

The Path to MaaS

Presented May 9th by Joseph Lubliner
At Urbanism Next

MaaS

The integration of various forms of transport services into a single mobility service accessible on demand.

2.3B

Annual private car trips replaced 2023



How to plan for a MaaS **Multi-Modal Integrated Mobility System**?

Data forms the basis

- Data as the basis
- Digital Twin
- Scenario Management
- Results



:56K86313_64
Multiple players
V884A973379+

:56K86313_64
Modes of Transportation
88419*33598

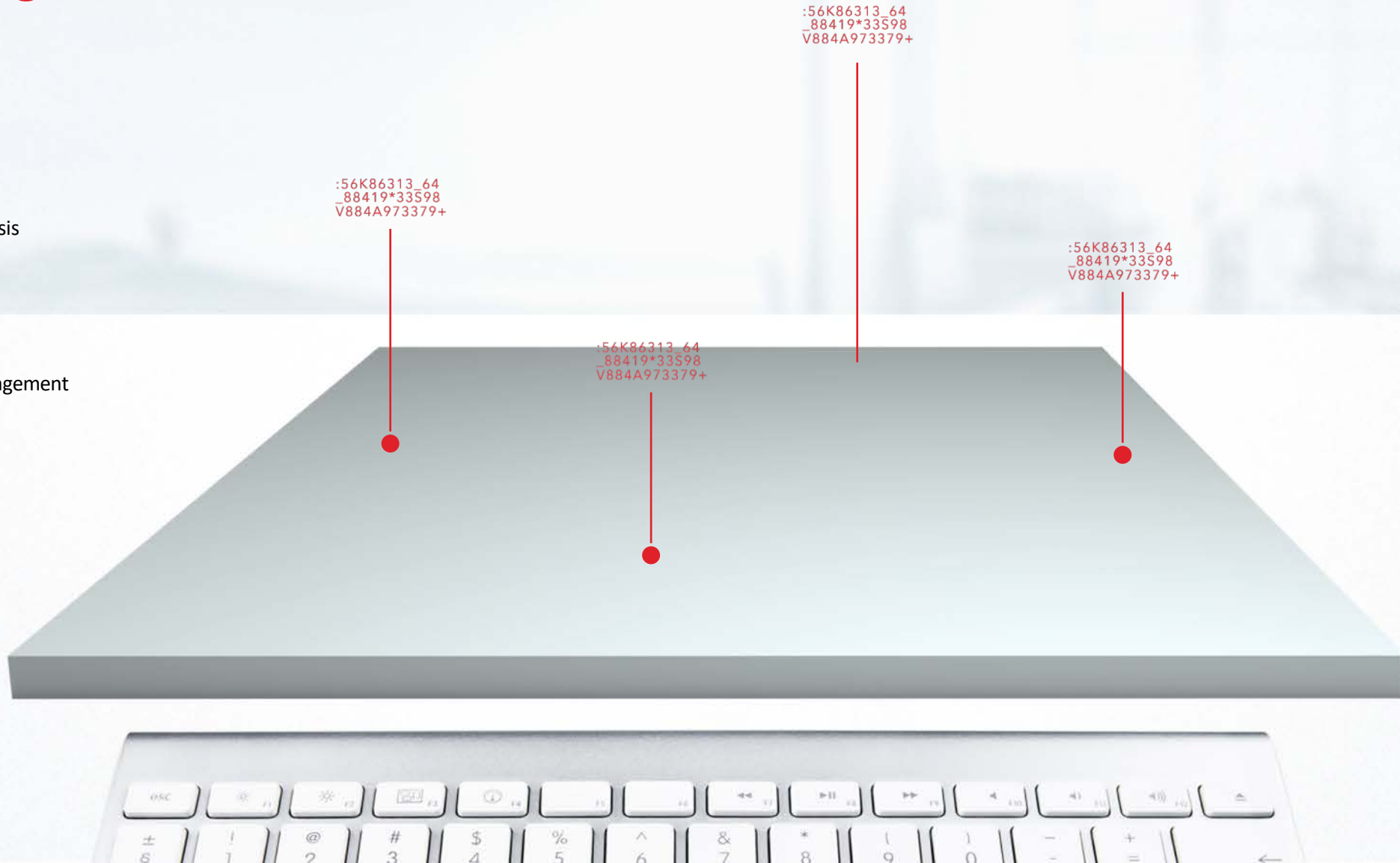
:56K86313_64
Travel patterns
V884A973379+

:56K86313_64
Road Infrastructure
88419*33598

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Costs, Revenues
V884A973379+

For a Digital Twin.

- Data as the basis
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To perform **Scenario Management**: Oslo Study

○ Data as the basis

○ Digital Twin

● **Scenario Management**

○ Results



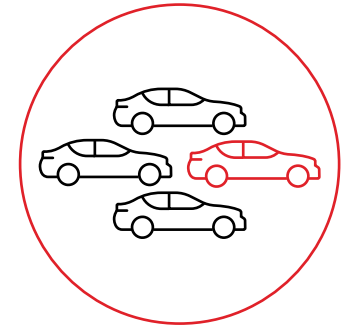
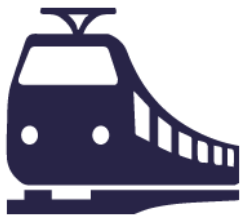
Demonstrating actionable **Outcomes and Results**

Data as the basis

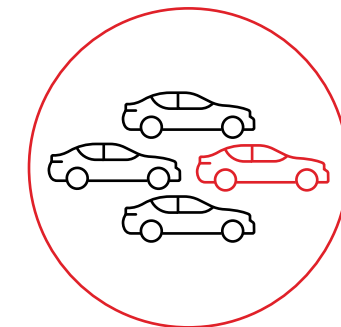
Digital Twin

Scenario Management

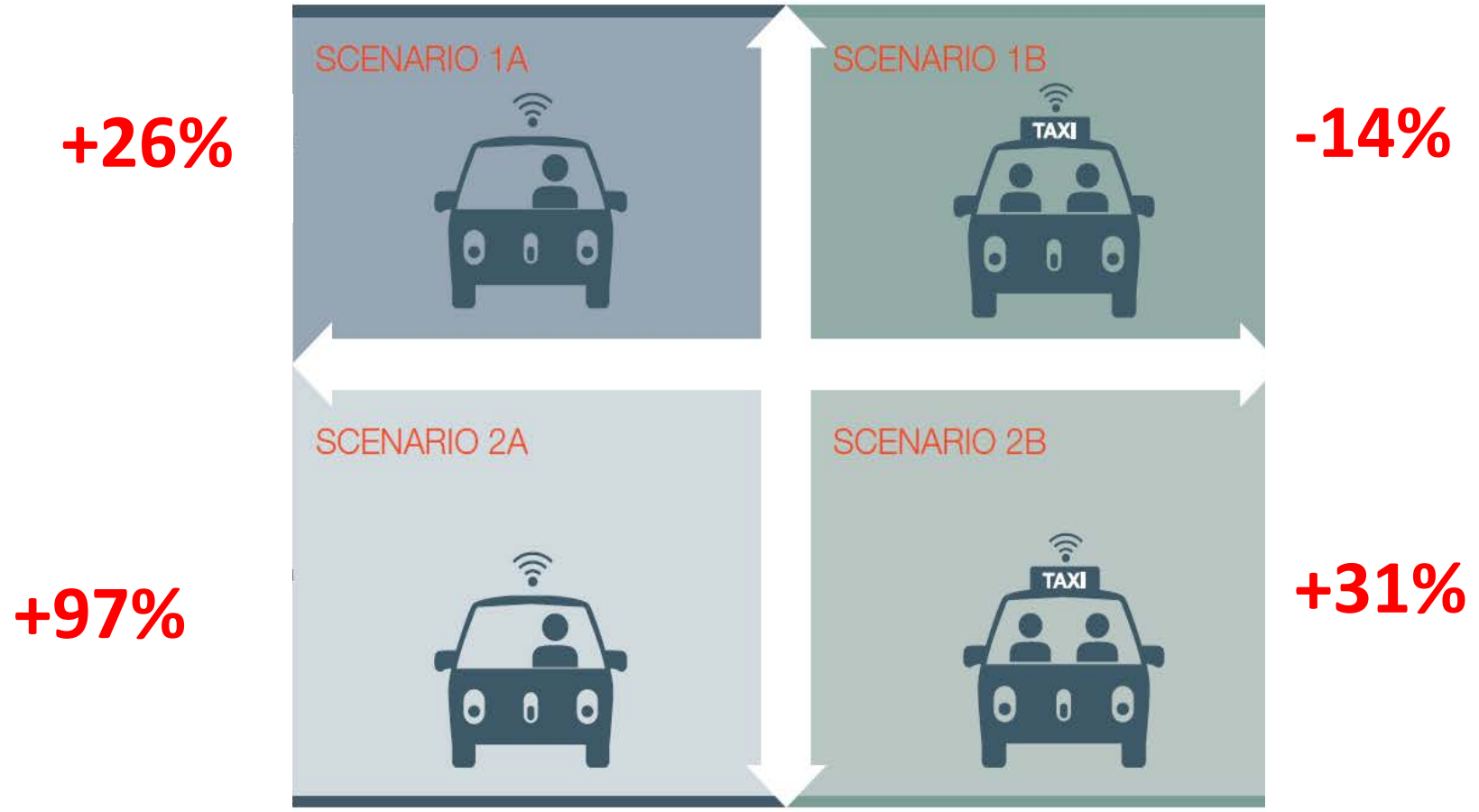
Results



-14%

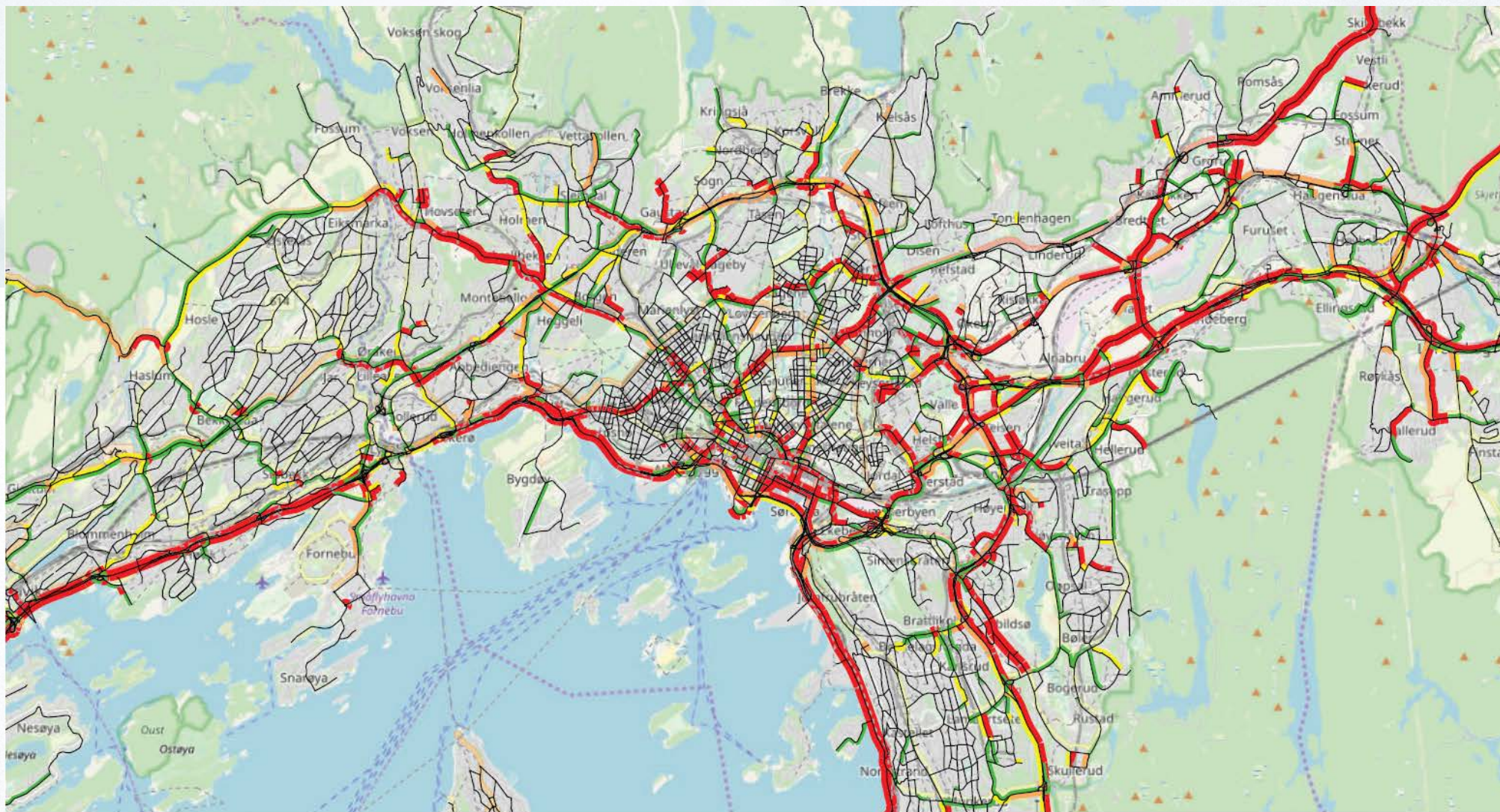


+97%



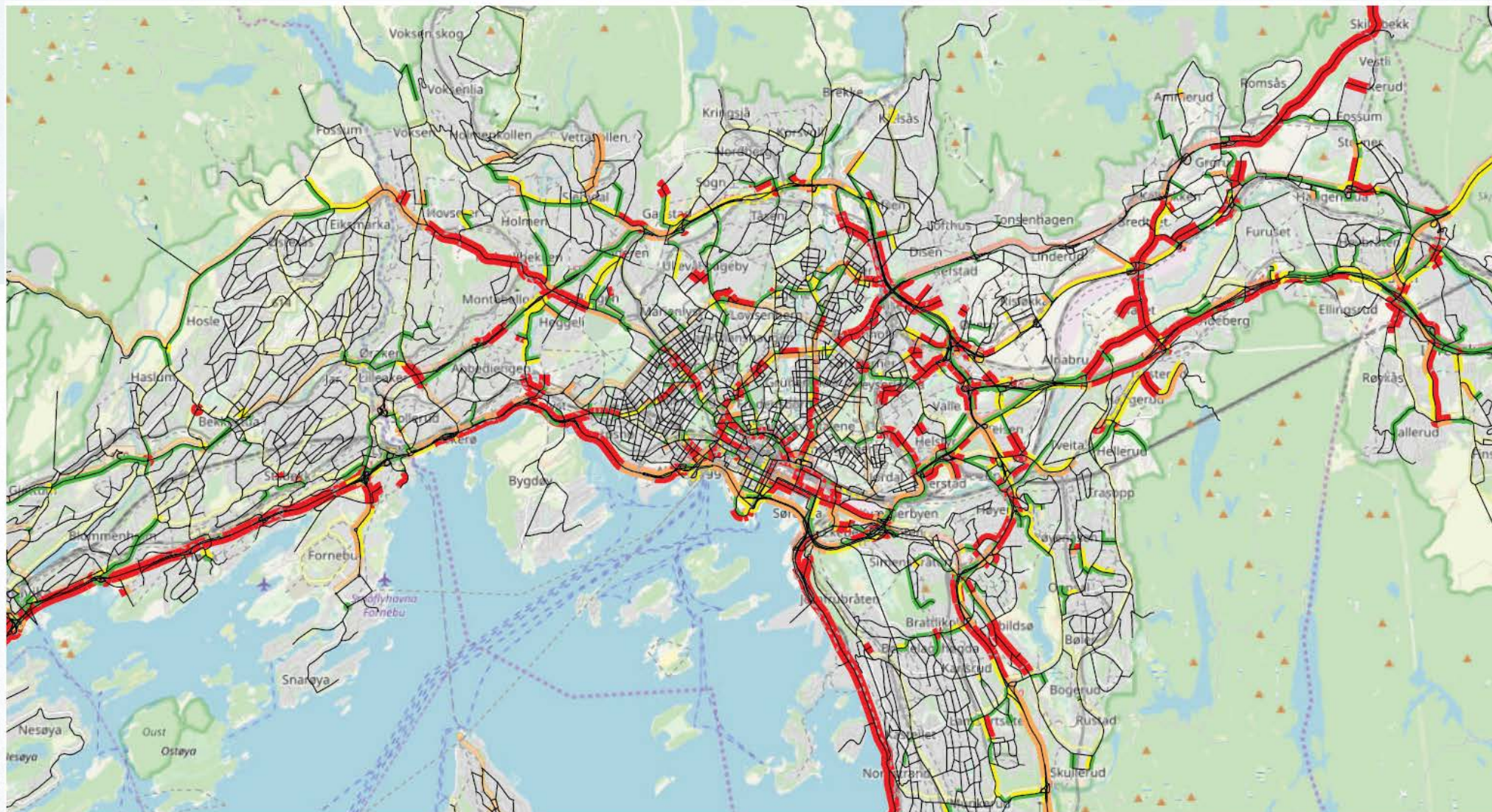
Demonstrating actionable **Outcomes and Results** – Existing AM Peak

- Data as the basis
- Digital Twin
- Scenario Management
- **Results**



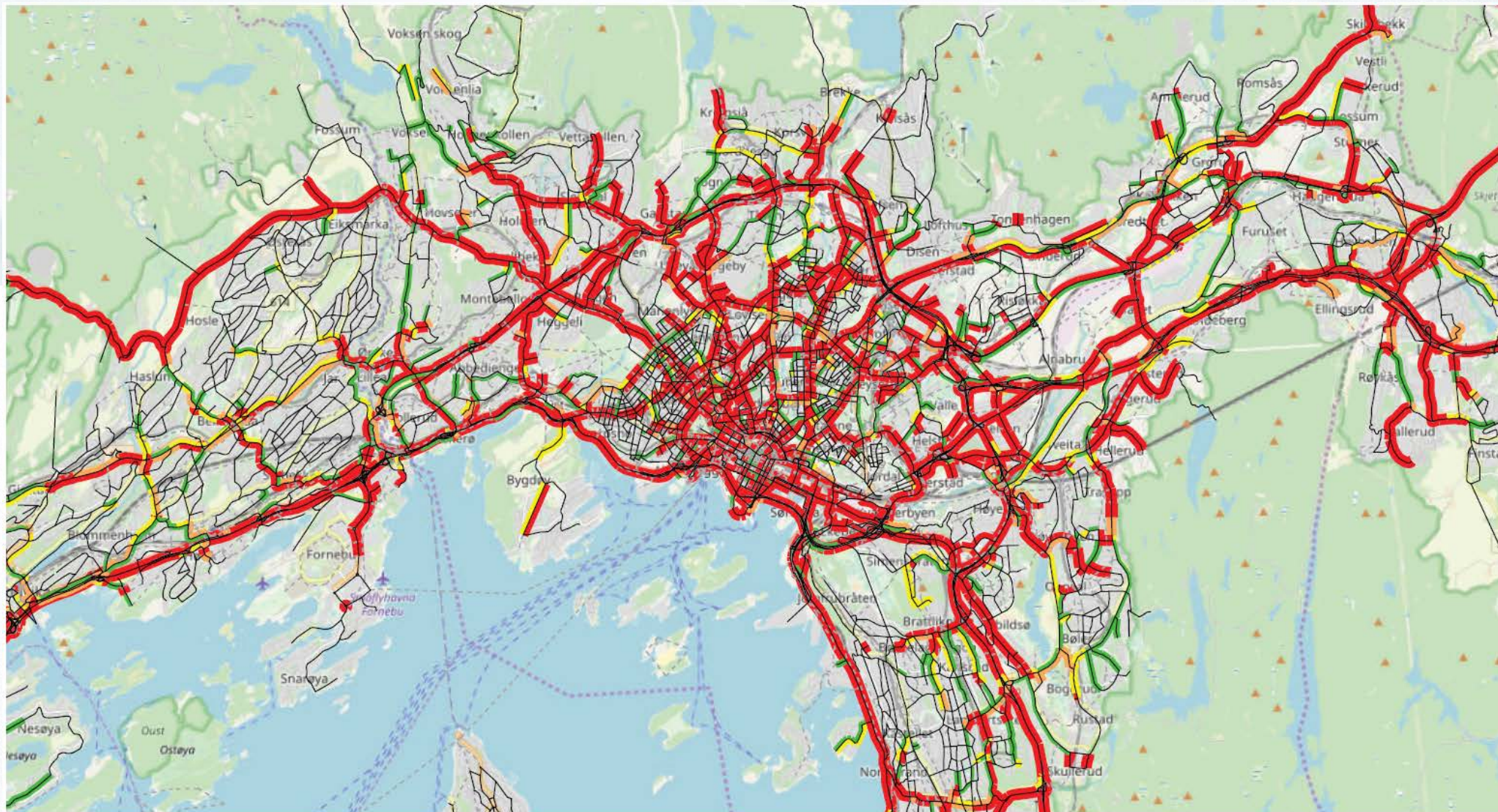
Demonstrating actionable **Outcomes and Results -14% VMT**

- Data as the basis
- Digital Twin
- Scenario Management
- **Results**



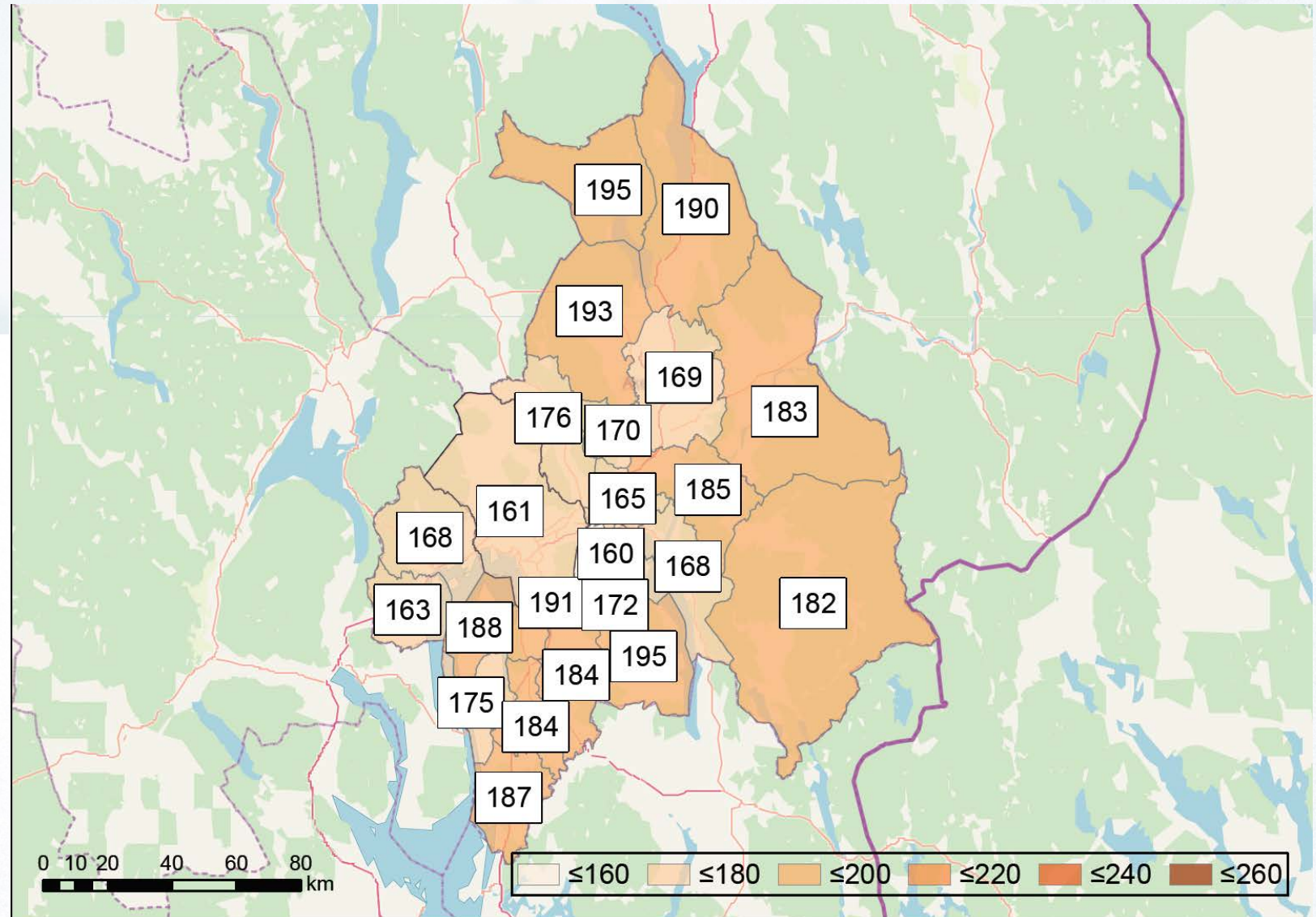
Demonstrating actionable **Outcomes and Results +97%**

- Data as the basis
- Digital Twin
- Scenario Management
- **Results**



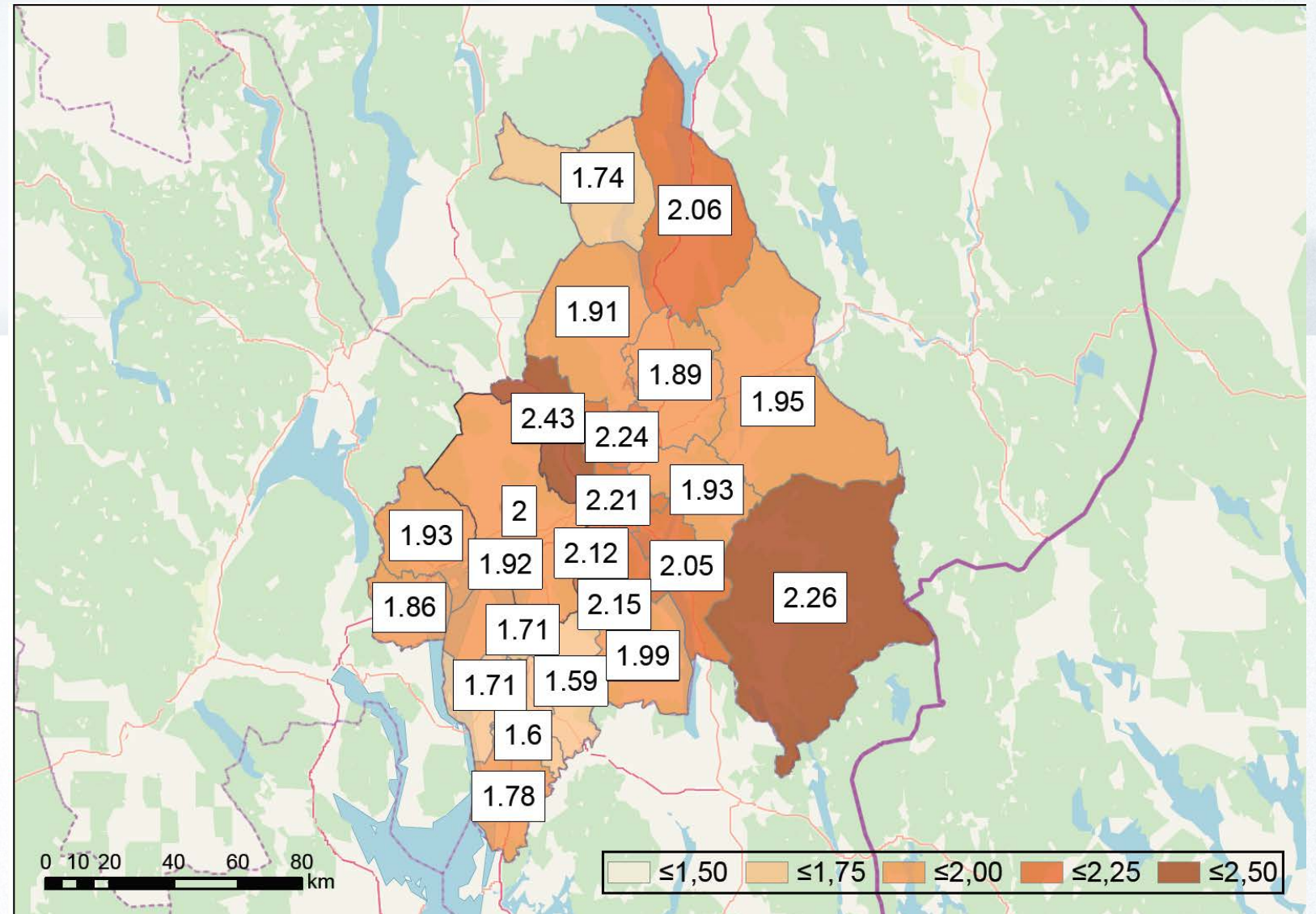
Outcomes and Results: Average Wait Times in Scenario 1B

- Data as the basis
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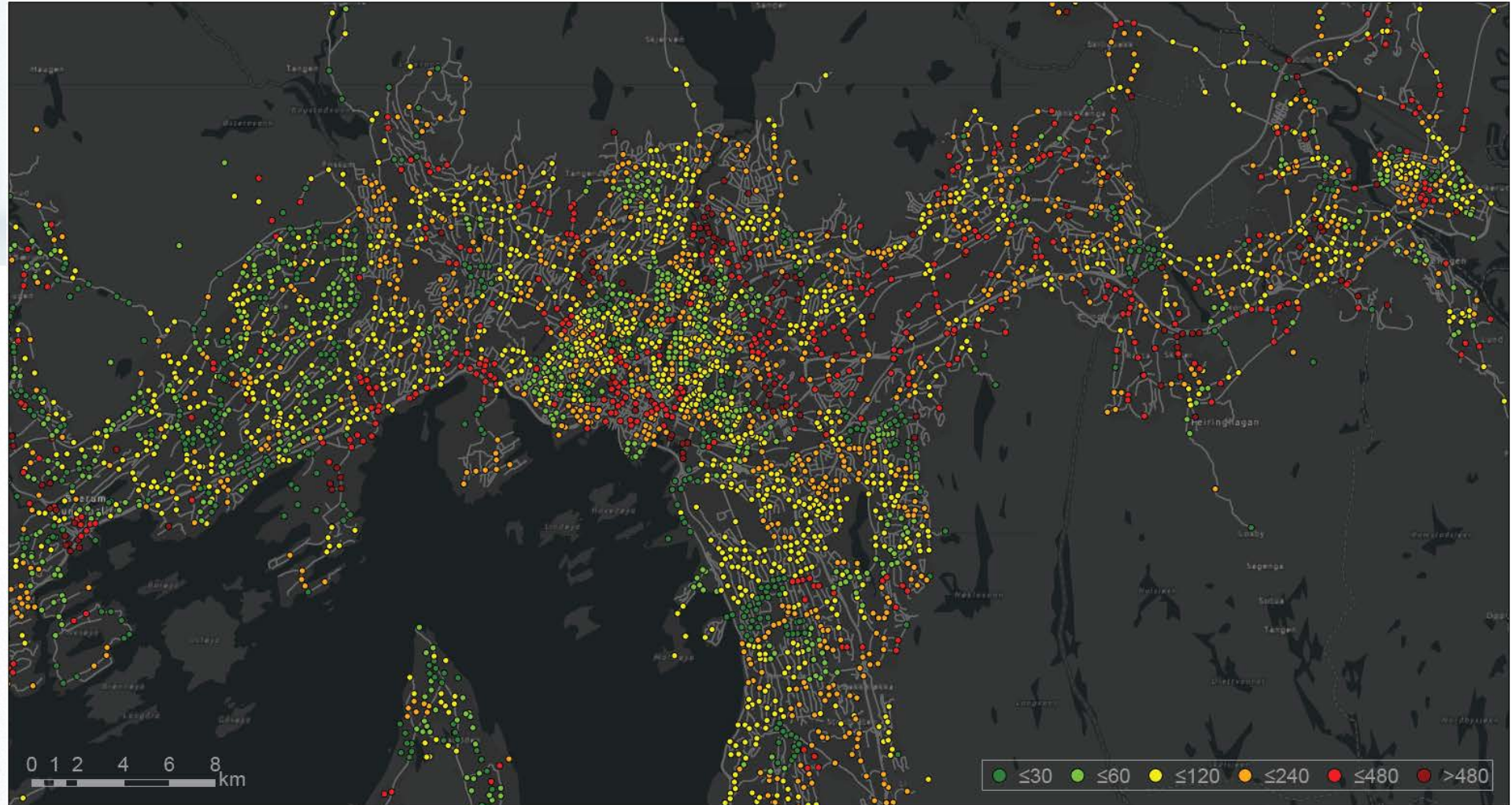
Outcomes and Results: Detour Factors

- Data as the basis
- Digital Twin
- Scenario Management
- Results



Outcomes and Results: Pick-up and Drop-Off activity in AM Peak

- Data as the basis
- Digital Twin
- Scenario Management
- Results



A person wearing a green safety vest is holding a large metal wrench. The wrench is positioned diagonally across the frame. In the background, a black toolbox is open, showing various tools like sockets and bits. The scene is set in what appears to be a workshop or a vehicle's engine compartment.

Digital Twin Based Scenario Management

Safety- Emissions?


Curbside management?

Infrastructure investment?

Who to prioritize?

Occupancy based pricing?

Toward real-time prediction

An aerial, top-down view of a city street intersection. The scene is dominated by tall, modern buildings with repetitive window patterns. The streets are filled with various vehicles, including cars, trucks, and a bus. The overall color palette is muted, with greys, browns, and the occasional yellow of a taxi. The text is overlaid in the center of the image.

Join the conversation.
#MindofMovement