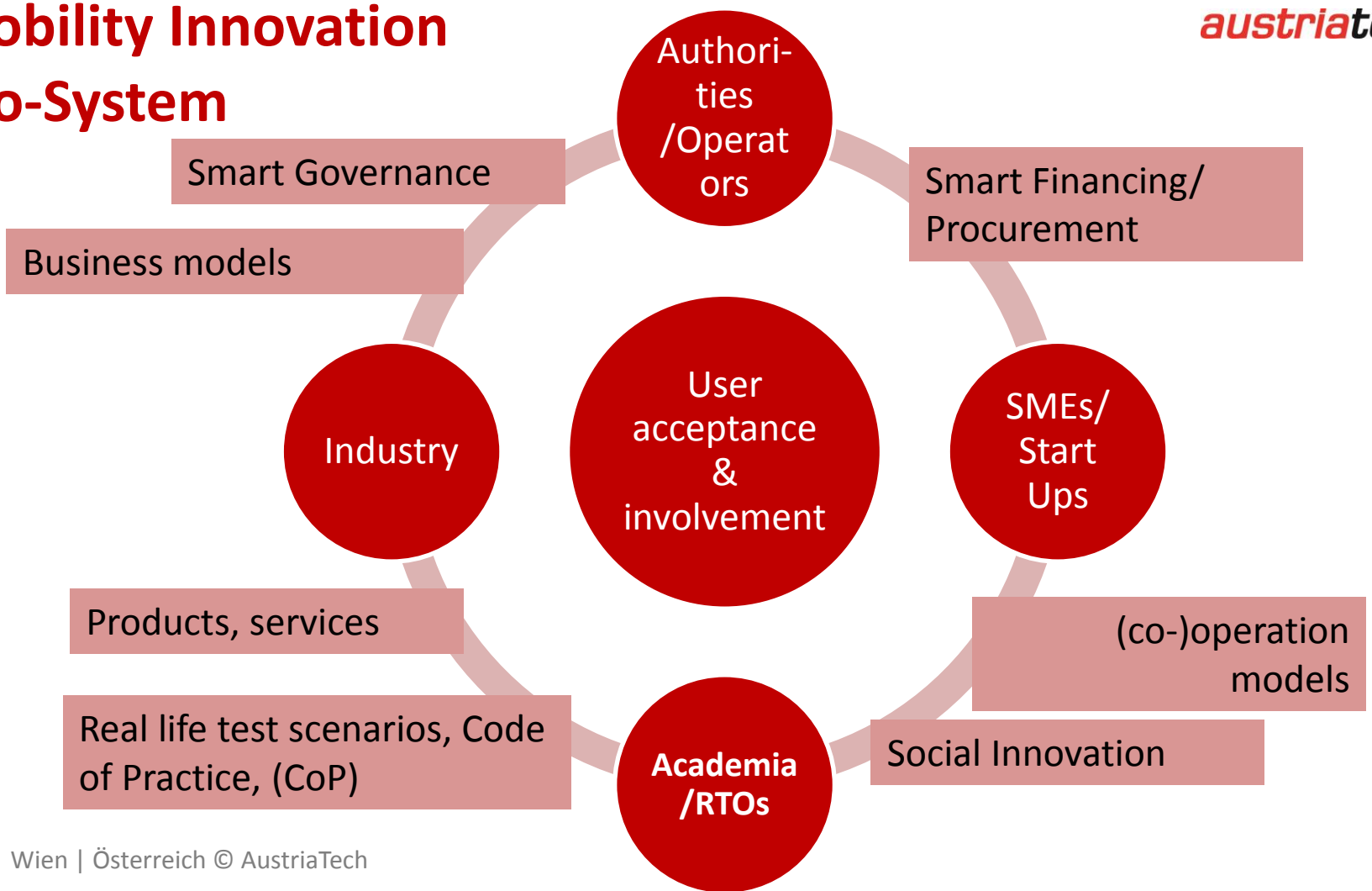
# Innovation meets Policy – Living Labs
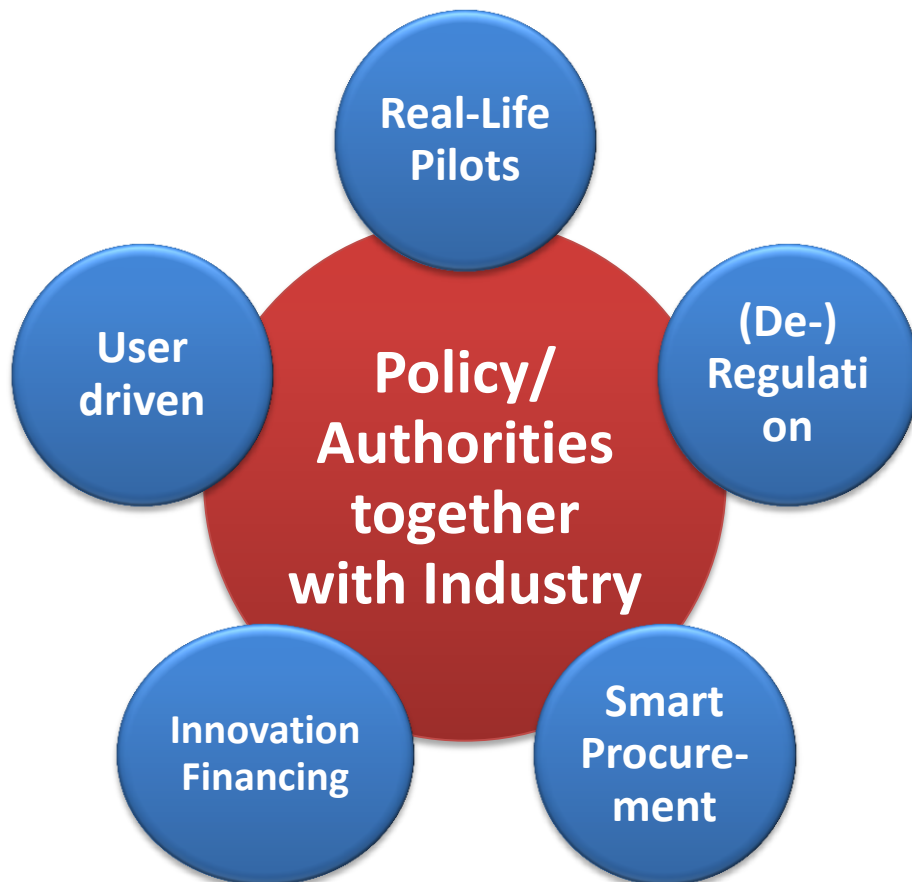
# A Public **BOOST** for **MOBILITY!**

**Service Platforms for Managing Mobility**

**User= Integrator** (Moblity-Store)

**Governance and new Responsibilities**

**Public Authorities as Multiplier**

**Testbeds & Living Labs**

**Without Learning → no procurement**

**Basic-Structures (Geo-Data, RTTI, +)**

**Open Data & Services → Quality, Data concerns,**

**Business Modells!!**

**Guarantee Privacy & Security**

**Create a new Market!**

**Visions & Clear Targets**

**(De-) Regulate**

**Mobility Operators !?**