

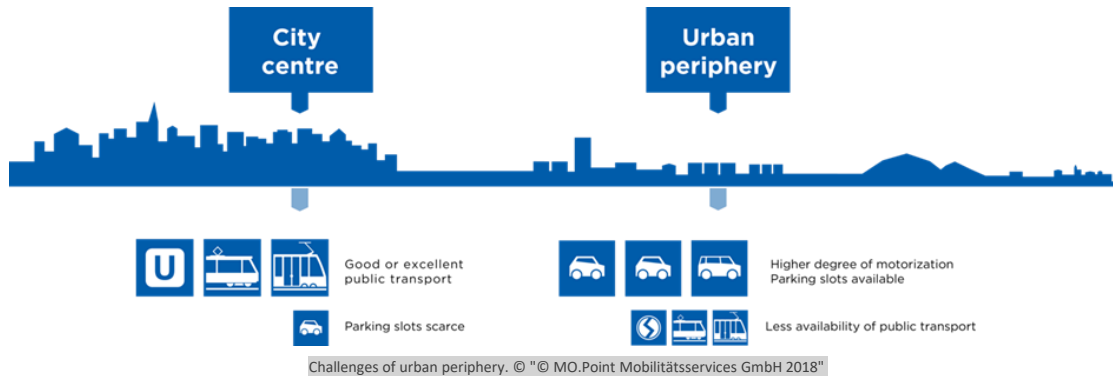
OptiMaaS

Optimized Mobility as a Service
Holistic mobility solutions for the urban periphery

Federal Ministry
Republic of Austria
Transport, Innovation
and Technology

The project OptiMaaS is being implemented as part of the JPI Urban Europe on behalf of the Federal Ministry of Transport, Innovation and Technology (BMVIT). The project OptiMaaS is funded by the Norwegian Research Council.

OPTIMAAS AIMS AT REDUCING CONGESTION THROUGH BETTER MULTIMODAL, ENVIRONMENTALLY FRIENDLY MOBILITY SERVICES IN THE URBAN PERIPHERY AND IMPROVING THE SOCIAL ACCEPTANCE OF MOBILITY AS A SERVICE (MAAS) OFFERS. THE PROJECT MEMBERS WILL DEVELOP NEW METHODS AND PROCESSES ADDRESSING THE NEEDS OF PUBLIC AND PRIVATE MOBILITY ACTORS TO PROVIDE OPTIMIZED MAAS OFFERS IN THE URBAN PERIPHERY. THEREFORE MOBILITY-LABS (PHYSICAL AND/OR VIRTUAL) IN VIENNA, OSLO AND BRUSSELS WILL BE SET UP TO EVALUATE THE IMPACTS OF DIFFERENT STRATEGIES ON CITY PLANNING POLICIES, NEW BUSINESS MODELS, COOPERATION OF PUBLIC AND PRIVATE MOBILITY ACTORS AS WELL AS THE USER ACCEPTANCE OF INDIVIDUALIZED MAAS OFFERS.



Project goals

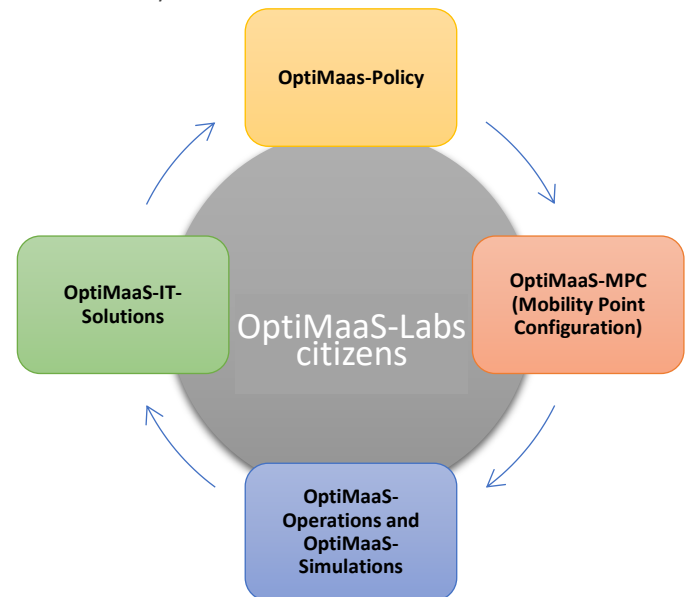
- 1st Identify where and for whom MaaS-offers can be implemented considering geographic, demographic, infrastructural and sociodemographic information leading to: a) planning-methods to locate Mobility Points and b) examples for Business-Models and Public-Private Partnerships.
- 2nd Development of methodology and test on which kind of mobility services fit citizens' demand, which degree of availability is needed and how to communicate and sell them best.
- 3rd Development of new simulation modules to measure the impact of incentives within personalized MaaS-routing policies on the individual user behaviour and the entire mobility system.

Expected results and impacts

- Knowledge on how to intelligently apply MaaS services in the urban periphery promoting a fitting market to the demand and understanding user acceptance.
- Self-adjusting framework to close gaps between policy makers, MaaS operators (both physical and virtual platforms) and end-users.
- Experiences in terms of cooperation of public and private mobility service providers in the context of MaaS.

Approaches/methods

- Urban Planning and Policy Making.
- Mobility services configuration and Business Models.
- Mobility Operations and Impact Simulations.
- IT solutions for optimized MaaS: Frontend and Backend
- Mobility Labs on user behavior.



OptiMaaS – Optimized Mobility as a Service
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