The Path to MaaS

Presented May 9th by Joseph Lubliner
At Urbanism Next
MaaS
The integration of various forms of transport services into a single mobility service accessible on demand.

2.3B
Annual private car trips replaced 2023

Mobility as a Service
$10tn by 2035
How to plan for a MaaS Multi-Modal Integrated Mobility System?
Data forms the basis

- Data as the basis
- Digital Twin
- Scenario Management
- Results

- Travel patterns
- Modes of Transportation
- Costs, Revenues
- Road Infrastructure
- Multiple players
For a **Digital Twin.**

- Data as the basis
- **Digital Twin**
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- Results
To perform **Scenario Management**: Oslo Study

- Data as the basis
- Digital Twin
- **Scenario Management**
- Results
Demonstrating actionable **Outcomes and Results**

- **Data as the basis**
- **Digital Twin**
- **Scenario Management**
- **Results**

-14%  

+97%  

PTV GROUP  
the mind of movement
Demonstrating actionable Outcomes and Results – Existing AM Peak
Demonstrating actionable Outcomes and Results -14% VMT
Demonstrating actionable **Outcomes and Results +97%**
Outcomes and Results: Average Wait Times in Scenario 1B
Outcomes and Results: Detour Factors
Outcomes and Results: Pick-up and Drop-Off activity in AM Peak
Digital Twin Based Scenario Management

Safety- Emissions?

Curbside management?

Infrastructure investment?

Who to prioritize?

Occupancy based pricing?

Toward real-time prediction
Join the conversation.

#MindofMovement