Accelerating MaaS Growth: Behaviour Change

Mobility as a Service (MaaS) brings a change in user experience of mobility. Instead of using car keys to use our own car, we can use a mobile app and a digital platform to select and purchase available mobility services according to our preferences. For many people this is a profound change of how mobility was consumed for several generations therefore it is imperative to design behaviour change process in a way that it is sticky. The change of behaviour is one of the biggest challenges as well as the biggest opportunities for this new concept of mobility to flourish.

Mobility is a complex multi-dimensional topic which is simplified by different narratives. MaaS brings a new value proposition to all involved stakeholders, including the end consumers of mobility. Communication plays a critical role as the value to individual consumer and to the society is often not fully transparent. The same applies for the cost. For example, several studies showed that people severely underestimate the cost of own car. If consumers would fully understand TCO of owning and using a car, this

would lead to a different decision about mobility for many of them.

As with all purchases also mobility decisions are not just rational but many times emotional. In order for MaaS to be successful, it must fulfil its function but also become desirable to consumers. This means that the MaaS ecosystem must be aligned in the long-term objective to build strong and attractive mobility brands in the market.
With regards to marketing, MaaS shares many characteristics of high-technology products that they face in the early stage of the product. It is important to note the significant gap between early adopters, who are passionate about the innovation and understand it well, while early-majority tends to be much more pragmatic about their decision making. This is an important obstacle in the path to growth for Maas and crossing it will be essential for achieving economic viability. *(Reference: Crossing the Chasm, G. Moore)*

Decisions about daily mobility choices become almost like a ritual about which consumers don't think a lot and they don't like to think a lot about.

It is habitual which makes changes even more difficult. Policy-makers and market players can use hard measures to drive behaviour change – such as building new infrastructure, offering new services, providing financial incentives. In addition to these measures, it is recognized that softer measures can make a significant impact as well. Such measures are often referred as "nudging" and build on the new models from behaviour economics.

When trying to change mobility behaviour, it is important to target different consumer segments in a different way. With regards to mobility there are the common generational differences with regards to acceptance of new technology (for example: GenZ, Millenials and Baby Boomers have in general a different attitude to new innovation). However, even more important than this are the special life-changing events, which can change mobility needs or at least make us more open to explore new mobility options. Such events are for example: changing a job, relocating, finishing studies, getting a new child, child growing up and using mobility services on her own.

A combination of different methods can often bring best results. For example: a new apartment complex can be branded as car-free neighbourhood and offers great infrastructure for people that want to embrace MaaS. Additionally, softer methods could be used, such as gamification that rewards sustainability behaviour. Mobility services would be visually more exposed and physically closer than parking spaces of privately used cars. This all serves as a nudge to shift people's behaviour in a gentle way that does not bring strong opposition from consumers who are perhaps not ready for a change in a given moment.

When trying to change behaviour one needs to pay attention to so called "transit deserts", these are areas or timeslots that are underserved by public transport. There could be strong objective reasons why changing mobility behaviour is challenging in some areas. While extending public transport might be difficult sometimes, there is an emerging new concept of so called "micro-subsidies", where a data-driven approach is used to incentivize certain trips with mobility services. For example, ride-hailing trips to the nearest mobility hub could be subsidised for an area that does not have a good public transport infrastructure. The benefit of this is that it can be regulated at a much more detailed level and in much more dynamic approach than traditional approach to subsidies.

Changing mobility behaviour is a long-term objective and takes several stages. It is sometimes easier to start with introduction of new mobility services in leisure time when people are not under stress to come on time to work. Additionally, while some consumer groups are keen to explore innovation, for some other it might be better to just package new mobility services as part of some activities and events, making the introduction of new innovation as a pragmatic choice which is not over-exposed.

Transport causes a lot of externalities that are not transparent to consumers, for example: climate change, air pollution and congestion. It is important to make these externalities as transparent as possible, as it can lead to behaviour change. This can be linked with gamification systems where desired behaviour is also recognized and rewarded with some small incentives.

Behaviour change is complex and even more so in mobility sector. Therefore, orchestration of different activities is required. This should encompass education, hard measures as well as the emerging softer approaches, such as nudging. It is an iterative long-term process where also in the back-office tasks the digital platforms will need to play its part to give policy-makers real-time actionable insights on one hand and data-driven tools for dynamic measures and responses.

Reference / Best practice

SkedGo

SkedGo provides the technological building blocks to create optimal MaaS solutions for governments, corporations and start-ups. SkedGo focuses on providing highly customised, localised and accessible solutions so organizations can rapidly create their own multi and mixed modal MaaS offering, including journey planning, parking, book & pay, events and itineraries as well as subscriptions and complete corporate mobility solutions. SkedGo integrates already over 3200 transport service providers globally and it' award-winning technology is used by clients across five continents, reaching over two million end users worldwide.

SkedGo provides advanced routing technology that allows customers to combine public transport with all available multimodal transport options, including active travel, providing details of the CO2 for each leg of a journey and according to individual personal preferences. This can provide awareness of the level of CO2 emissions from trip decisions and may encourage multimodal travel.

The recent Sydney MaaS trial in Australia, which was done using SkedGo technology, found that multimodal travellers were most interested in MaaS as well as car owners but it was monthly subscribers (not PAYG) that reduced PKT and increased public transport use which reduced CO2 emissions and congestion.

Reference: Sydney MaaS trial

MaaS projects really excel when their potential for customisation and localisation is fulfilled. For example, for the city of Leicester in the UK, SkedGo did a web app which has a strong focus on active travel, therefore highlighting these options to the user. It also shows detailed bicycle routing, making cycling easier for travellers.
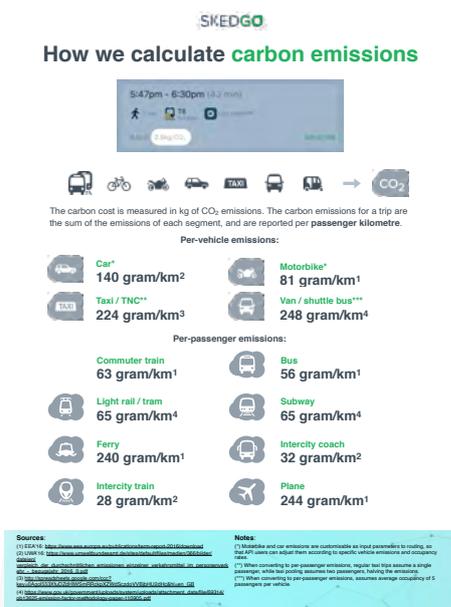
Figure: How SkedGo calculates carbon emissions

MaaS
ALLIANCE

Mobility as a Service (MaaS) is the integration of various forms of transport and transport-related services into a single, comprehensive, and on-demand mobility service. MaaS offers end-users the added value of being able to access mobility through a single application and a single payment channel (instead of multiple ticketing and payment operations). To meet a customer's request, a MaaS operator hosts a diverse menu of transport options, including (but not limited to) public transport, active modes such as walking and cycling, ride/car/bike-sharing, taxi, and car rental or lease, or a combination thereof.

MaaS aims to be the best value proposition for users, societies, and the environment. To achieve this, it is committed to helping individuals meet their mobility needs, solving the inconvenient parts of individual journeys, and improving co-operation, efficiency, and sustainability across the entire transport system.

The MaaS Alliance The MaaS Alliance (Alliance) is a public-private partnership working to establish the foundations for building a common approach to MaaS and to unlocking the economies of scale needed to support the successful implementation and uptake of MaaS globally. The main goal of the Alliance is to facilitate an open MaaS ecosystem that benefits users, societies, and the environment. To do this, the Alliance brings together stakeholders from all sectors in order to enable the successful deployment of MaaS around the world. The Alliance also contributes to policy-making, promotes the added value of MaaS to new stakeholders, monitors and shares information on MaaS market development, and supports the technical interoperability of services.

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