Mobility as a Service (MaaS)
Finnish Transport Agency (FTA)
7-8.2.2018
MaaS in Finland / FTA
“Mobility as a Service” (MaaS) is an innovative operating model generating user-centric mobility and freight services based on a seamless, co-operative and sustainable transport ecosystem. The ecosystem utilizes digitalization and data, as well as strong cooperation with the public sector, business and users.
Mobility as a Service – The Netflix of Transportation

What if all transportation was converged ...

... and tailored to your need as monthly packages?
SERVICES

INFRASTRUCTURE

Core infrastructure
Roads, rails, airports and ports.

Growth Corridors
Telecommunications and information infrastructure
Mobile data networks 4G/5G
Static networks enabling international interoperability, broadband for all

Intelligent traffic infrastructure
Traffic management systems
Digital ticketing, routing services
Seamless connectivity

Mobility as a service
Mobility-as-a-service operators (big & small),
Multiple customized services
All Transport modes with single User Interface,
Internet of traffic.

Integrated online services and interfaces
Online services platform: Open Data, Interfaces and APIs, Cloud Services, Internet of Things

ENABLING GOVERNANCE AND REGULATION

Telecommunications and information infrastructure

Core infrastructure
Roads, rails, airports and ports.
Growth Corridors
Previous pilots in Finland

- **Kutsuplus 2012-2015**
  - Taxi-pooling, public transport
  - "automated real-time scalable demand-responsive transport services that can optimize routes and add value to vehicular efficiency will have a bright future"
  - "Kutsuplus was bought by Volkswagen in 2016/2017"
  - "The purpose of redefining mobility for people living in urban areas"

- **Seinäjoki 2015 (Sito, Centre for Economic Development, Transport and the Environment)**
  - Assessment of the transport services available
  - Digitizing the transport data into an open database
  - More users needed to scale up the service

- **Ylläs skiresort, winter season 2016-2017 (as part of the Aurora project)**
  - **Ylläs Around** application connecting buses and taxis
  - During the pilot also VR (rail) and Finnair (air) was about to join in 2016 (due to agreement issues they didn’t)
  - Impact study in 2017
    - Same result as in previous pilots like UbiGo and SMILE
    - A growing use of public transport and drop in using your own car
  - Discussion about continuing in 2017 with school transport, KELA-transports (social insurance institution), delivering goods and expanding to Levi skiresort
  - "Ylläs Around was bought by another company and is being developed for the use of taxi-services"
MaaS Services, previous and ongoing pilots

- **Tuup-app**
  - Pilot started in the summer of 2016
  - Carpooling

- **Whim-app**
  - Pilot started in October 2016
  - Public transport, rental cars

- **Kyyti-app**
  - Pilot started in June 2017
  - Taxi-pooling

- **OP-Matka/OP-Transit-app**
  - Pilot started in November 2017
  - Public transport, taxis and rental cars
  - For work-related trips
  - [https://op-lab.fi/op-pilots-a-mobility-service-employees/](https://op-lab.fi/op-pilots-a-mobility-service-employees/)

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**Tuup – One shop for all rides!**

- Tuup is an intelligent application that allows you to plan a route, compare the various mobility options and pay different mobility services, easily and safely from one application.
- Tuup displays the various options to get from point A to point B.
- Tuup displays the arrival and departure times e.g. buses, trains and trains in Finland.
- Tuup also allows you to see the available City Bikes in Helsinki as well as the car-sharing stations.
- Now! You can now order Kyyti via Tuup application.
At this moment

- The regulation regarding the ITS directive concerning the introduction of intelligent traffic systems from 1st of October 2017
- A new law – "Act on Transport Services" – to come in effect from the 1st of July 2018
  - Gathers all legislation regarding the traffic/transport market and supports the digitalization and new businessmodels in traffic
  - Uber has had problems with the previous law and have stopped services in Finland (operations to be continued from the 15th of August)
- The new law requires services from FTA
  "all transport operators and authorities shall, from the 1st of January 2018 onwards, give other actors access to data on their services"
  - Provide an interface and digitizing tools – NAP (National Access Point) service from 20th of December 2017
    - https://www.liikennevirasto.fi/web/en/transport-system/nap#.Wm7Y5rللM
  - Followup the supply and demand of Transport Services
  - Enabling the development of Transport Services accommodating the traffic
- Ticket and payment system, Lippu-project (Interoperability of ticket and payment systems project)
  - Introducing the ‘one-stop shop’ principle for requiring tickets for a trip chain
  - Specifications of the technical sales interface solution
  - Code of conduct to facilitate the conclusion of contracts between operators
  - First stage, the demand on rail and road service providers to open the selling interface for their ticket and payment systems
  - Two pilots in spring 2018 (Lahti, Hyvinkää)
Every year since 2010 the government has issued state grants to be applied for

- leading and managing people towards sustainable movement/mobility (informational guidance, marketing, pilots and development)
- and the enhancement of public and new means of transport reducing the use of cars (one person in the car)

The goal of managing movement/mobility is to reduce the use of a car alone, enhancing the use of public transport, pedestrian traffic and cycling and further more get a better and a sensible way of using ones own car.

Mobility management is part of the national longterm climate- and energy strategy and fulfilling the Politics of global warming program and suggestions of the Ministry of Transport and Communications administrative branch.

Government R&D funding for commuting, especially for employees from private companies - home-work-home Mobility as a Service
MaaS Services available in Finland

● Kyyti app is live!
  • Shared-ride taxis/minibus
  • ”Ride sharing with MaaS”

● The Whim app is live!
  • [https://whimapp.com/](https://whimapp.com/)
  • Video of Whim: [https://youtu.be/iDlbj9xcZ58](https://youtu.be/iDlbj9xcZ58)
  • Whim is a smart phone application (iOS, Android) provided by Finnish company MaaS Global, app is live in Finland and in the UK
  • “What would it take for you to give up your own car?”

● The Tuup app is live! (is being integrated in the Kyyti entity)
  • Tuup offers multi-modal daily traveling, including Kyyti on-demand ride service in one app.
  • All mobility options are included urban transit, intercity bus & train, car rental & sharing and city bikes. Kyyti taxi-pooling service is flexible, convenient and affordable.
  • ”Tuup – One shop for all rides!”
One app, one account

- Bookings, tickets and in-app payments
- Route planning, real-time information
Multimodality

Monthly subscriptions (pre-paid trips) or pay-as-you-go
The attitude counts!

Thank you!