

# Public transport agencies and mobility as a service

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# Public transport as we used to know it...



# Mobility as a service...is...

1. *“The integration of information is of vital importance and a pillar in MaaS” (Jittrapirom et al 2017: 21).*
2. *The key to MaaS being “bundled offerings” (Smith, Sochor & Karlsson 2018)*
3. *“MaaS’s uniqueness is the potential to involve so many different individual technologies, both ICT and transport, and the ability to position the concept as an optimizer” (Pangbourne et al 2018: 42).*

...more than an app...

*...that it has been acknowledged that to frame smart mobility as one transition is a misnomer – more accurately smart mobility involves transitions, plural; MaaS, electric vehicles, automated vehicles and ride sharing, for example have all been highlighted as involving their own complex networks, technologies and societal responses that embody different aspects of ‘smart’ and indeed ‘mobility’ (Marsden and Reardon 2018)*

# Our research

- How are public transport agencies responding to mobility as a service?
  - Are they reproducing their institutionalised governance structures in how they respond to mobility as a service?
  - Or are they responding in ways not coupled to their governance structures? If so, why?
- Three different cases: Amsterdam, Birmingham and Helsinki



whim.

KYTY:



SOLITA

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digitransit

VIA  VAN

**LVV** MINISTRY OF TRANSPORT  
AND COMMUNICATIONS

CENTRALISER



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VIRIUM  
HELSINKI

LEGISLATOR

FRAME  
SETTER

Vervoerregio  
Amsterdam

CONVENER



Rijkswaterstaat  
Ministry of Infrastructure  
and Water Management

EXPERI  
MENTER



CONVENER



West Midlands  
Combined Authority



*swift*



*network*  
west midlands



Transport for  
West Midlands



West  
Midlands  
Metro



West  
Midlands  
Cycle



West  
Midlands  
Bus



West  
Midlands  
Railway

ANALYZER  
Department  
for Transport



# ...translated into existing governance structures

Case	Actor roles and approach	Description
Helsinki	Legislator (national govt)	Strong but hands-off intervention. Regulation is the instrument to (re)design the system's institutional set-up to allow market forces to function properly.
	Centraliser (regional PTA)	Hands-on direct intervention as a member of the network to ascertain a position of leadership and maintain/recover original balance of power in changing scenario. Has resources and mobilises them to design and implement desired solutions.
Birmingham	Convenor (regional PTA)	Hands-on soft intervention using its influence to help building relationships and networks. Supports dialogue, mediates interests, foments collaboration. Seeks mutually acceptable solutions. Ultimately relies on free market incentives for parties to come up with solutions that are also aligned with public goals.
	Analyser (national govt)	No direct intervention and reliance on market forces. Seeks knowledge, collects evidence, and closely follows different initiatives to be equipped to intervene in in free market in case necessary.
Amsterdam	Frame-setter (regional PTA)	Hands-off intervention to set broad goals framing policies and resources. Execution is taken by other network actors (contracted-out) that have freedom to act within broad framework.
	Convenor (regional PTA)	Hands-on soft intervention using its influence to help building relationships and networks. Supports dialogue, mediates interests, foments collaboration. Seeks mutually acceptable solutions. Ultimately relies on free market incentives for parties to come up with solutions that are also aligned with public goals.
	Experimenter (national govt)	Hands-on direct intervention aimed at learning by doing. Seeks to maximize learning gains by devising comparable living labs (controlled setting). Execution is taken by other network actors (contracted-out) that must follow detailed guidelines though.

...but

- Many new actors are emerging quickly
  - Potential collaboration between these new actors and the PTA's
  - With this comes new challenges related to coordination
- However, most striking in a short-term perspective is the changing relationships between the national government and regional PTA's
  - National governments – renewed interest in transforming public transport governance?
  - Public interest and economic interests?



Thank you!

