Key themes

• Strategies
• Leadership
• Partnerships
• Business models
• Integration
MaaS – Mobility-as-a-Service

“The integration of a full range of mobility services into a single digital platform”
PT Ridership in Vienna – a Success Story

Passenger Numbers
Development – 2017
in millions

PT is the preferred mobility solution

1993 bis 2017 in %

Courtesy: Wiener Linien
Public Shareholder Structure

Wiener Linien (51%) and Wiener Stadtwerke (49%) own Upstream Mobility.

- Customer Service
- Public Interface
- Software Licensing
- Data Science

Courtesy: Upstream Mobility
• Public Transit
• CarSharing
• Taxi
• Bicycle
• German Rail
• ...

Registration  Routing  Booking  Billing
The world’s first **multimodal subscription packages including payments**

**whim to go**
- Pay-as-you-go.
- Download for free from App Store and Google Play.

**whim Urban 30**
- Unlimited Public Transportation and Bikes.
- Taxis max 10€ per ride (within 5 km radius).
- Preferential rental cars rates

**whim Unlimited**
- All modes of transportation, for all your needs, with unlimited usage, all month long.
- Price less than owning a car.
- ...and, soon coming more.
HSL’s App and Mobile Ticket
“Set a regional vision and implement the appropriate Maas solutions”
Vienna’s sustainable mobility target

Modal Split 1993-2012-2025

80%
20%
39% 39% 80%
27%
28% 28% 20%
4% 6% 20%

Courtesy: Wiener Linien
The Most Functional City In The World: Helsinki City Strategy 2017–2021

Set the vision.

City of Helsinki: “2025 in Helsinki you can live a perfectly good life without being forced to own a car”
“MaaS is like a roof that is put on a solid foundation of good transportation”
- 45 central and decentralized mobility hubs
- StadtRAD-Stations
- Bike & Ride
- Taxi stand
Public transportation must be the backbone of an integrated mobility era.
“UBER yourself before you get Kodaked”
Three MaaS market models

Aggregated public MaaS platform

“Public MaaS operator takes it all”

Front-end

Back-end

Aggregated liberal MaaS market

“Free market – operators driven” (public & private)

Front-end

Back-end

Disaggregated public MaaS platform

“Regulated free market with public enablement”

Front-end

Back-end

Source: Arthur D. Little Future of Mobility Lab; 1) Make or Buy or combined industrial model
“Equitable access to a sustainable mobility system is the ultimate end-game”
Partnerships
Data protocols
Procurement models
Technical readiness
Experiments
Public education
APTA's 2019 TRANSform CONFERENCE
A reimagined APTA Annual Meeting
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