



UNIVERSITY  
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XXVI International Conference "Living and Walking in Cities"

## NEW CHALLENGES FOR SUSTAINABLE URBAN MOBILITY

Brescia

6-7-8 September 2023

# Measuring the impact of institutional and territorial drivers for an efficient and smooth Mobility as a Service (MaaS) implementation: a global analysis

Mario Tartaglia & Elodie Petrozziello - FS Research Centre, Ferrovie dello Stato Italiane



# Outline

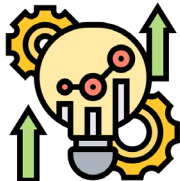
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- **Introduction**
- **General reflection of MaaS as a natural development**
- **The drivers for MaaS success: structural, territorial, and governmental considerations**
- **Data analysis of the drivers incentivizing MaaS implementation**
- **Conclusion**

# Introduction

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## MaaS



Evolution



User support



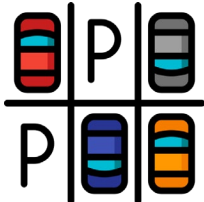
Equity



Tailor-made

# General reflection of MaaS as a natural development

## Main issues



Urban capacity



Status symbol



Strengthen the infrastructure



Support collective transport



Revolutionise the offer



# The drivers for MaaS success

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**Time**



**Cost**



**Comfort**



**Distance**



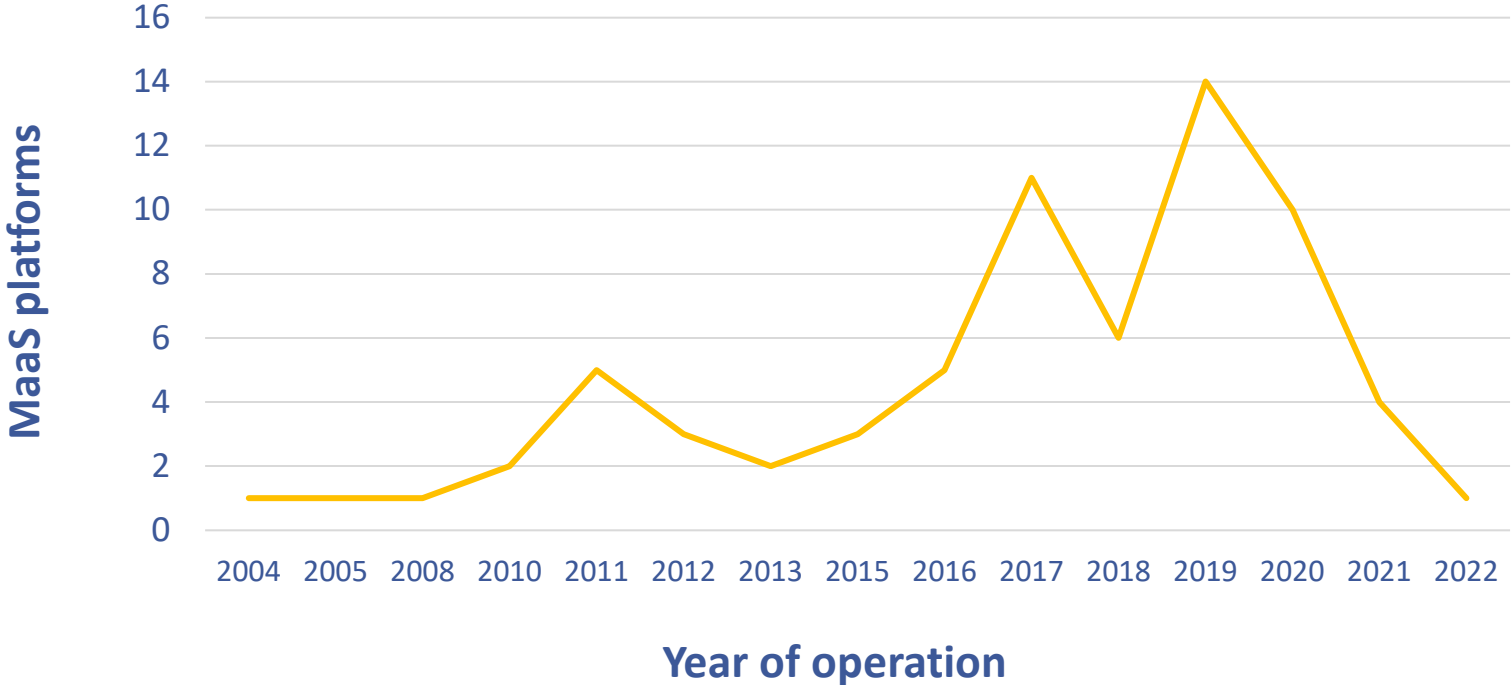
**Impact**



**Laws**

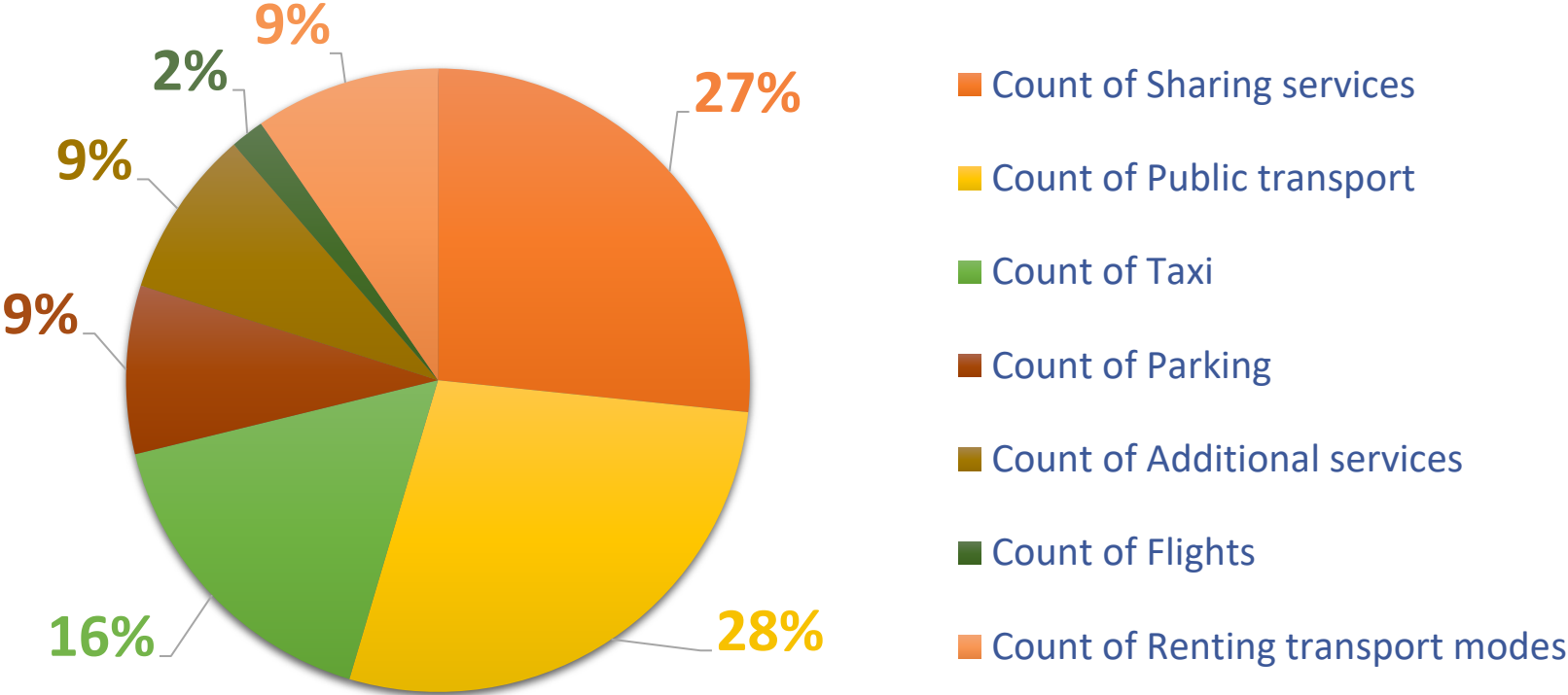
# Data analysis of the drivers incentivizing MaaS implementation

## Historical series of counting of operations of MaaS services



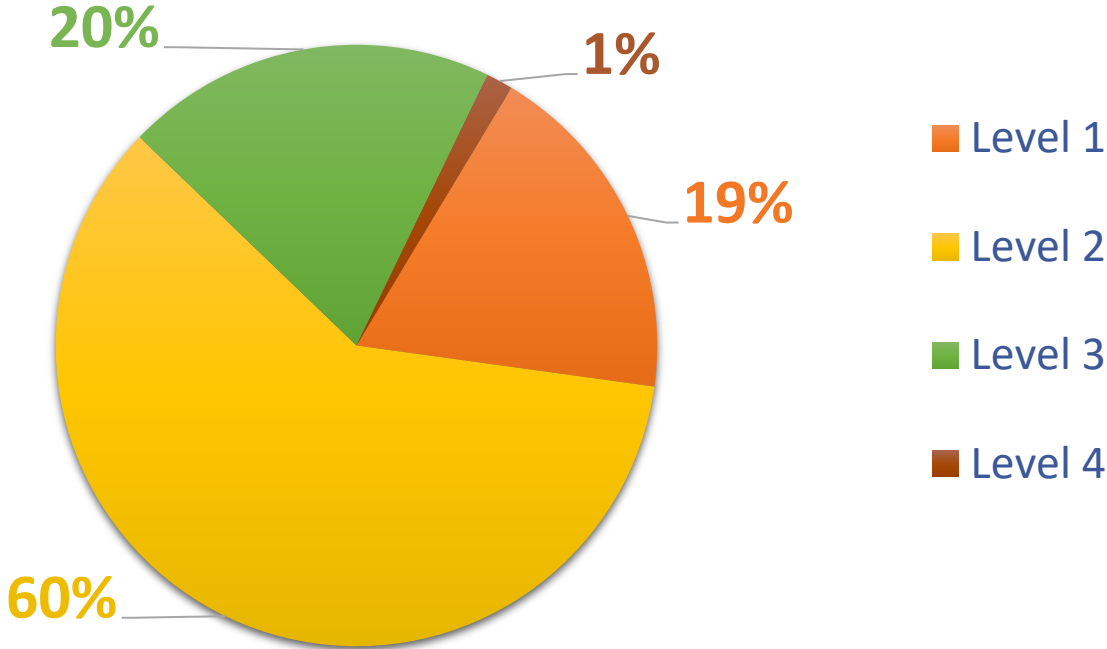
# Data analysis of the drivers incentivizing MaaS implementation

## Services offered by MaaS platforms



# Data analysis of the drivers incentivizing MaaS implementation

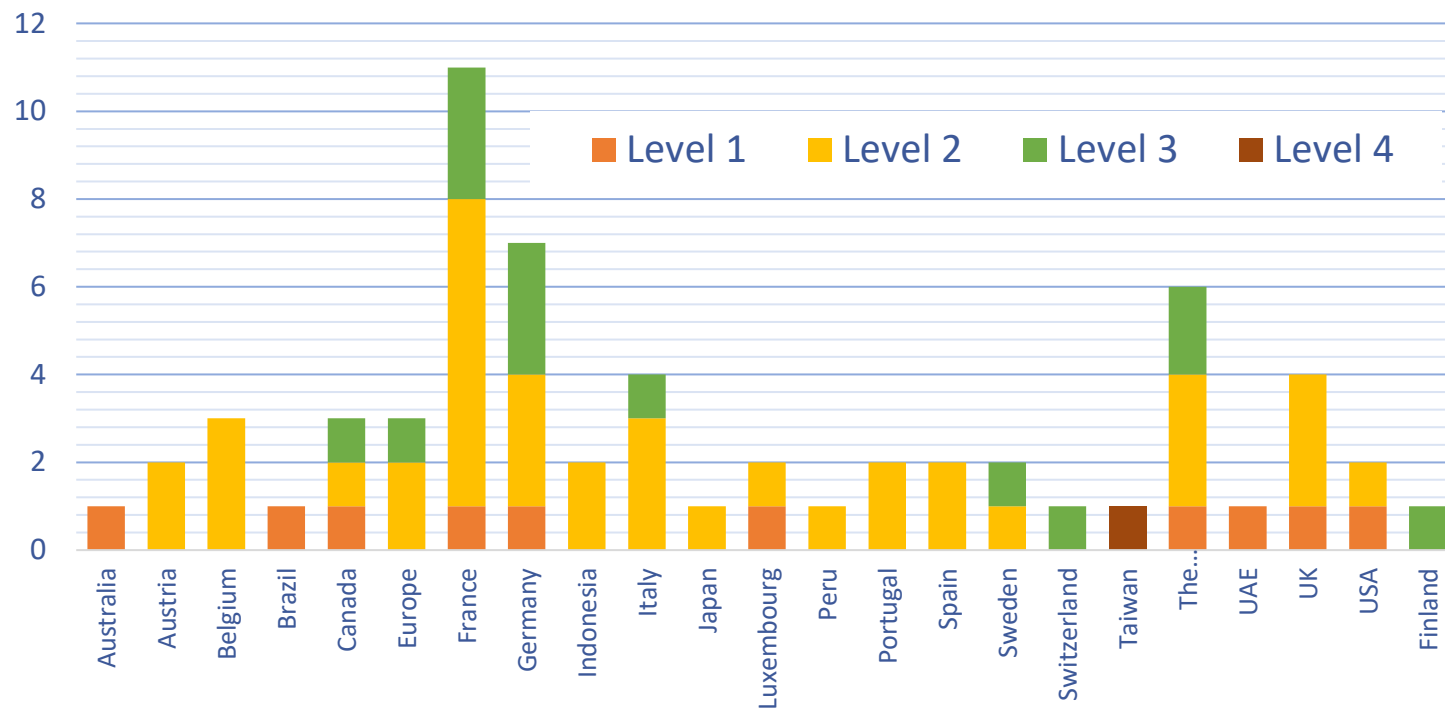
## Level of integration of MaaS platforms





# Data analysis of the drivers incentivizing MaaS implementation

## Number of MaaS systems and level of MaaS integration per country



# Conclusion

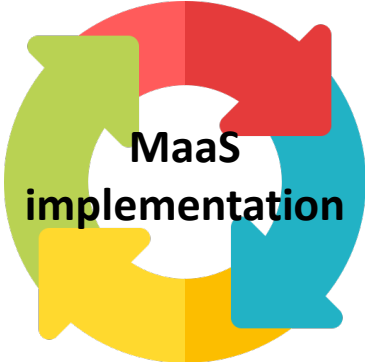
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**Institutional characteristics**



**Citizens' needs**



**Culture-specific elements**



**Public-private partnerships**



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A large, semi-transparent blue 'Q&amp;A' text is centered over a grayscale photograph of a busy city street. The street is filled with pedestrians, some looking at their phones. In the foreground, a man with a backpack is looking down at his phone. The background shows buildings and streetlights. At the bottom of the image, there is a blue silhouette of a city skyline.

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