

AMT, al servizio della Città Metropolitana di Genova

Sempre e comunque



A MaaS fo Genoa

Enrico Buzzo

Technology Innovation Function for public transport

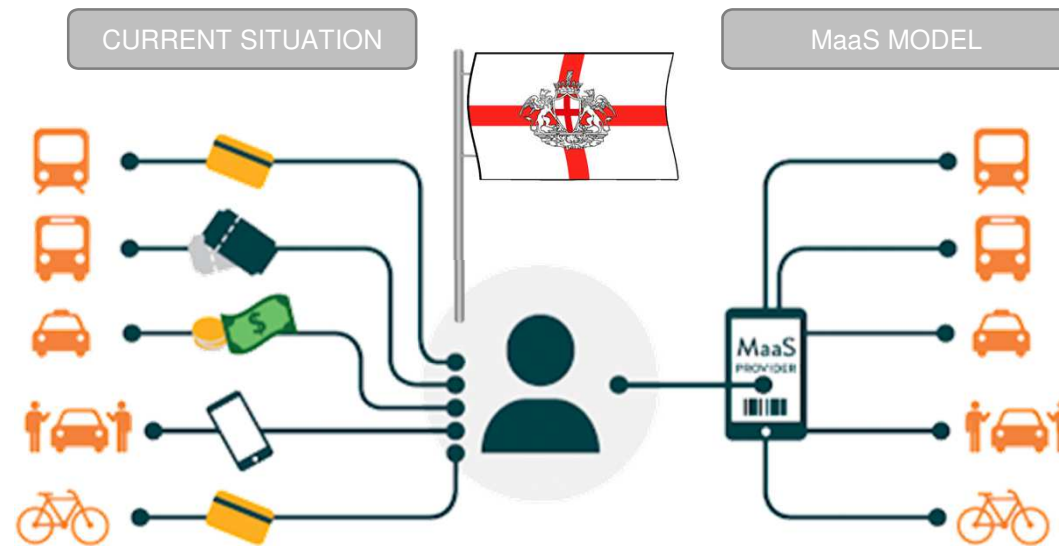
AMT Genova

MaaS: what it is and what it represents

MaaS today represents the most advanced and organic sustainable mobility answer that a territory can implement

Current offer

Potential providers of new services



MaaS: targets

- Creation of an integrated MaaS system for the Genoese metropolitan area
- A system that improves the environmental situation
- Decrease in the number of private cars in circulation and / or in the km they run

The MaaS system works if



Affordability



Convenience in terms of travel times



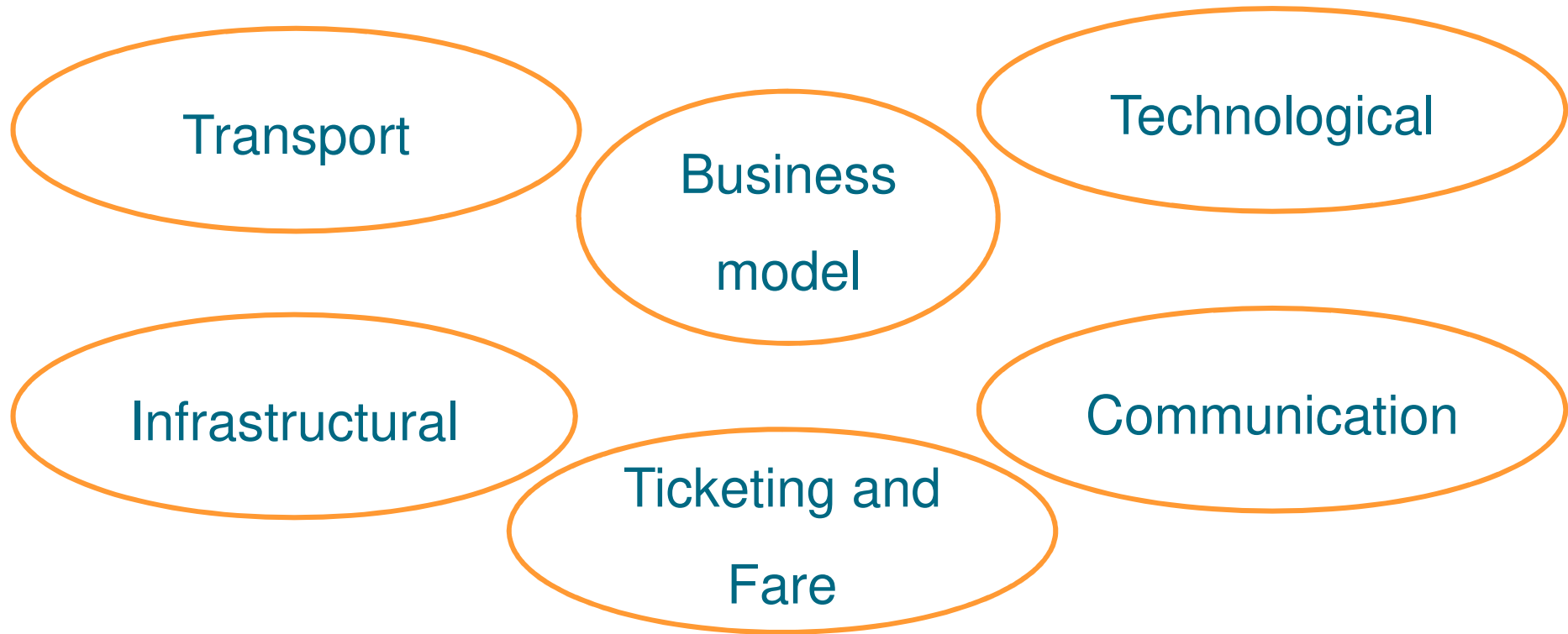
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Ecosystem MaaS



Ecosystem MaaS

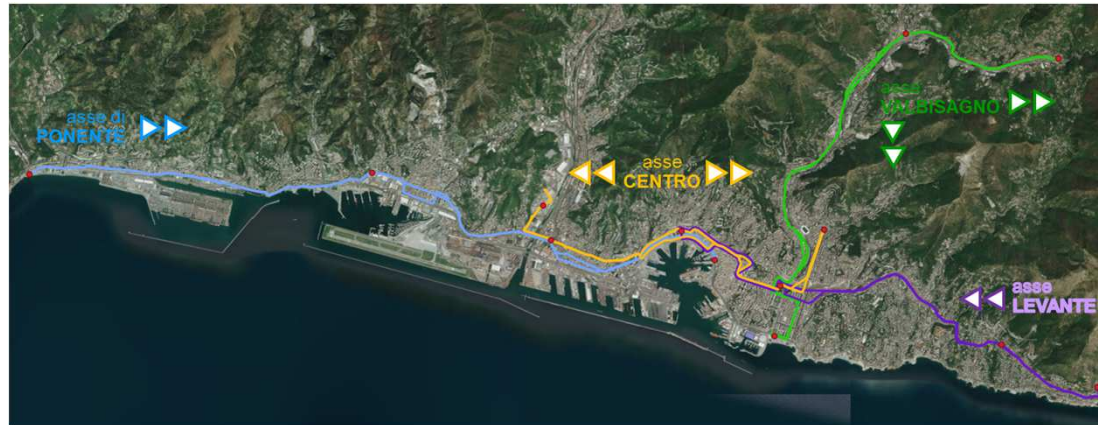
The MaaS system is not just a "simple" adoption of a technological platform, but other aspects need to be considered:



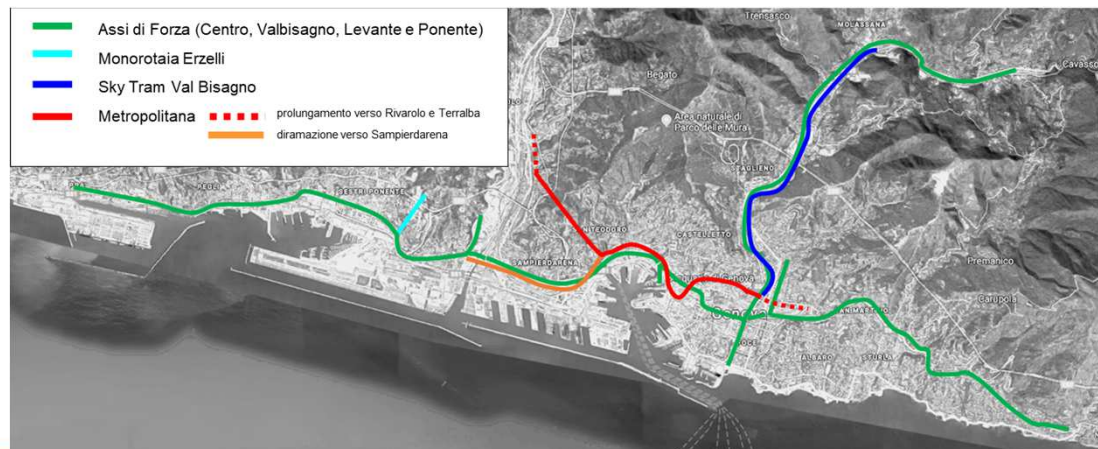
Ecosystem MaaS – Transport

At the basis of the implementation of a MaaS system, it is necessary to consider a **transport study** that evaluates:

- Public transport Network Review (Project Axes of Strength – Assi di forza)



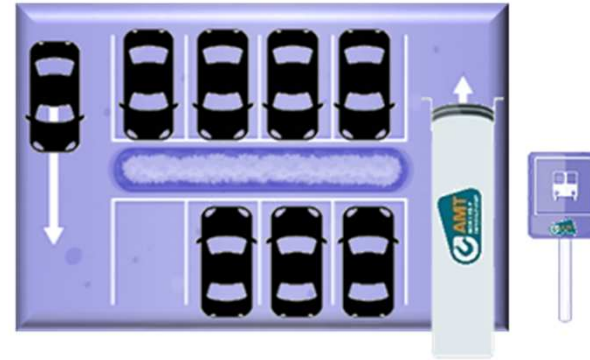
- Others public transport infrastructures



Ecosystem MaaS – Transport

- Interchanges → Travel times

- Sharing mobility 



- Private cycling

- Pedestrianism



- Innovative services → 

- ...

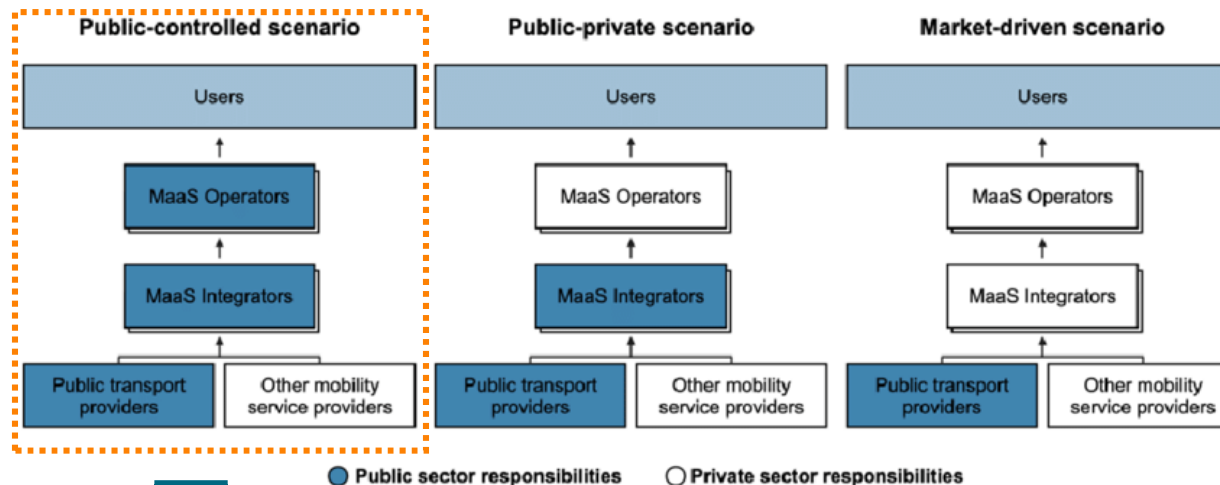
Ecosystem MaaS – Business model

The definition of a business model in a MaaS system is fundamental.

Establishing "who does what" is very important for building sustainable mobility that works and can be competitive with private cars

- ➔
- Organization
 - Contractual aspects
 - Legal aspects

Three possible models

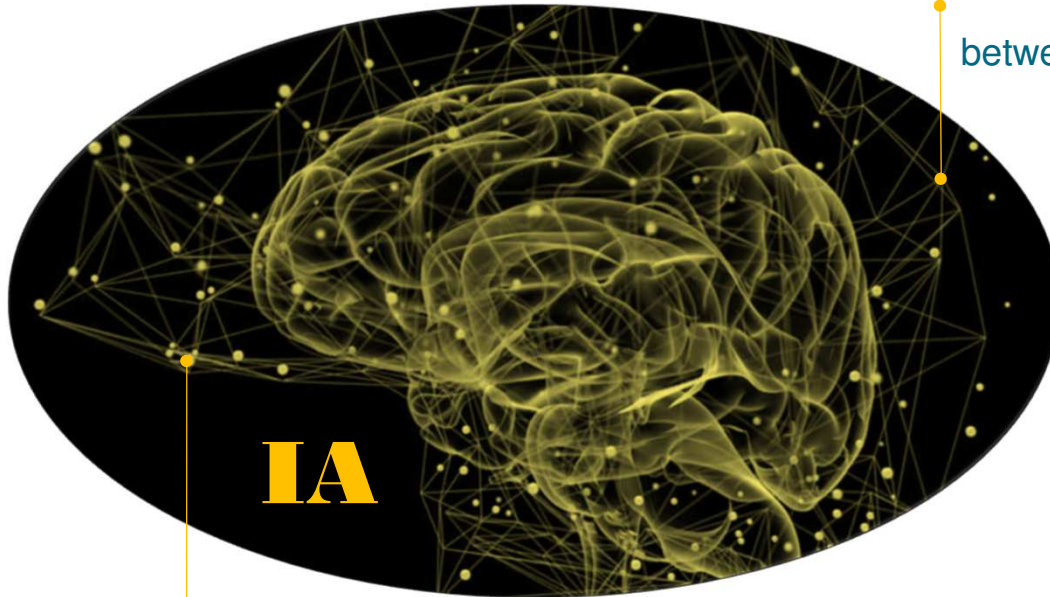


Source: Mobility as a Service: Development scenarios and implications for public transport - Göran Smith, Jana Sochora, I.C. MariAnne Karlsson

Trust and recognition for the entrusting of data

Ecosystem MaaS – Technological

**EASY, INTUITIVE AND CUSTOMIZED PLATFORM WITH
ARTIFICIAL INTELLIGENCE**



Travel planning tool that allows you to choose between different carriers

Standard access / release
vehicle sharing system

- Flexibility of the platform that allows any provider to integrate by adapting to some predefined standards

Ecosystem MaaS – Infrastructural

The MaaS system planned for Genoa provides for interventions on the territory as the participating modes of transport must be accessible in a widespread manner within the city but, above all, they must be easily identifiable and usable in strategic positions:

- large interchange poles
- big stations
- places of aggregation or generation / attraction of movements

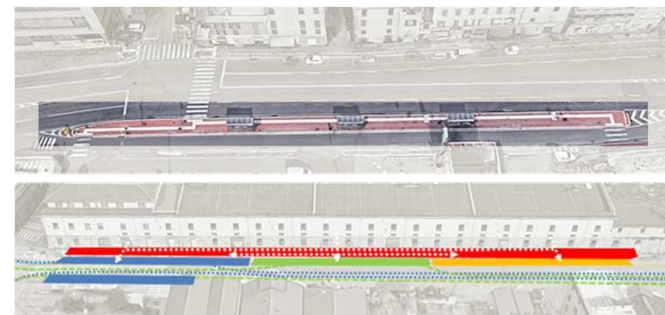


Mappatura Hub MaaS Area Metropolitana di Genova

Hub MaaS

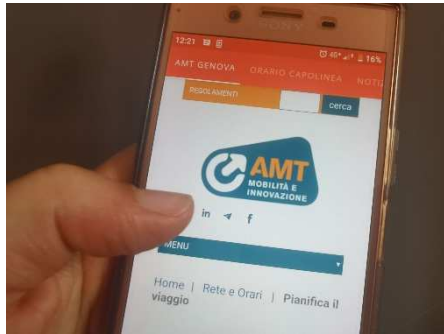


- Preference of the "single platform" solution for interchange stops and public transport terminus



Ecosystem MaaS – Ticketing and Fare

Affordability → FARE



An integrated tariff system is required where all MaaS providers will be present

- Subscription in flat mode
- “Best fare” integrated between the various systems
- Possible incentive system

- They facilitate access to the system
- They offer a strong tariff reduction compared to the broken down system provided by individual providers
- Everyone can find an affordable fare for their preferred transport mode combination

Ecosystem MaaS – Communication



Potential and possibility

Communication is essential to define the channels of diffusion, the recognisability of the product, the ease of acquiring information and accessibility to the system itself.

THE PUBLIC MODEL FAVORS THIS ASPECT

MaaS: cosa stiamo facendo?





enrico.buzzo@amt.genova.it

