



**OBSERVATORIO de la  
Movilidad Metropolitana (OMM)**

# **XIV Jornada Técnica del OMM**

## **Sesión 1: Mobility as a Service (MaaS)**

**El transporte público y los nuevos actores en la movilidad**

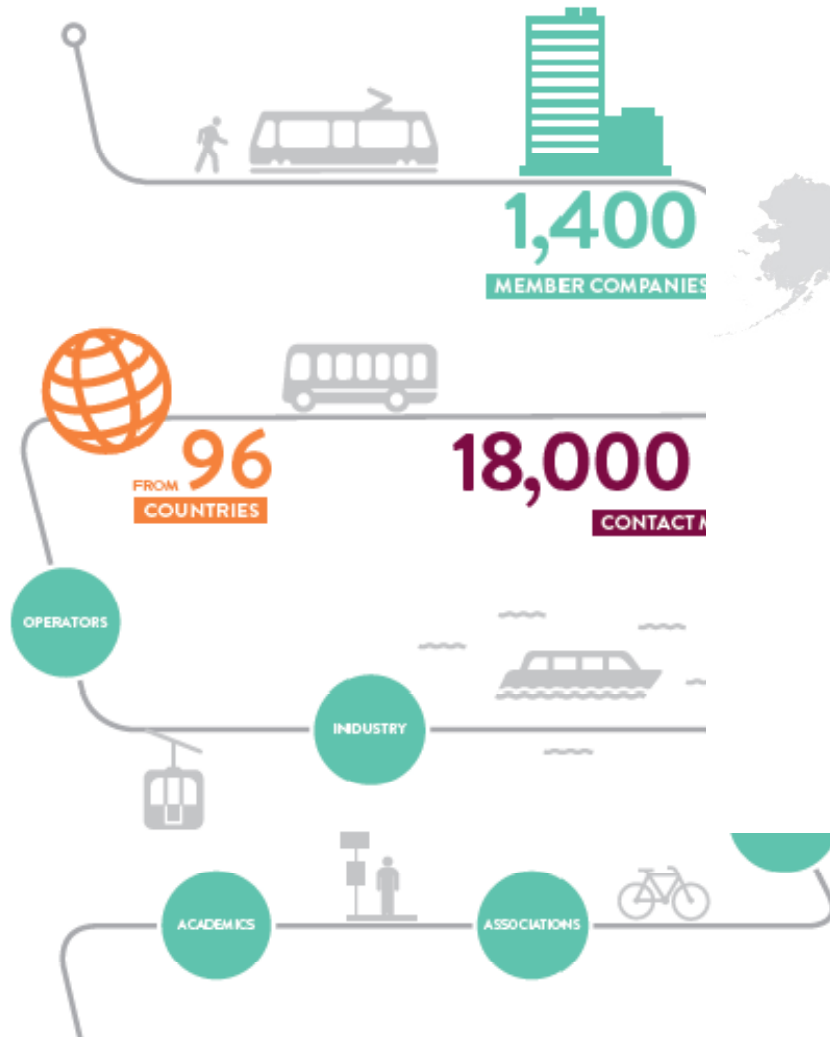
**Dionisio González – (UITP) Asociación Internacional de Transporte Público**

**Málaga, 23 de junio de 2017**



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# La UITP de un vistazo



14 LIAISON AND REGIONAL OFFICES ACROSS THE GLOBE

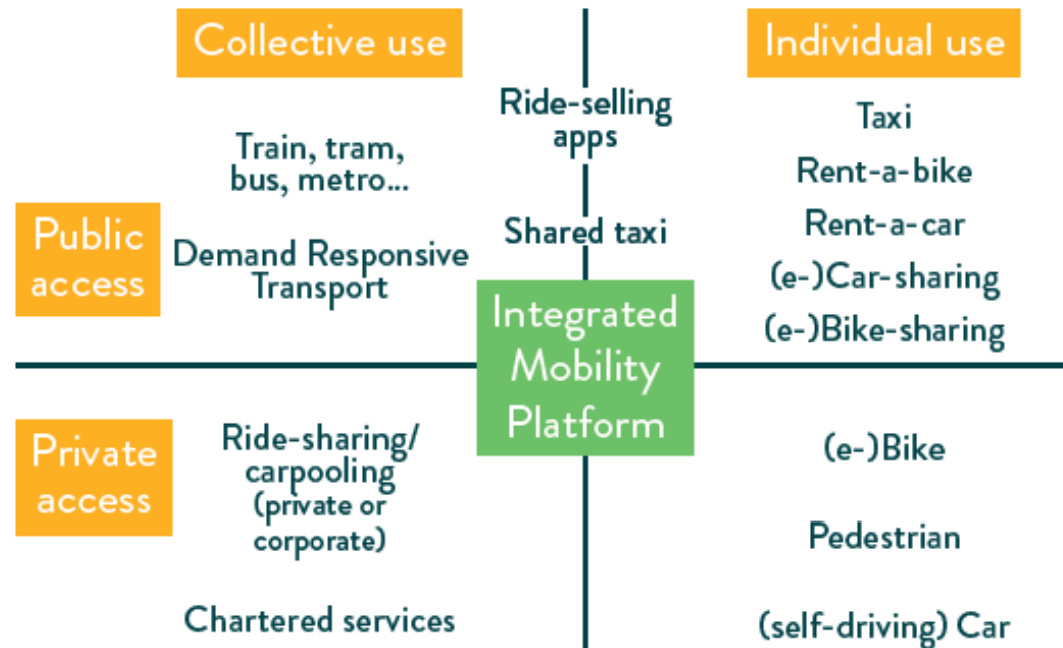


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# ¿Qué es MaaS?



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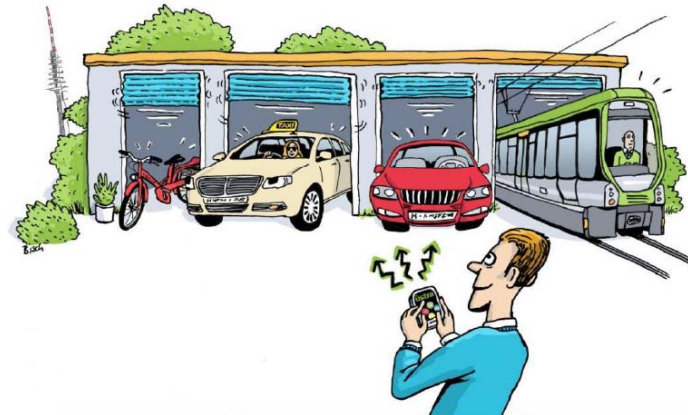


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# ¿Qué es MaaS?



## MUTIMODAL MOBILITY AT YOUR FINGERTIPS



- Public Transit
- CarSharing
- Taxi
- Bicycle
- ...

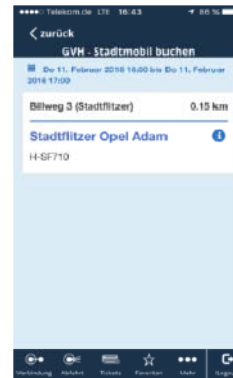
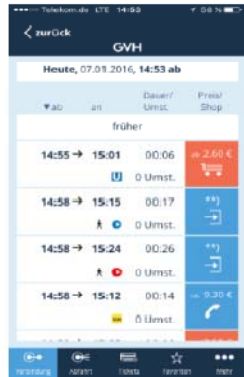


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# ¿Qué es la Movilidad como Servicio?



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FEBRUARY 2016

## POLICY BRIEF

### PUBLIC TRANSPORT AT THE HEART OF THE INTEGRATED URBAN MOBILITY SOLUTION

#### INTRODUCTION

*If you want healthy, competitive and sustainable cities, efficient and clean mobility is vital. And if you want people to walk, cycle, car- and ride-share more, advance public transport.*

#### WHAT IS HAPPENING IN THE TRANSPORT SECTOR?

There are a number of transformative trends evident. The rhythm of urban life is increasing rapidly; modern dense urban economies are reliant on excellent connectivity and citizens want to move around freely whenever and wherever they need to.

The demand for high quality connectivity is increasing, not least as the world urban population is expected increase by 50% by 2050.

But congestion, poor air quality and lack of space resulting from an over-reliance on private cars as the predominant mode of transport are choking our cities, leading to a decline in quality of life and threatening economic growth and productivity.

In parallel, trends show that younger generations are less interested in owning a car or getting their driving licence. Citizens are now seeing new mobility solutions emerging, making personal car ownership particularly in developed countries less attractive. So the relationship with the private car is fundamentally changing and

this opens up new opportunities. On top of this demotorisation trend in many industrialised countries and the growing importance of cities, advances in the take up of digital solutions, environmental pressure and changing consumer spending due to the difficult economic context are also impacting the urban mobility landscape.

In fact, a digital tsunami is hitting the transport sector: mobile broadband, location detection, smartphone penetration and social media are enabling new services to develop. For example, in the medium term to long term, autonomous driving is likely to play a key role in urban mobility.

New players are entering the mobility market and citizens are reconsidering their mobility options. But not only are urban development, market and technology-driven factors changing the mobility landscape but also the political agenda which is now increasingly reflecting concerns about air quality, physical health and wellbeing.

For example, municipalities and governments are actively developing mobility policies to favour active modes, encouraging citizens to walk and cycle more.<sup>2</sup>

► **Healthy, competitive and sustainable cities rely on efficient, high capacity public transport**



© Brundage-Mobility 2014

<sup>1</sup> Effect of increasing active travel... on costs to National Health Service, Lancet, June 2012  
<sup>2</sup> See for example, work undertaken by Transport for London on the transport and health agenda: <https://www.london.gov.uk/what-we-do/what-we-do/health/priorities-smart-transport-and-health>

# Nuestra visión

El transporte público es la columna vertebral del sistema integrado de movilidad urbana y metropolitana



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# MaaS y Transporte Público

¿Qué lugar ocupa el transporte público en las soluciones de MaaS?

- El transporte público es un componente esencial de MaaS
- No hay MaaS sin un transporte público eficiente



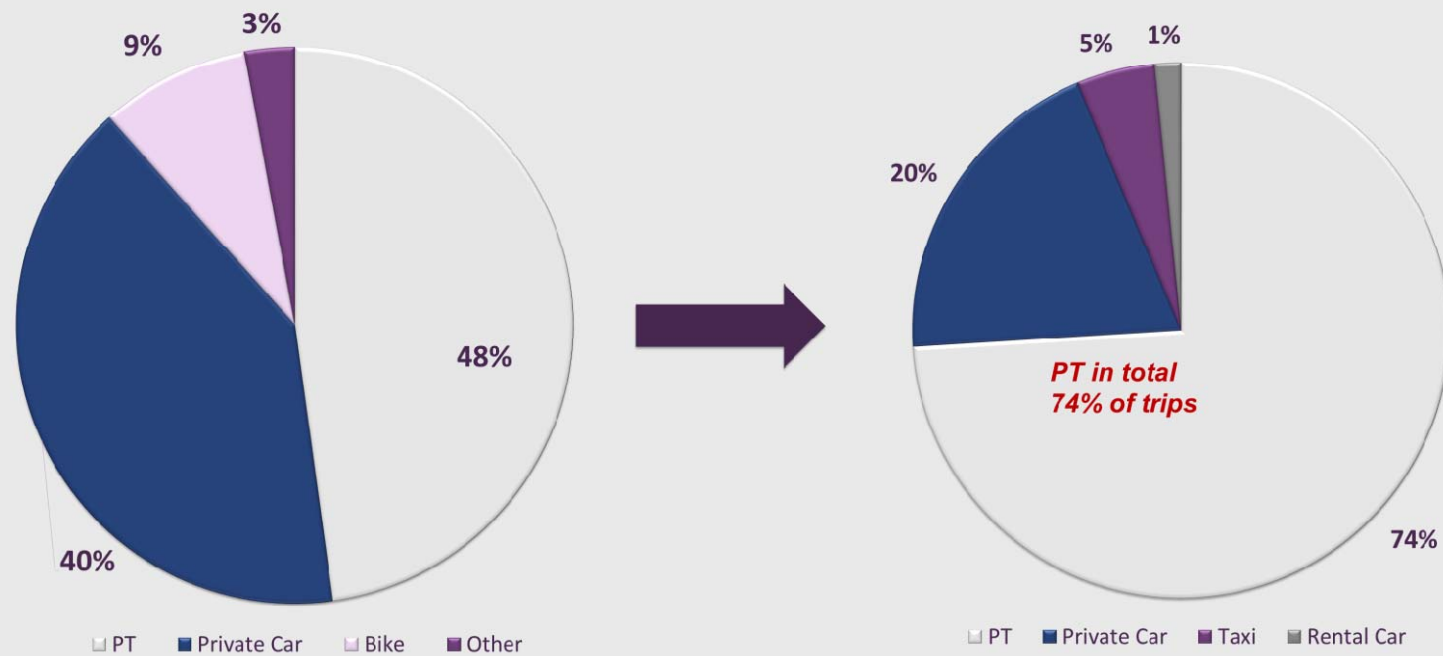
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# MaaS y Transporte Público

## Trips made with Whim in Helsinki before and after Whim\*



\*walking&cycling excluded from the result data, data based on surveys done among Whim users



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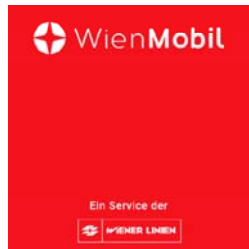




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# MaaS y Transporte Público

## Distintos alcances y alternativas tecnológicas



Local integrator



Mobility inside  
alles einfach nutzen

National  
integrator



Local  
technical  
integrator

National  
technical  
integrator

„KVV.mobil  
powered by  
moovel“



Partner



Mobility  
provider



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# Alianzas

## MaaS es un esfuerzo común

- **Entre Administraciones**
- **Con operadores de transporte**
- **Con todos los servicios de movilidad**
- **Sí, con todos!**

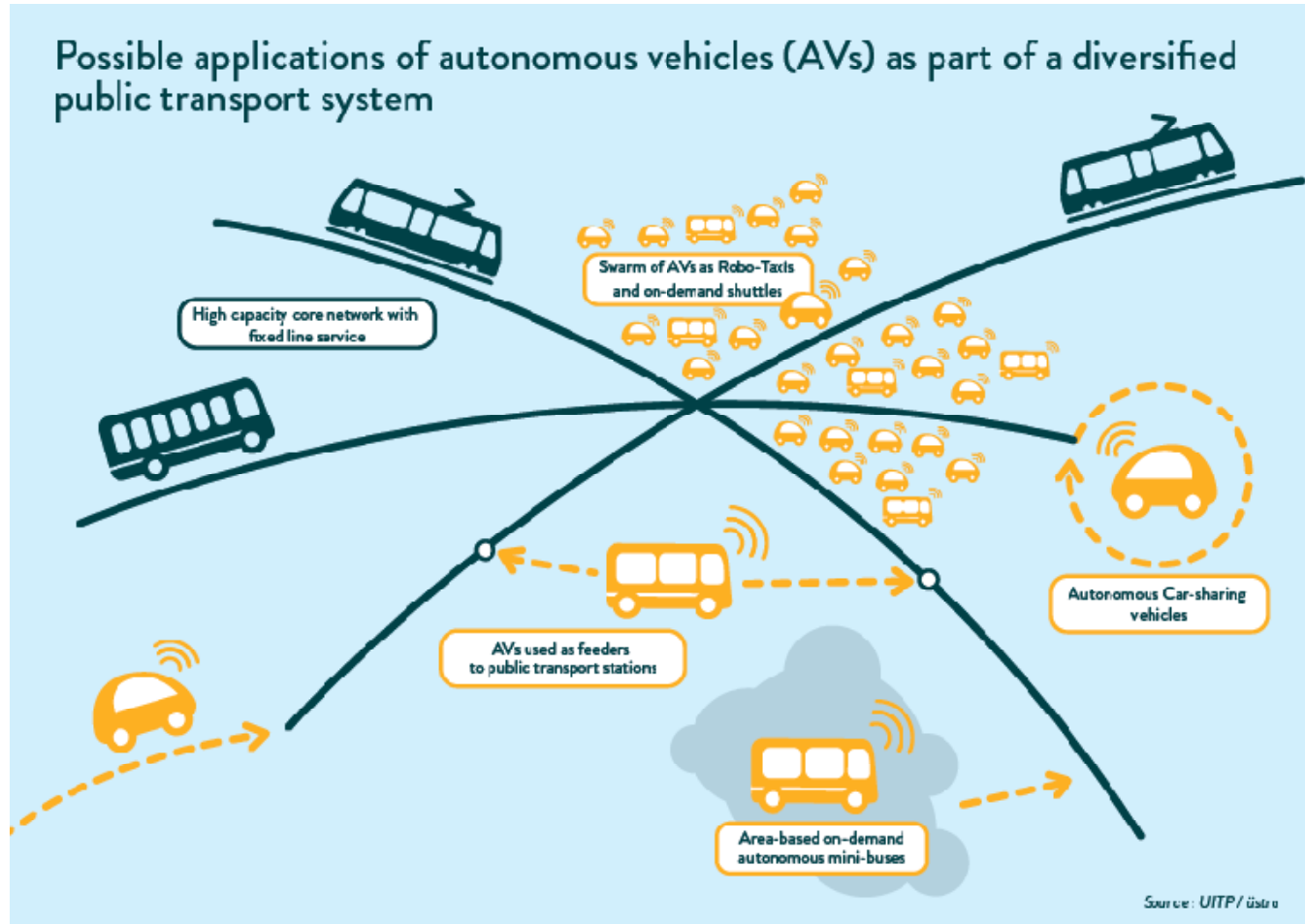






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# MaaS: la clave del éxito en la revolución de los AVs



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# MaaS: la clave del éxito en la revolución de los AVs

Los vehículos autónomos sólo contribuirán a los objetivos de movilidad sostenible si son compartidos y se integran con los servicios de transporte público.

## Privately owned cars



## Shared fleet of vehicles

### Fleet cars **COMPETING** with traditional public transport services



### Fleet cars **INTEGRATED** with traditional public transport services





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**¡Muchas gracias!**

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