

Drivers & Barriers of MaaS

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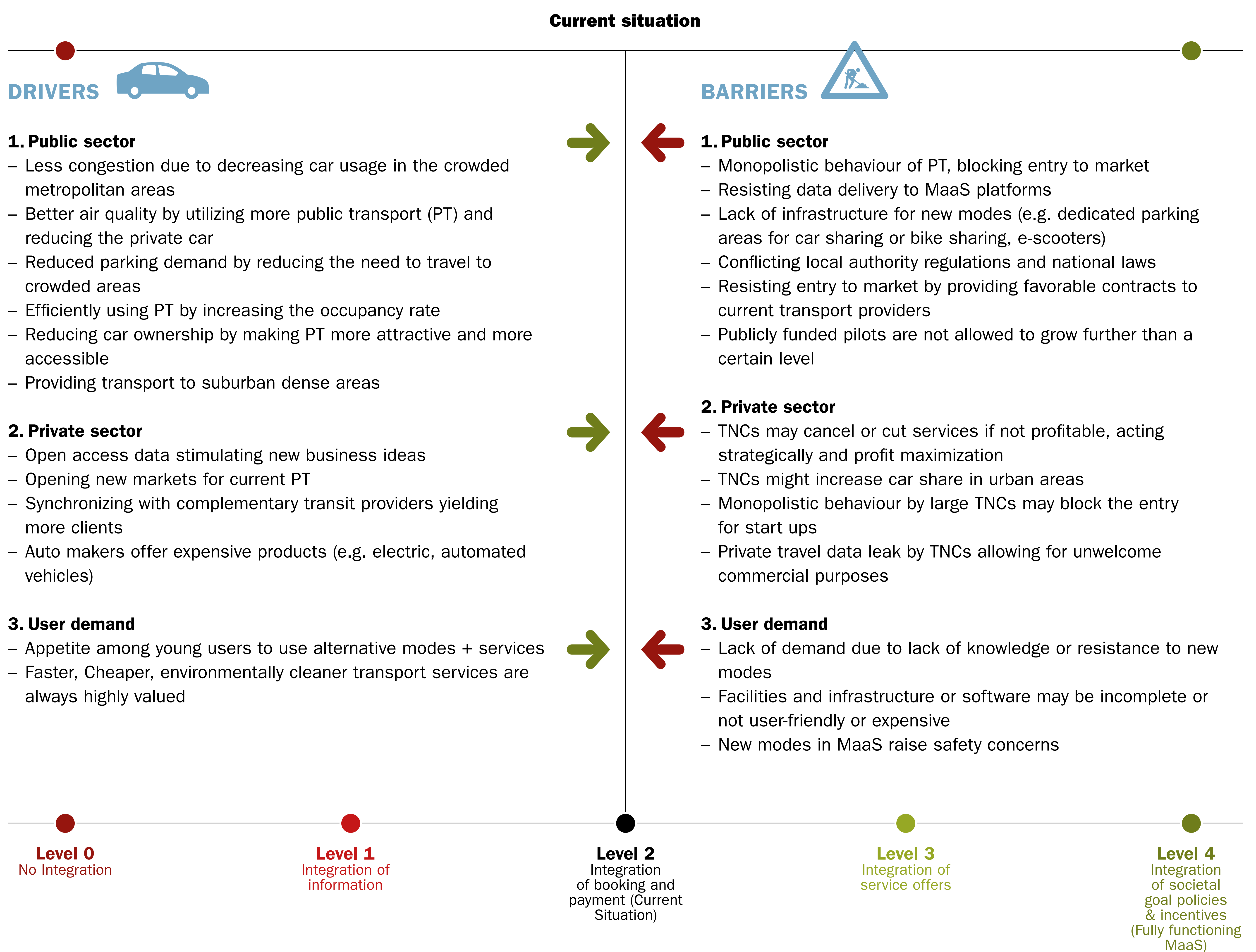
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- We determine drivers & barriers of MaaS using existing literature, extensive expert opinions and in-house knowledge
- We have designed a conceptual framework, displaying the confrontation of MaaS drivers and barriers
- We provide input for decision makers on policies implementation for MaaS and how to prepare the market for this radical innovation



Successful MaaS:

1. Must have integrated routing, planning and ticketing systems in apps
2. Must have economic feasibility and found a sustainable business model competing with current transport providers
3. Must overcome these barriers: Resisting Data, Lack of Space and Infrastructure, Monopolistic Behavior
4. Stimulate the willingness to cooperate among competing transport providers to offer their services on a common platform

Key Take-Away:

The large-scale implementation and deployment of MaaS requires an integral strategy, monitoring and management which must include how public and private parties are going to cooperate in the realization of MaaS platforms.