

OptiMaaS

Holistic mobility solutions for the urban

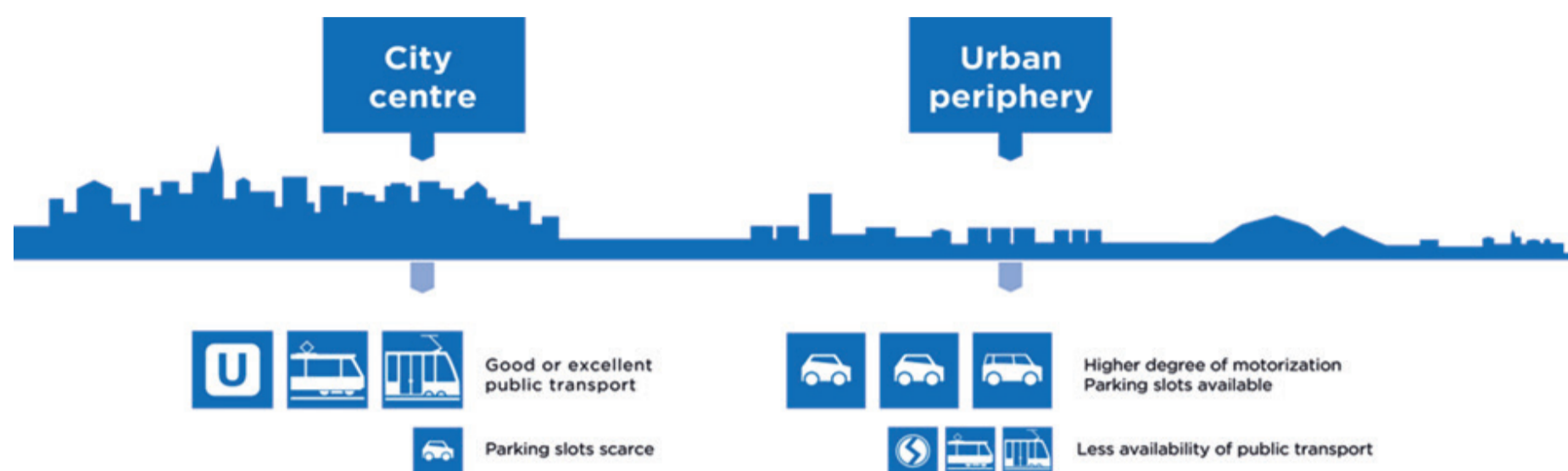


Figure 1: Challenges of urban periphery. © MO.Point Mobilitätsservices GmbH 2018.

The European research project “OptiMaaS“ aims at reducing traffic congestion through better multimodal, environmentally friendly mobility services in the urban periphery and improving social acceptance of Mobility as a Service (MaaS) offers. The project members will develop new methods and processes addressing the needs of public and private mobility actors to provide optimized MaaS offers in the urban periphery. Mobility-Labs (physical and/or virtual) in Vienna, Oslo and Brussels will be set up to evaluate the impacts of different strategies on city planning policies, new business models, cooperations of public and private mobility actors as well as the user acceptance of individualized MaaS offers.

Aim/objective

- Identify where and for whom MaaS-offers can be implemented considering geographic, demographic, infrastructural and sociodemographic informations leading to: a) planning-methods to locate Mobility Points and b) examples for Business-Models and Public-Private Partnerships.
- Development of methodology and tests on which kind of mobility services fit citizens' demands, which degree of availability is needed and how to communicate and sell them in the best way.
- Development of new simulation modules to measure the impact of incentives within personalized MaaS-routing policies on the individual user behavior and the entire mobility system.

Expected results and impacts

- Knowledge on how to intelligently apply MaaS services in the urban periphery promoting a fitting market to the demand and understanding user acceptance.
- Self-adjusting framework to close gaps between policy makers, MaaS operators (both physical and virtual platforms) and end-users.
- Experiences in terms of cooperation of public and private mobility service providers in the context of MaaS.

Approaches/methods

Investigating the possibilities of actively pursuing city goals and implementing policies via a MaaS-system (pricing, incentives, routing, individualization strategies, etc.) and at the same time integrating citizens' feedback (as well as mobility data) into the process of shaping those policies and goals. The following solution paths lead to an integrated implementation scheme of the OptiMaaS project:

- Urban Planning and Policy making
- Mobility Service Configuration and Business Models
- Mobility Operations and Impact Simulations
- IT solutions for MaaS - Frontend and Backend
- Mobility Labs on user behavior

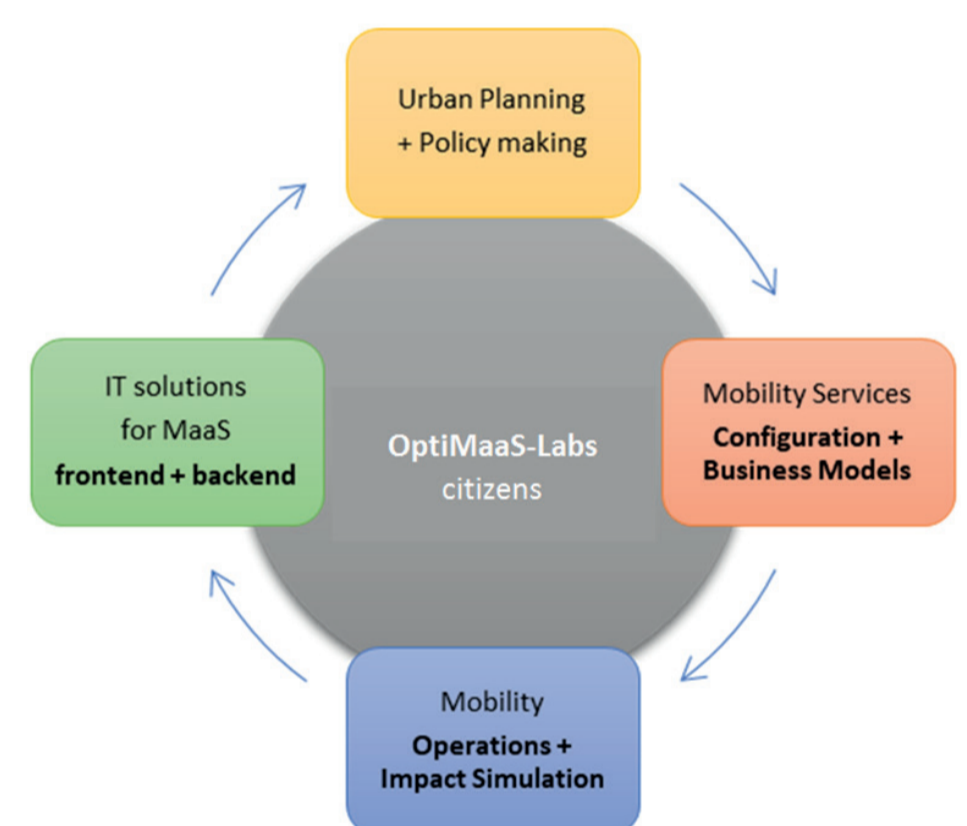


Figure 2: OptiMaaS integrated approach. © tbw research GesmbH 2018

OptiMaaS– Optimized Mobility as a Service

Duration: 2018–2021

Internet: jpi-urbaneurope.eu/project/cityfood/

Contact: Thomas Kantor, tbw research GesmbH, Angela Muth, tbw research GesmbH

E-mail: t.kantor@tbwresearch.org, a.muth@tbwresearch.org

Budget: 1.299.062 €

Partners: tbw research GesmbH (Project Lead), AIT Austrian Institute of Technology GmbH, Bruxelles Mobilité, Institute of Transport Economics (TØI), MO.Point Mobilitätsservices GmbH, Ruter As, Upstream – next level mobility GmbH, UIV - Urban Innovation Vienna GmbH, WIENER LINIEN GmbH & Co KG

Involved cities

Brussels

Munich

Oslo

Salzburg

Vienna

The project OptiMaaS is being implemented as part of the JPI Urban Europe on behalf of the Federal Ministry of Transport, Innovation and Technology (BMVIT).

