Accelerating MaaS Growth: Corporate Mobility

MaaS ALLIANCE

The first deployments of Mobility as a Service (MaaS) solutions clearly showed that mobility is not a "one-size fits all" kind of market. As we move forward, segmentation will be increasingly important to enable a desired modal shift for as many people as possible. One of the big segments that clearly deserves significant attention is Corporate Mobility.

With Corporate Mobility we refer to the daily commuting of employees to work and back home as well as the mobility related to their work. This is a substantial part of our journeys and the one that often has a priority in our buying decision for a vehicle or mobility service. Daily commuting with cars represents one of the biggest challenges for the cities in terms of congestions, air pollution and stressing the available road infrastructure. Therefore, shifting the commuting behaviour can be very effective at improving the overall liveability of cities and regions. On the other hand, large corporations have internal policies, sustainability targets and financials means that can accelerate a shift in commuting behaviour changes in the particular neighbourhood where perhaps individual approach cannot work so well. Additionally, corporate policies that allow more flexibility in terms of working hours and work from home can be very helpful for mobility improvements.

A shift towards sustainable commuting is most often a choice made by the user (employee). Therefore the sustainable commute should be attractive, efficient and easy to use; both from a physical and digital point of view. On the latter - MaaS can play an important, accelerating role. As we talk about Corporate Mobility, we have the opportunity to incentivize certain mobility behaviour which is beneficial for employees, the corporation and the society. This could be a modal shift from privately owned car to active mobility, public transport or new mobility services. In addition to financial benefits or perhaps gamification, there is an important advantage for corporations that they can arrange for some critical infrastructure, which enables modal shift. For companies the Corporate Mobility program can increase overall employee satisfaction and improve productivity of people who have

less stress when commuting to and from work. Additionally, the company can achieve sustainability objectives by reducing climate impact of the daily commute. And finally, the companies can benefit financially as they for example reduce the costs related to parking spaces.

When thinking about Corporate Mobility programs it is important to note that we should think also about the mobility of other family members that live in the same household. This can significantly increase the impact of the program and also addresses the employee's situation more appropriately. It is important to note that the decisions about a change in mobility are not just individual decisions but also impact other family members involved.

There are many specific ways how corporations can improve and incentivize sustainable behaviour, but here are few examples that are successfully used in practice today:

- Arranging safe and convenient bike-racks to help employees store their bikes close to their office space
- Arranging car-pooling services, which can range from helping do match-making between employees to arranging a special shuttle service, e.g. from/to centres or nearby public transport stops, that is optimized for daily commuting to the specific area
- Corporate fleet can be used as a shared fleet which is used by employees and perhaps their family members
- Physical space within corporate area can be designated for micro-mobility services and car-sharing, acting like a private mobility hub. This can be made available to employees as well as general public.

While there are many similarities between corporations with regards to mobility, it is important to note that there are also many differences which is a results of specific mobility needs and geographical differences, as well as perhaps different regional policies and culture. Therefore, when it comes to large corporations that have offices in different places globally, it is important to design a mobility approach that has sufficient flexibility to be customized in each specific area.

Corporate mobility is very much related to financial and tax topic. This is something to be considered when designing policies within corporations as well as regional tax schemes. This can done with mobility voucher schemes within corporations or funding schemes from authorities. The funding can be based on efficiency gains, cost savings or achieved societal impact. For corporations as well as for policy-makers it is important to have clarity in terms of measurable financial impact and impact on societal value, which can be the base for implementing new policies.

Reference / Best practice

1 Skipr

Skipr is a corporate mobility platform that effortlessly connects, manages and pays for any mobility service.

Skipr provides specific benefits to companies and employees. Specifically for companies the benefits are as follows:

- Reduce the administrative burden of processing mobility expenses and save time & costs thanks to a centralised digital solution
- Automate and connect the dots of your mobility policy thanks to a direct integration with HR platforms, payroll tools and mobility providers.
- Open the world to a flexible mobility offer for all employees
- Set forth with a transition to a more sustainable mobility policy, and reduce your company's CO2 emissions
- Retain and attract young talents with an innovative mobility package adapted to your employees' new needs
- Improve employee well-being.

For your employees Skipr provides the following benefits:

- Access a wider and more flexible mobility offer in line with the expectations of young employees
- Easily provide a tax-attractive mobility budget
- Ensure a safe return to work with a large range of available options
- Pave the way for an ecological transition with your employees and promote green and active mobility.

As an example, Skipr implemented a corporate mobility solution to Luminus, which is a second largest energy supplier in Belgian market. Luminus has 2000 employees and 10 subsidiaries. Their key challenge prior to implementing Skipr was to promote alternative modes of transport among their employees. The successful implementation of Skipr platform resulted in employees making use of all the possibilities offered by Skipr, such as taxi rides, scooter, shared car and public transport. To put it in figures: 85% active monthly users (in times of pandemic!), 10 different mobility providers are used (e.g. Poppy, Bird, Uber, De Lijn, Stib, Billy, Le Tec), 20% use the app to book tickets.

Reference / Best practice

2 Arval

Arval, a subsidiary of the BNP Paribas Group, provides access to a mobility as a service (MaaS) platform to all its employees in the Parisian region. Through the platform, employees can book and pay for a range of mobility services provided by Arval or by third-party service providers: car sharing, car or bike lease, demand a ride on an automated shuttle, public transport, taxi, amongst others. The platform's main aim is to increase users' flexibility and encourage the use of decarbonized modes. Providing the platform first to it's own employee allow Arval to get early feedback before taking the product to market.
The Arval Mobility App combines personal transport demand management with convenient payment, allowing users to plan for their trip, get information on several travel parameters (like time spent, price, and CO2 emission) and to book and pay for some of the transportation options with their mobility budget or their personal card.

The solution comes with an administration portal where the employer can setup the mobility policy, manage employee profiles, grant mobility benefits, and give access to a wide range of mobility reports on usage, cost and carbon emissions.
Providing employees with the Arval Mobility App presents several advantages. First, it allows the employer to manage its mobility policy and influence the behavior of its employees. Secondly, the service is valued by employees, and seen as an additional benefit. Finally, the platform encourages multimodal transport and increases premises accessibility.

Reference / Best practice

3 Smart Mobility Hub - Dublin

The Smart Mobility Hub is a pilot project led by Dublin City Council and Smart Dublin. Its purpose is to provide offices with a shared mobility platform, offering staff an alternative to using their private car for business travel. A range of electric vehicles are available to staff – e-cars, e-bikes and e-cargo bikes – that are free to use and easy to book via a single mobile app.

The Smart Mobility Hub pilot aligns with multiple national policies and initiatives, including Ireland's Climate Action Plan 2021 (Public Sector Leading by Example) the Department of Transport's Five Cities Demand Management Study (BC04 Workplace Mobility Management Plans), and the National Transport Authority's Smarter Travel Workplaces.

The pilot project offers a number of potential benefits, including expanded mobility options and improved wellbeing for staff, dynamic car park management and GHG emission reductions for businesses, and combined with other schemes, alleviation of traffic congestion and a reduction in pollution in cities and towns.

The pilot project was launched in 2018, supported by funding from Enterprise Ireland through the Small Business Innovation Research (SBIR) programme. The programme offers public sector organisations the opportunity to innovate and co-design a solution with commercial providers, in advance of procuring a service.

Smart Mobility Hub is a two phase pilot project. Phase One delivered a basic 'proof of concept' prototype, working with a range of commercial vendors across multiple test sites. Dublin City Council has partnered with local authorities across the region to build widespread support for the programme.

The results from Phase 1 were very promising. Not only was there broad acceptance and uptake of the programme by staff across participating councils, but scheme data also began to reveal some interesting insights relating to user and use patterns of behaviour, such as gender, age, and department. The project was also able to analyse periods of high demand, and average distances travelled.

An evaluation panel of key stakeholders selected the commercial vendors that would advance through to Phase two of the pilot. Postponed due to the COVID-19 pandemic, it relaunched in Q4 of 2021 and will run until Q2 2022. The purpose of Phase 2 is to refine the service offering, build levels of staff engagement, capture the business needs, and solicit internal budgetary support for a longer term programme.

Phase 2 looks to build on phase 1 in a number of respects:

- The sample of participating sights has expanded to eight, with 35 vehicles (e-cars, e-bikes and e-cargo bikes) available for staff to use
- The technology platform and service offering continues to be developed to ensure a seamless user and administrator experience
- Data points for users are being expanded and analysed with the objective of implementing more targeted behaviour change initiatives.

The project team is working with high level stakeholders, both internal to the local authorities, and externally alongside national agencies and government departments, to ensure that the lessons of the pilot contribute to national and systems change which will further support the programme.

As part of the pilot, the project team will also produce a Smart Mobility Hub playbook, capturing a range of insights from this pilot, to share with other local authorities and commercial organisations both in Ireland and internationally. The playbook will document the project, and highlight opportunities for internal and external policy change (such as fiscal policy) to accelerate the update and increase the scalability of corporate shared mobility schemes.

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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