Is MaaS actually contributing to low carbon mobility?

Vision, objectives and preliminary results of the PriMaaS Project

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PriMaaS VISION

To promote the integration of traditional collective transport modes with personal and innovative ones by creating equitable mobility services truly focused on citizens’ needs.

Objectives

To create a knowledge hub to support regions fostering the MaaS concept ensuring that:

i) mobility solutions are focused on citizens' needs;

ii) low carbon mobility solutions are good options from the citizen’s perspective in terms of comfort and price.

PriMaaS Partnership:

- Univ. Aveiro (LP)
- Intermunicipal Community of Coimbra
- Liguria Region
- Intelligent Transport Systems Romania
- Timișoara Municipality
- University of Applied Sciences Erfurt
- eGovlab - Stockholm University (AP)
- Council of Tampere Region
- SESTrans

Key steps for Policy improvement impacts

MaaS could be designed to influence behaviors to be more sustainable, but this must be designed in from the start”!

✓ To increase confidence and incentivizing collaboration between established and incoming players

✓ To foster intermodality and interoperability

✓ Award new projects based on open digital platforms

✓ Sharing data with the goal to jointly develop and grow the market”. => “win-win for all”

Preliminary Findings

- More than 120 Mobility services analyzed in 6 countries,
- Higher level of integration found in Sweden (UBIGO),
- So far, there is no convincing evidence that MaaS has contributed to considerable emission reductions in most regions of PriMaaS,
- Very low level of integration in the Central Portugal Region,
- Sustainability goals of MaaS services tend to be vague and not substantiated in active and tariff policies to promote soft and low carbon modes.

Expected Regional and Policy improvement impacts

- 1 integrated service at the region level including Transport Authorities, operators, data managers
- 3 New projects funded incorporating multimodality and interoperability driven tools such as open data platforms, ticketing integration and competitive fares in relation to all forms of transport.
- 4 new objectives related to deployment of low carbon integrated mobility platforms.
- Creation and submission of 4 ideas and project proposals according to the MaaS vision.
- 1 new project funded incorporating multimodality and interoperability driven tools such as open data platforms, ticketing integration and competitive fares in relation to individual motorized transport.

MaaS Integration Level

- Liguria
- Coimbra
- Thuringia
- SE Scotland
- Timișoara
- Tampere
- Stockholm

0 0.5 1 1.5 2 2.5 3 3.5
MaaS Integration level

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