



# I Mobility As A Service (MaaS) in Italia: tra “PROCLAMI” e “REALTÀ”

## I programmi MaaS a Torino e in Piemonte

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TECNOLOGIE  
TELEMATICHE  
TRASPORTI  
TRAFFICO  
TORINO



con la collaborazione di:  
**Automobile Club d'Italia**

## 62° Convegno Nazionale AIIT

**Roma, Martedì 7 Maggio 2019, ACI - Sala Assemblea**

# Mobility as a Service...

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## What is MaaS?

**Mobility as a Service (MaaS)** is the integration of various forms of transport services into a single mobility service accessible on demand. To meet a customer's request, a MaaS operator facilitates a diverse menu of transport options, be they public transport, ride-, car- or bike-sharing, taxi or car rental/lease, or a combination thereof. For the user, MaaS can offer added value through use of a **single application to provide access to mobility**, with a single payment channel instead of multiple ticketing and payment operations. For its users, MaaS should be the **best value proposition**, by helping them meet their mobility needs and solve the inconvenient parts of individual journeys as well as the entire system of mobility services.

A successful MaaS service also brings **new business models** and ways to organise and operate the various transport options, with **advantages for transport operators** including access to improved user and demand information and new opportunities to serve unmet demand. The aim of MaaS is to provide an **alternative to the use of the private car** that may be as convenient, more sustainable, help to reduce congestion and constraints in transport capacity, and can be even cheaper.

# Our goal



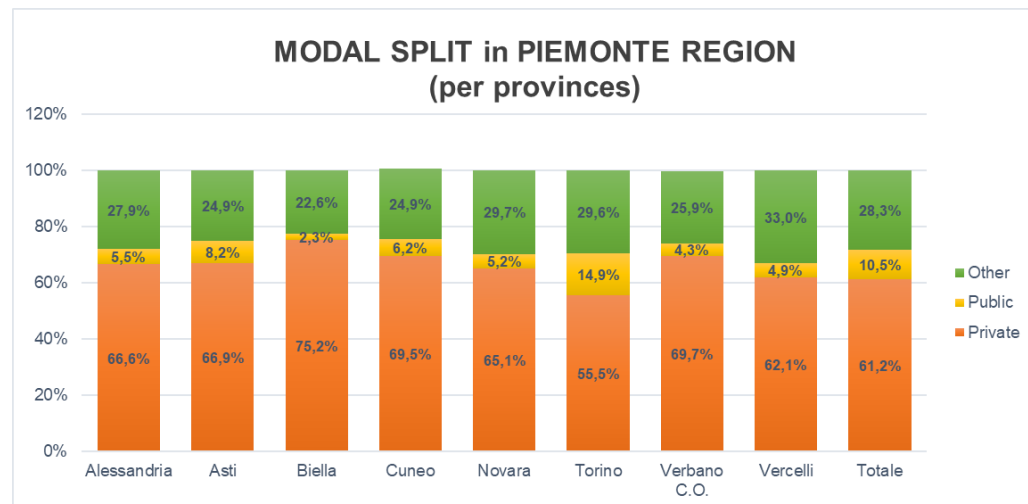
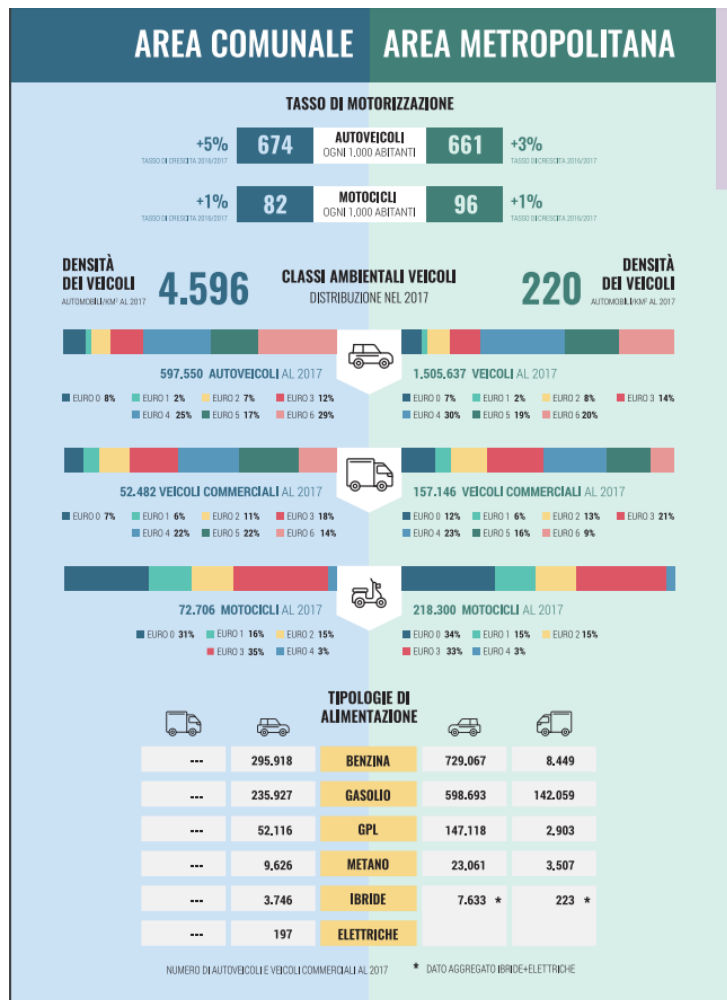
**MaaS users** in Torino and Piemonte can subscribe a **single on-demand mobility service**, through a **single mobile app**, with a **single payment account**, paying on a per-use basis or a monthly subscription, offering a **complete set of transport options** for daily travels **from any As to any Bs**, be they public transport, railway, taxi, car sharing, bike sharing, car rental or a combination thereof, to meet **any mobility needs**, from office or school commuting to free time during weekends

# Our goal

**MaaS services** in Torino and Piemonte provide solutions to individual mobility needs that contribute to make the entire **local mobility system** more **integrated, efficient and sustainable**, helping to optimise public spending in transport, to reduce congestion and to increase transport capacity, offering a real **alternative to owning car**



# Ma la mobilità di oggi...



Fonte: AMP, 2013

Fonte: Mobilitaria, 2019

# Ma la mobilità di oggi...



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**616€**

The European monthly average cost of owning a car.

**76%**

Private car share of all transportation costs

**4%**

Private cars in use during their life cycle

**whim.**

*Sources: LeasePlan, World Bank, World Health Organisation, Inrix, European Commission, Eurostat, Frost & Sullivan*

# MaaS in Helsinki today

## Find your plan

Simply pay as you go or travel even smarter with a monthly plan.



### Whim to Go

0€

per month

For those who want to try Whim first or simply don't travel that much. Pay per ride, no commitment, no surcharges.



### Whim Urban

49€

per month (cancel any time)

INTRODUCTORY OFFER

For regular travellers who could use the flexibility of a taxi or car occasionally.



### Whim Unlimited

499€

per month (cancel any time)

INTRODUCTORY OFFER

Modern alternative for owning a car. At the price of owning a car you get unlimited access to public transport, taxi or a car according to your daily need.

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## WHIMPACT

Insights from the world's first Mobility-as-a-Service (MaaS) system

[https://ramboll.com/-/media/files/rfi/publications/Ramboll\\_whimpact-2019.pdf](https://ramboll.com/-/media/files/rfi/publications/Ramboll_whimpact-2019.pdf)

# MaaS in Helsinki today

## MAAS USERS MAKE SHORTER CITYBIKE TRIPS



Average City Bike Trip Distances

- Whim users
- Helsinki City Bike average

## TAXIS ARE A WELCOME OPTION TO MAAS USERS

Whim users travel by taxi **2.4** times more often than the typical Helsinki resident

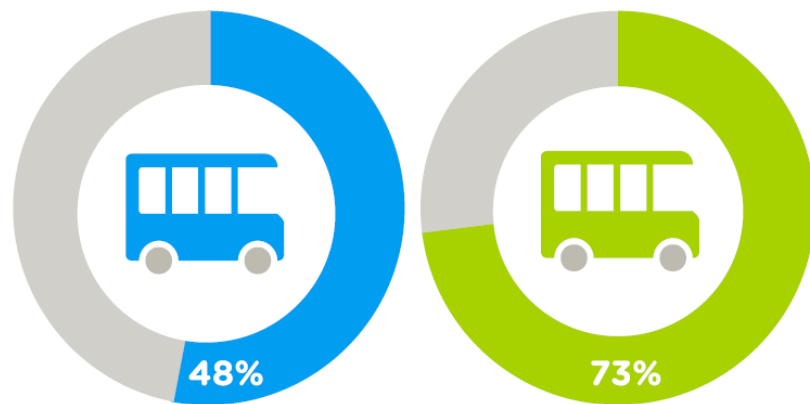


Taxi mode share for

- Whim users
- Typical Helsinki residents

# MaaS in Helsinki today

MAAS USERS RIDE PUBLIC TRANSPORTATION MORE THAN THEIR HELSINKI COUNTERPARTS

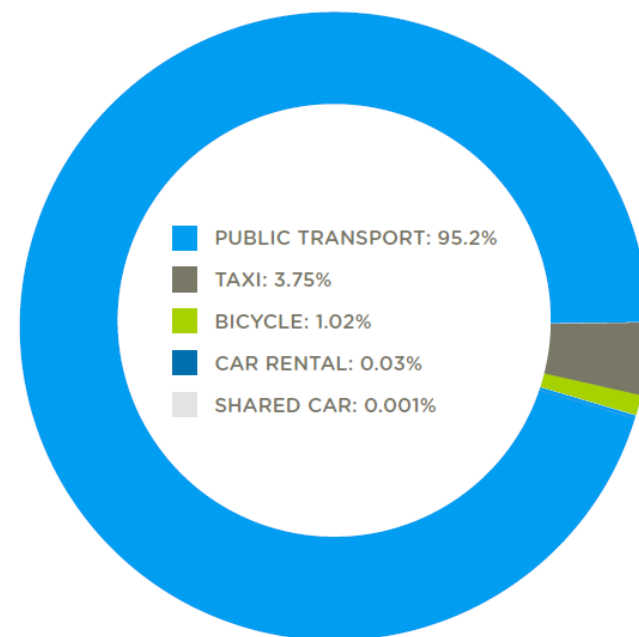


■ PT Modal share in Helsinki 48%

■ PT Modal share with Whim 73%\*

\*Whim data have been normalized for comparison purposes with Helsinki residents in the Travel behavior survey

PUBLIC TRANSPORTATION IS THE BACKBONE OF MAAS



Modal share of Whim

# 5T per il MaaS a Torino e in Piemonte



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# 5T per il MaaS a Torino e in Piemonte



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- 5T è una società in-house a totale partecipazione pubblica specializzata nella governance della mobilità intelligente
- Eroga servizi, sviluppa progetti e gestisce le piattaforme tecnologiche pubbliche per supportare gli enti nel governo dei sistemi locali di mobilità e per abilitare servizi innovativi per i cittadini
- 5T gestisce la Centrale della Mobilità della Città di Torino e la Centrale della Mobilità di Regione Piemonte



# 5T per il MaaS a Torino e in Piemonte



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- 5T gestisce la Centrale della Mobilità della Città di Torino e la Centrale della Mobilità di Regione Piemonte
- 5T gestisce la Piattaforma Regionale del sistema BIP e coordina i programmi di evoluzione verso l'ecosistema MaaS della Regione Piemonte e della Città di Torino



CITTA' DI TORINO

# L'ecosistema BIP



Il BIP è il sistema di smart ticketing per tutti i servizi di trasporto pubblico locale nella Regione Piemonte e nella Città di Torino

L'ecosistema BIP:



**1.000.000+** carte BIP



**60+** operatori TPL



**18** enti

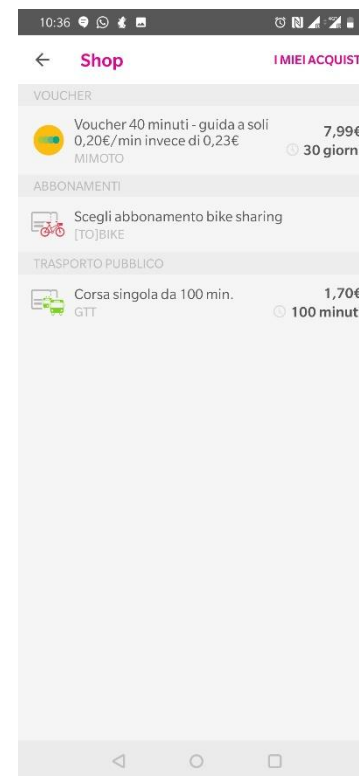
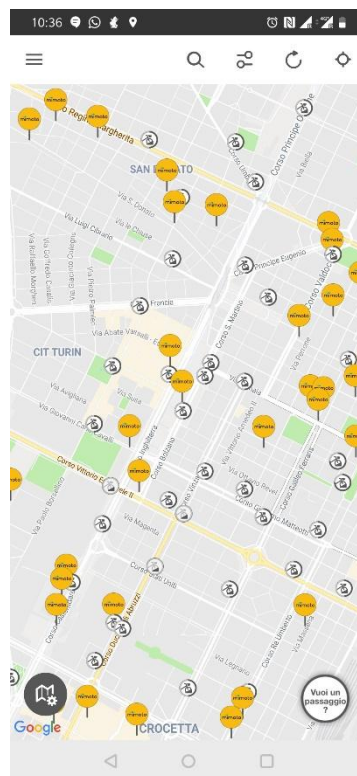


# IMOVE Torino Living Lab



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# IMOVE Torino Living Lab



# Progetto BIPforMaaS

- **BIPforMaaS** è un **progetto strategico di Regione Piemonte**, condotto in collaborazione con Città di Torino e Città metropolitana di Torino
- Obiettivo: coordinare un **percorso di innovazione** dei servizi di trasporto pubblico e dei servizi di mobilità per abilitare un «**ecosistema MaaS**»
- Orizzonte temporale: 2019-2022
- Azione progettuale: BIPforMaaS sostiene l'**evoluzione della piattaforma regionale del BIP** per abilitare un «ecosistema MaaS» e attivare **servizi innovativi per i cittadini piemontesi** secondo il paradigma della Mobility as a Service



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# MaaS Models

## Every provider has their own ecosystem



## Winner takes it all



## Public transport takes it all



# Enabling a MaaS Ecosystem

## Every provider has their own ecosystem



## Winner takes it all

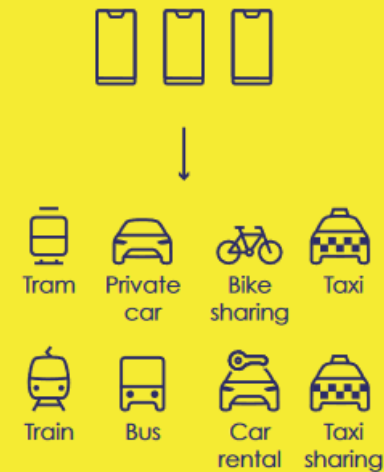


## Public transport takes it all



## Open Ecosystem

### Customer choice





BIP goes mobile



Fare system evolving towards  
Account-based ticketing and  
pay-per-use schemes



Open APIs enabling a MaaS  
ecosystem



# Governance



Operatori TPL

  
**Ecosistema  
BIP**

  
**Ecosistema  
MaaS**

Operatori MaaS

Operatori shared  
mobility

Operatori altri servizi  
di mobilità

Cittadini

Stakeholder

# **Grazie per l'attenzione!**

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