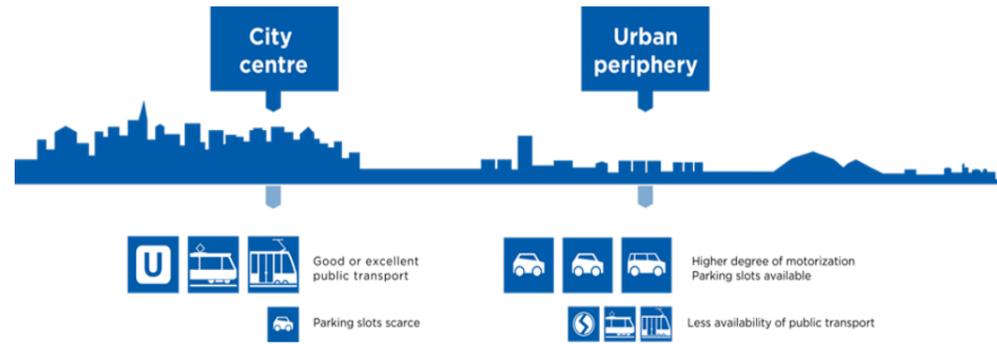


OPTIMAAS AIMS AT REDUCING CONGESTION THROUGH BETTER MULTIMODAL, ENVIRONMENTALLY FRIENDLY MOBILITY SERVICES IN THE URBAN PERIPHERY AND IMPROVING THE SOCIAL ACCEPTANCE OF MOBILITY AS A SERVICE (MAAS) OFFERS. THE PROJECT MEMBERS DEVELOP NEW METHODS AND PROCESSES ADDRESSING THE NEEDS OF PUBLIC AND PRIVATE MOBILITY ACTORS TO PROVIDE OPTIMIZED MAAS OFFERS IN THE URBAN PERIPHERY.

THEREFORE MOBILITY-LABS (PHYSICAL AND/OR VIRTUAL) IN VIENNA, OSLO AND SALZBURG HAVE BEEN 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. BRINGING TOGETHER DIVERSE STAKEHOLDER GROUPS FOR AN OPPORTUNITY FOR DIALOGUE AND SYSTEMATIC TESTING OF POSSIBLE SOLUTIONS.

What is OptiMaaS?



Challenges of urban periphery. © MO.Point Mobilitätsservice GmbH 2018

Project goals

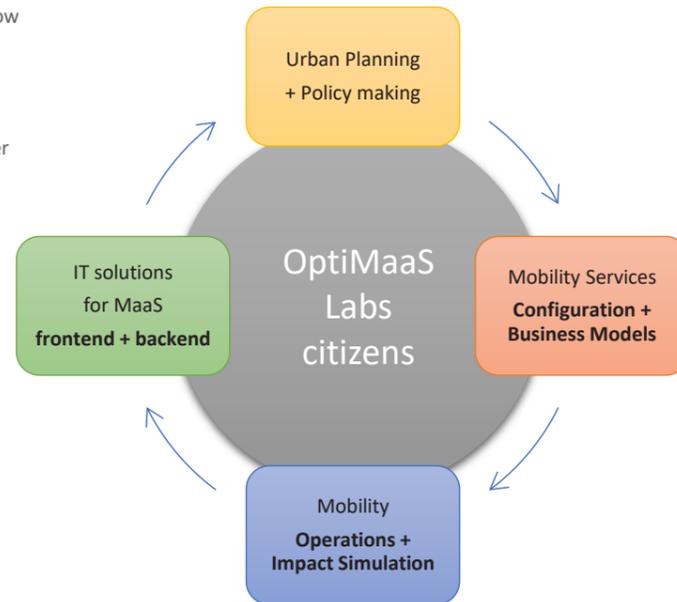
1st Identify where and for whom MaaS-offers can be implemented considering geographic, demographic, infrastructural and sociodemographic information leading to: a) planning-methods to locate Mobility Points and b) examples for Business-Models and Public-Private Partnerships.

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.

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 integrated approach. ©tbw research

Expected results and impacts

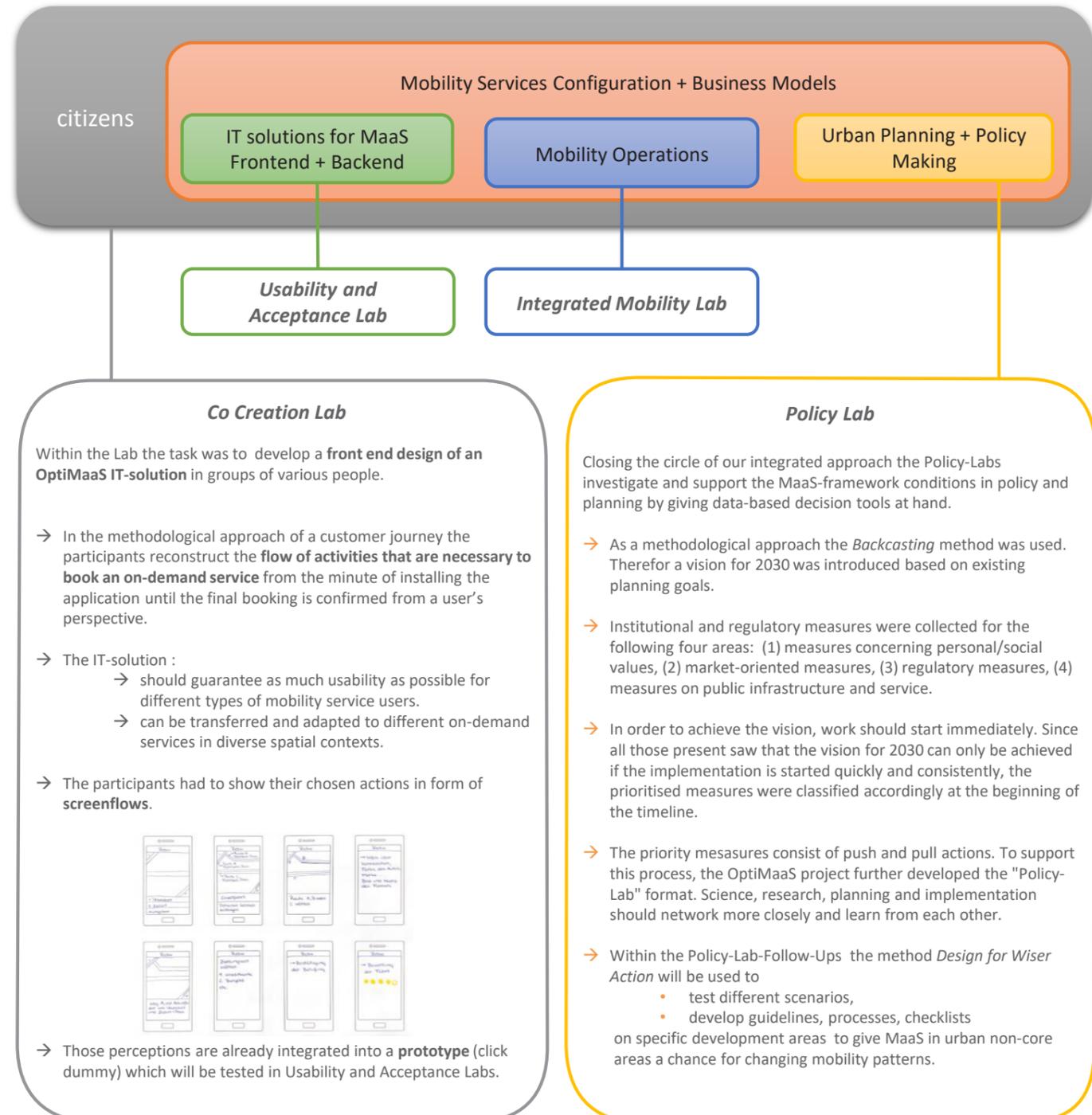
- Knowledge on how to intelligently apply MaaS services in the urban periphery promoting a fitting market to the demand and understanding user acceptance.
- Self-adjusting framework to close gaps between policy makers, MaaS operators (both physical and virtual platforms) and end-users.
- Experiences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

OPTIMAAS COMPONENTS DELIVER INTEGRATED SOLUTIONS IN THE FIELDS OF (1) URBAN PLANNING AND POLICY MAKING, (2) MOBILITY SERVICE CONFIGURATION AND BUSINESS MODELS, (3) MOBILITY OPERATIONS AND IMPACT SIMULATIONS, (4) IT SOLUTIONS FOR MAAS - FRONTEND AND BACKEND PROTOTYPE FOR ON-DEMAND-SERVICES AND (5) USER BEHAVIOUR AND ACCEPTANCE. SHOWN HERE YOU CAN SEE THE FIRST INSIGHTS OF TWO OUT OF FOUR LABS WITHIN OPTIMAAS.

NAMELY THE CO-CREATION-DESIGN-LAB AND POLICY-LAB AND HOW THOSE INPUTS INFLUENCE DATA DRIVEN PLANNING, RESPECTIVELY THE SIMULATION OF CHANGED MOBILITY BEHAVIOUR AND THE CONFIGURATION OF MOBILITY POINTS CREATING AND INTEGRATING MOBILITY SERVICES ESPECIALLY IN NEW RESIDENTIAL AREAS.

How to integrate OptiMaaS?

OptiMaaS Lab structure



Within the Lab the task was to develop a **front end design of an OptiMaaS IT-solution** in groups of various people.

- In the methodological approach of a customer journey the participants reconstruct the **flow of activities that are necessary to book an on-demand service** from the minute of installing the application until the final booking is confirmed from a user's perspective.
- The IT-solution :
 - should guarantee as much usability as possible for different types of mobility service users.
 - can be transferred and adapted to different on-demand services in diverse spatial contexts.
- The participants had to show their chosen actions in form of **screenflows**.



→ Those perceptions are already integrated into a **prototype** (click dummy) which will be tested in Usability and Acceptance Labs.

Closing the circle of our integrated approach the Policy-Labs investigate and support the MaaS-framework conditions in policy and planning by giving data-based decision tools at hand.

- As a methodological approach the *Backcasting* method was used. Therefore a vision for 2030 was introduced based on existing planning goals.
- Institutional and regulatory measures were collected for the following four areas: (1) measures concerning personal/social values, (2) market-oriented measures, (3) regulatory measures, (4) measures on public infrastructure and service.
- In order to achieve the vision, work should start immediately. Since all those present saw that the vision for 2030 can only be achieved if the implementation is started quickly and consistently, the prioritised measures were classified accordingly at the beginning of the timeline.
- The priority measures consist of push and pull actions. To support this process, the OptiMaaS project further developed the "Policy-Lab" format. Science, research, planning and implementation should network more closely and learn from each other.
- Within the Policy-Lab-Follow-Ups the method *Design for Wiser Action* will be used to
 - test different scenarios,
 - develop guidelines, processes, checklists
 on specific development areas to give MaaS in urban non-core areas a chance for changing mobility patterns.