

Mobility-as-a-Service

...from a government's perspective

Status Quo and next steps in Austria

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The point of departure.....

- Missing willingness for horizontal/vertical cooperation especially in the public transport sector
- „Cheap“ public transport, high percentage of season tickets
- No quick wins, missing structures for cooperation
- Urban is in the focus of the market - Fear of corporate raiders
- Imbalance of speed between market and public
- Many new mobility offers apart from „MaaS“

 **Austria is a hard ground for commercial MaaS**

The Role of the Public - Duties & Responsibilities

- **General mission**
 - Know what you want and be prepared for the future
 - Support desired offers & initiatives and curb unwishful developments
- **General setup for MaaS**
 - Legal and organisational framework for MaaS
 - Infrastructural framework (e.g. existing and new nodes)
 - Support development: Enhance regional and local initiatives, provide platforms for cooperation,...

Support Behavioural changes.....

Behavioural changes starts in familiar surroundings (daily needs)

- **Combine**
 - Mobility
 - Housing
 - Leisure, etc.....

- **Create** new offers that support change along the hierarchical layers
 - Information
 - Interaction
 - Transaction

- **Link** platforms and make their offers accessible for (also third party) services (where necessary)

MaaS - made in Austria

Beschreibung der nationalen
Rahmenbedingungen zur
Realisierung von Mobility as a
Service in Österreich

 ITS austria

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