



ECCENTRIC

MaaS challenges identified by CIVITAS ECCENTRIC

1.6.2017

ECOMM Conference, Maastricht

Stella Aaltonen, city of Turku



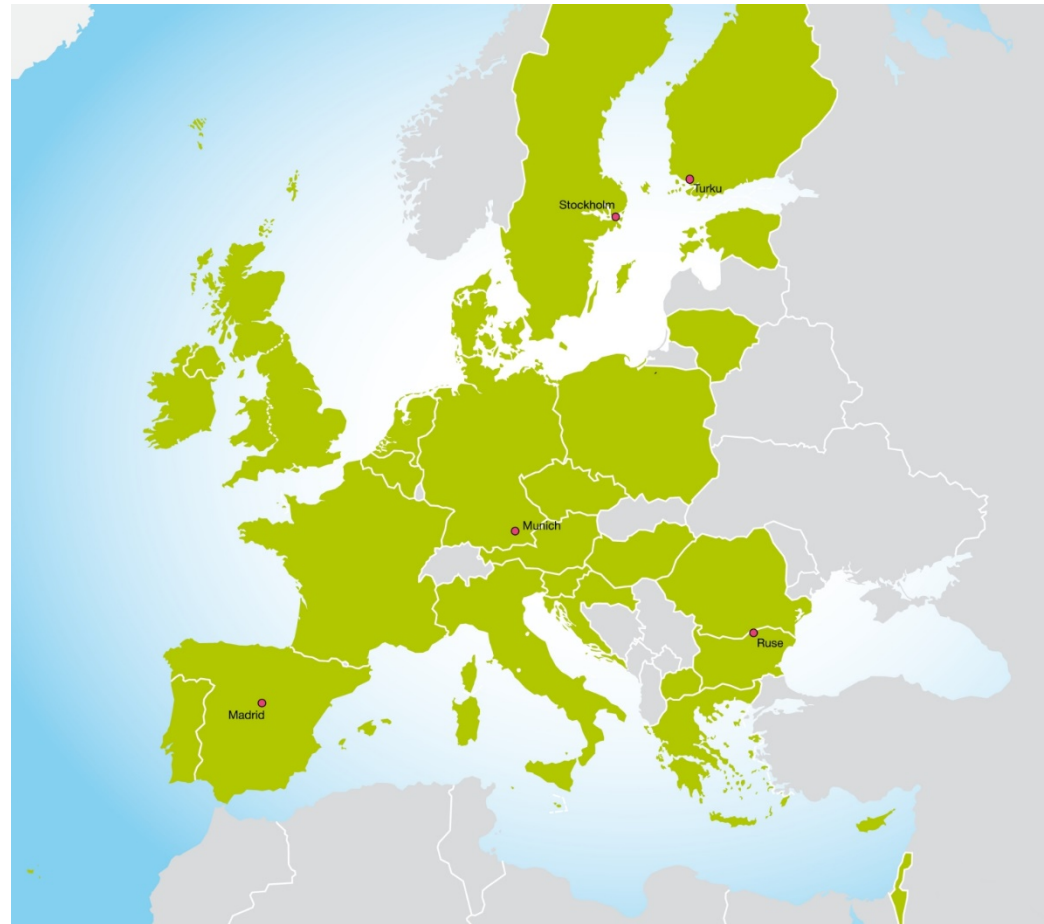
CIVITAS ECCENTRIC 2016 – 2020

The project focuses on sustainable mobility in suburban districts and innovative urban freight logistics, two important areas that have previously received less attention in urban mobility policies.

Partners: Madrid (LP), Stockholm, München, Ruse, Turku + 29 other partners.

Programme: Horizon 2020

Budget: 17 974 993 €



Why MaaS Readiness level indicators for local authorities?

- A new approach on mobility is needed.
- Local authorities can speed up the development of MaaS in their area.
- Different insights on how MaaS can be supported on local level are needed.



How can local authorities become more ready for MaaS?

Strategic readiness

Strategic focus

Shared economy

Shared use

Parking policies

Public transport

Internal travelling

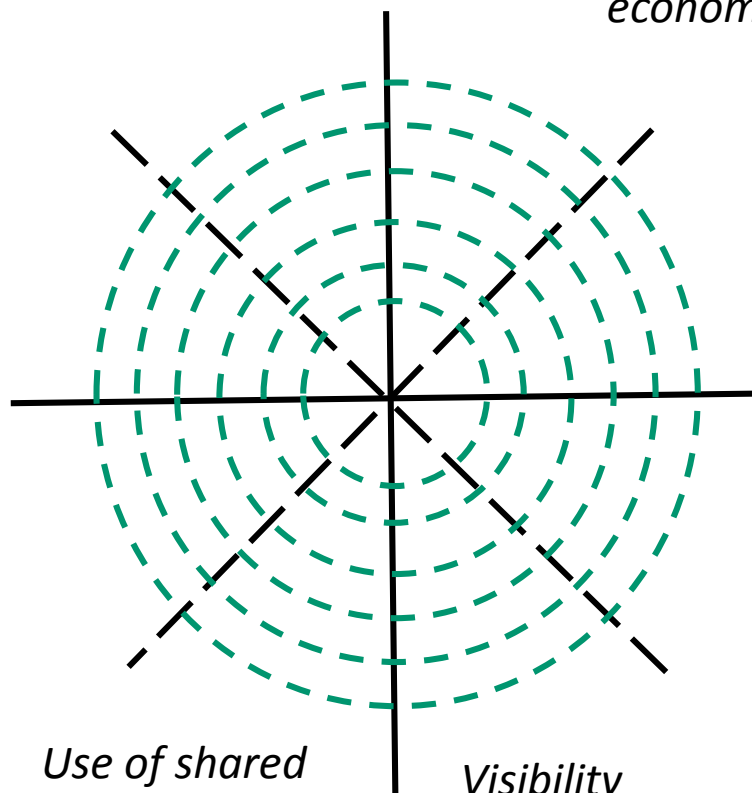
Integration platform

Internal use

Use of shared mobility

Visibility

Shared understanding



Strategic readiness

Strategic focus

plan or strategy

funding

measures

named responsible for MaaS



Parking policies

cover critical areas in the city

encourage the use other mobility options

shared cars get priorities/cheaper parking/parking zones

new parking standards for (new) residential developments

Internal use

Internal travelling

prioritize the sustainable mobility

plan to reduce the use of private cars on work travel

evidence and initiatives to support the change



Use of shared mobility

offers shared cars/bikes etc for the use of its staff and politicians

uses shared mobility services offered by service providers

the use is not limited to working hours only.

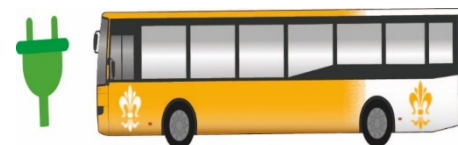
Shared use

Shared economy

pilots/campaigns

several shared mobility opportunities offered (shared vehicles, shared bikes, ride sharing, rental cars, taxis etc)

different service providers (grocery stores, theatres etc) work together with shared mobility providers



Public transport

PT is active in MaaS

PT tickets available through several sales channels offered by third parties

pilots mobility offers

service packages combining PTA with their offers (hotels, theatres, shopping malls)

Shared understanding

Integration platform

journey planners support multimodal transportation
open data/standardized information available
multimodal transportation data hubs/storage
sales app available to 3rd parties.



Visibility

multimodal traveller information available through different channels of communication.
places where citizens can change the transport mode smoothly from one to another.
what mobility as a service means in their city can be explained easily

What is missing?



What else could the local authorities do to speed up MaaS?

Thank you!

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