



Has the Golden Age of MaaS Arrived?

MaaS National Days – July 14, 2021

Seven Decades of Global Services

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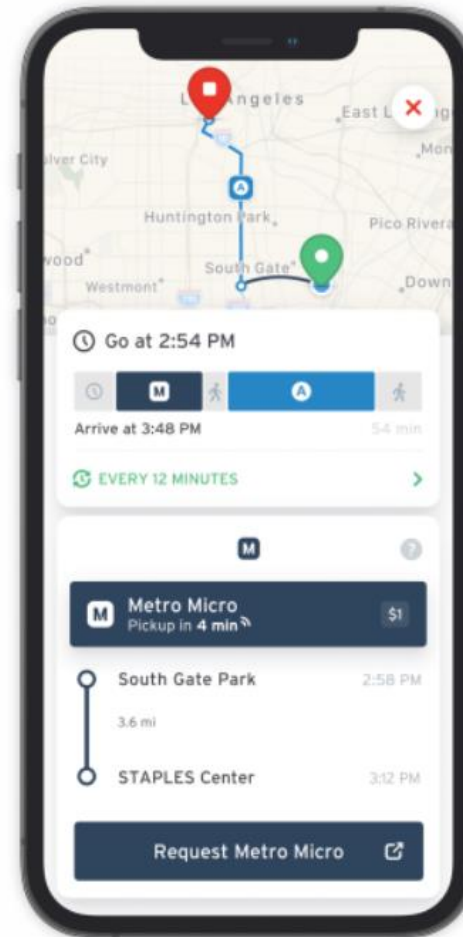
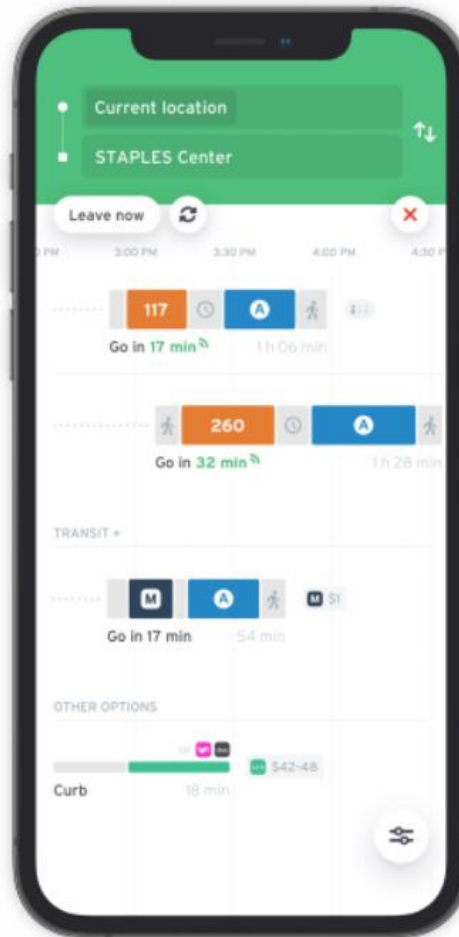
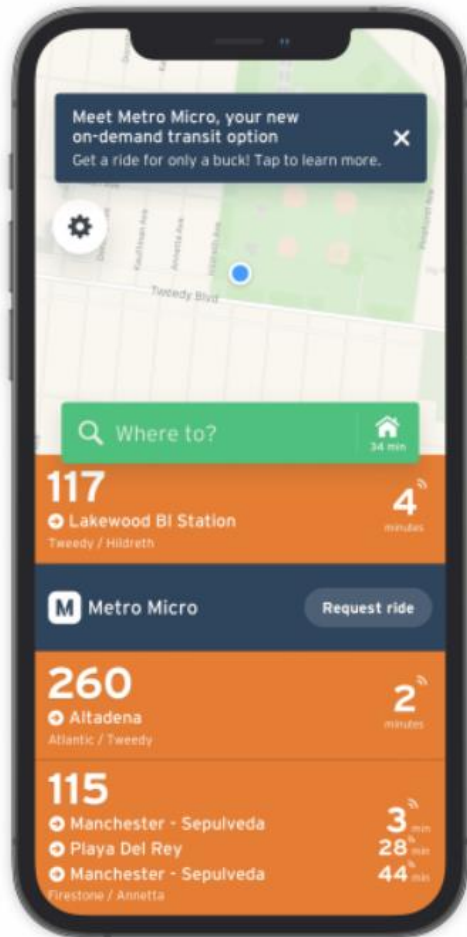


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A Shifting Focus



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Picture credit : Deloitte

1. **COVID restrictions have durably reshaped the supply and demand for urban mobility services**
2. **“Green New Deal” agendas provide a supportive framework for touted efficiency gains and emissions reductions**
3. **Opportunities exist to learn from first-generation MaaS programs**

Emerging from the Pandemic

1. **Mobility supply vs the “new normal”**
2. **Deferred private vehicle purchases**
3. **Repurposed city streets & public space
(tactical urbanism ⇒ durable adjustments)**



Opportunity for a “Maas Reboot”



“MaaS for Climate”

1. **Mobility that is designed around personal car ownership and predominantly single-occupancy vehicles places an enormous strain on the environment and public space**
2. **Although the processes supporting MaaS are designed to reduce climate-change impact, there is little aggregated evidence of this**
3. **CO2 emissions currently have little influence / economic value in most mobility decisions (although this could change with the introduction of mobility pricings programs)**



**Continue building knowledge among transport stakeholders
IRF “ITS for Climate” Taskforce**

Building a Better MaaS

- 1. Achieving a 'tipping point' requires the production of mobility services by public and private actors, joining these into an integrated offer and business model**
- 2. Complexity of MaaS is frequently underestimated: user segmentation processes and "readiness level" toolkits are still embryonic. National "clearing houses" & guidelines are an important first step.**
- 3. Targeted infrastructure adaptation (not listed in the 12 recommendations!)**
- 4. Pricing signal: address convergence opportunities with Road User Charging schemes**

Has the Golden Age of MaaS arrive?



Majority of survey respondents expect MaaS to become mainstream in 5-to-10 years.

Only 16% of those surveyed, think that MaaS and MOD will never become mainstream.

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