Mobility-as-a-Service (MaaS) for Dublin

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Agenda

1. Introductions

2. What is MaaS?

3. MaaS in Ireland – the key enablers

4. Key Takeaways

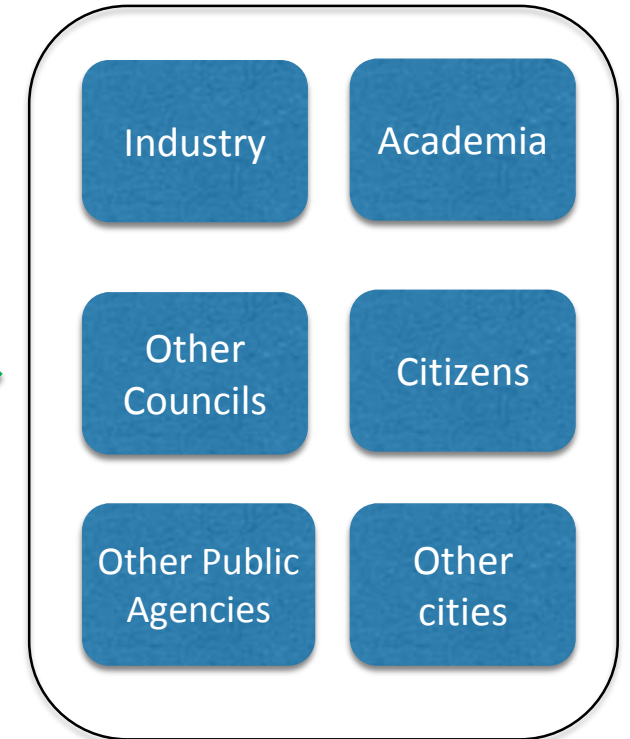**Smart Dublin is an initiative of the four Dublin Local Authorities**

Comhairle Contae Fhine Gall
Fingal County Council

Comhairle Contae Átha Cliath Theas
South Dublin County Council

Comhairle Cathrach Bhaile Átha Cliath
Dublin City Council

dlr
Comhairle Contae County Council

To engage with Technology providers, Researchers and Citizens to address urban challenges and improve quality of life.

Provide Better Services

Increase Collaboration & Engagement

Promote Innovative Solutions
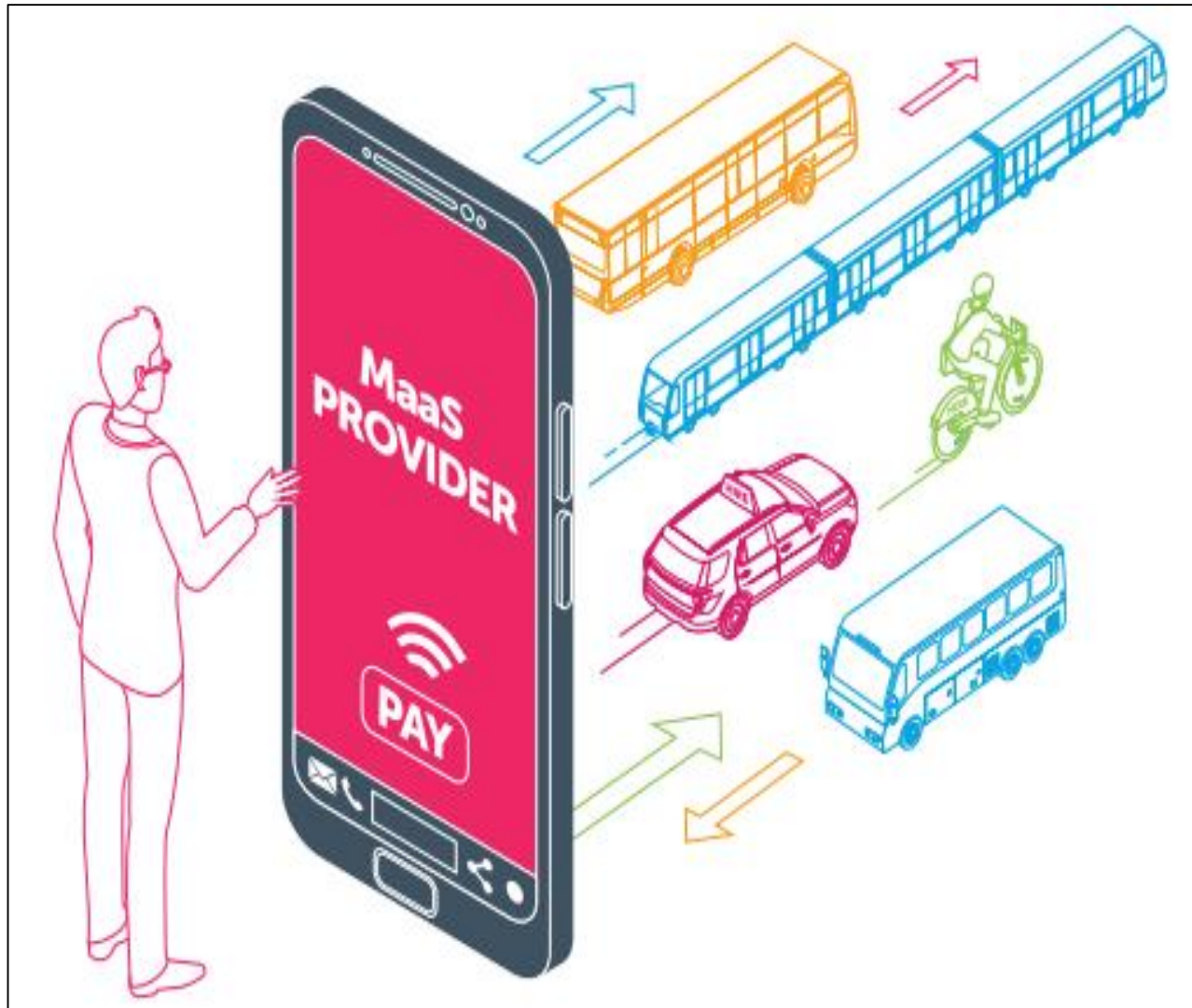
Improve Economic Activity

Smart Dublin acts as the Innovation Catalyst amongst many stakeholders to tackle complex urban challenges

- Sustainable Mobility
- Environmental
- Energy Efficiency
- Connectivity
- Citizen Engagement
- Open Data
- Tourism

SMART DUBLIN

- Industry
- Academia
- Other Councils
- Citizens
- Other Public Agencies
- Other cities

What is MaaS?

Mobility as a Service (MaaS)
...a shift away from personally-owned transportation towards mobility solutions that are consumed as a service.

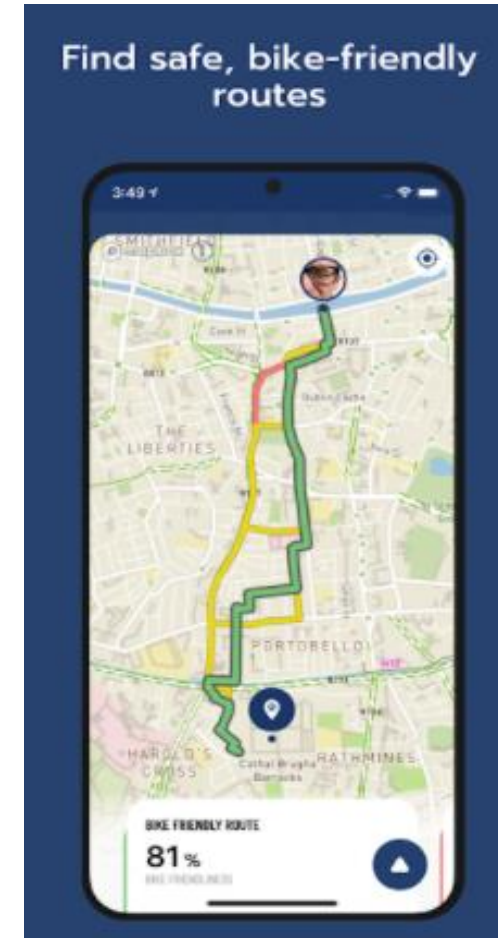***...the 'Netflix' of passenger transport***

...much more than just a Journey Planner

The right information to the right person at the right time is already happening albeit in silos…

A Problem Statement and how MaaS addresses each point whilst delivering benefits to society

"Public transport competes directly with the private car. At present, public transport is often seen as less attractive in terms of direct cost, perceived convenience or comfort. Greater innovation is required to address this disparity on all three fronts."

1. Direct Cost

- Allows a move away from high ownership costs to consume a mobility service only when needed (e.g.) via subscription, PAYG models.

✓ reduced road congestion

2. Perceived Convenience

- More customer choice by access to diverse modes of preference.
- Offering one stop-shop journey planning, ticketing and payment process.
- Reduced journey times (e.g. bus corridors, active travel modes).

✓ improved physical health by encouraging active modes of travel

3. Comfort

- If the user prefers, the (EV) car has a role to play in MaaS:
  - Shared, Shared Autonomous, Private

✓ improved air quality

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BUS CONNECTS
MORE PEOPLE,
TO MORE PLACES,
MORE OFTEN.

METROLINK

Dart extension to Drogheda and increased capacity promised in new rail plan

A public consultation will now take place as part of plans for the Dart+ West programme.

MaaS (the Software) needs Hardware – a diversity of modes

Mobility as a Service (MaaS)

...is the digital integration of transport services in conjunction with the hardware integration of transport services

Mobility Hubs are an example of the hardware needed to complement MaaS

MaaS needs innovation via collaboration

Learn from other cities/countries

Public-Led Stakeholder Collaboration

Scope – National?

Define Vision & Objectives

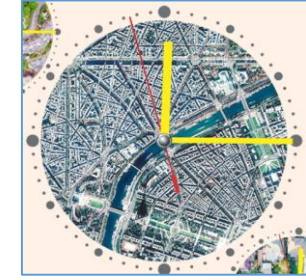Target Operating Model

User Expectations

Data

Policy & Regulation

Ticketing & Payment

Technology

Key Takeaways

1. Traditional mobility behaviour is being seriously questioned
   - Covid19
   - The 15 minute city

2. Mobility is becoming more diverse, personalised, integrated.

3. The EV has a role to play in MaaS
   - Shared
   - Shared Autonomous
   - Private

4. Key enablers of infrastructure are in place or in the pipeline

5. There is a real appetite amongst stakeholders to explore MaaS for Ireland & steps are already underway.

Thank You!

www.smartdublin.ie