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**Smart Dublin**

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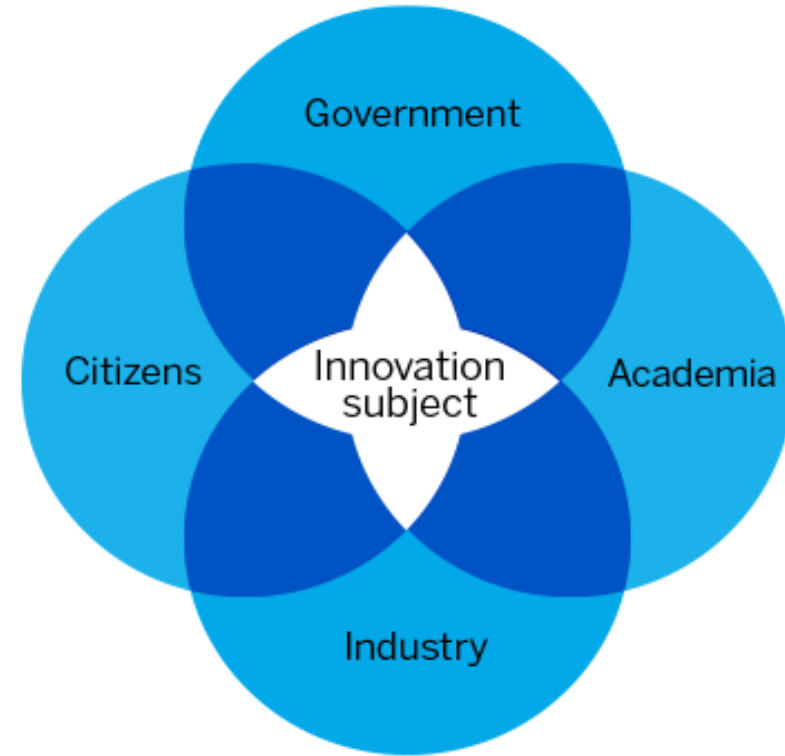
[Rethinking Mobility in Ireland – the case for MaaS - Smart Dublin](#)

# Smart Dublin is a Local Government led network

Dublin Region



The Quadruple Helix Model



# MaaS Stakeholder Engagement during 2021

## Public Transport Authority

- NTA

## Public Transport Operators

- Dublin Bus
- Irish Rail
- Transdev

## Private Mobility Operators

- Bleeper Bike
- Moby
- Dublin Bikes (JCDecaux)
- Zipp
- Lime
- Bolt
- Zeus
- Dott
- FreeNow
- GoCar
- Yuko
- Enterprise

## Councils

- Dublin City
- South Dublin
- Dun Laoghaire Rathdown
- Fingal
- Limerick
- Cork
- Waterford
- Galway
- Belfast

## Other interested parties

- Failte Ireland
- Tii

## Other cities

- Munich
- Birmingham
- Barcelona

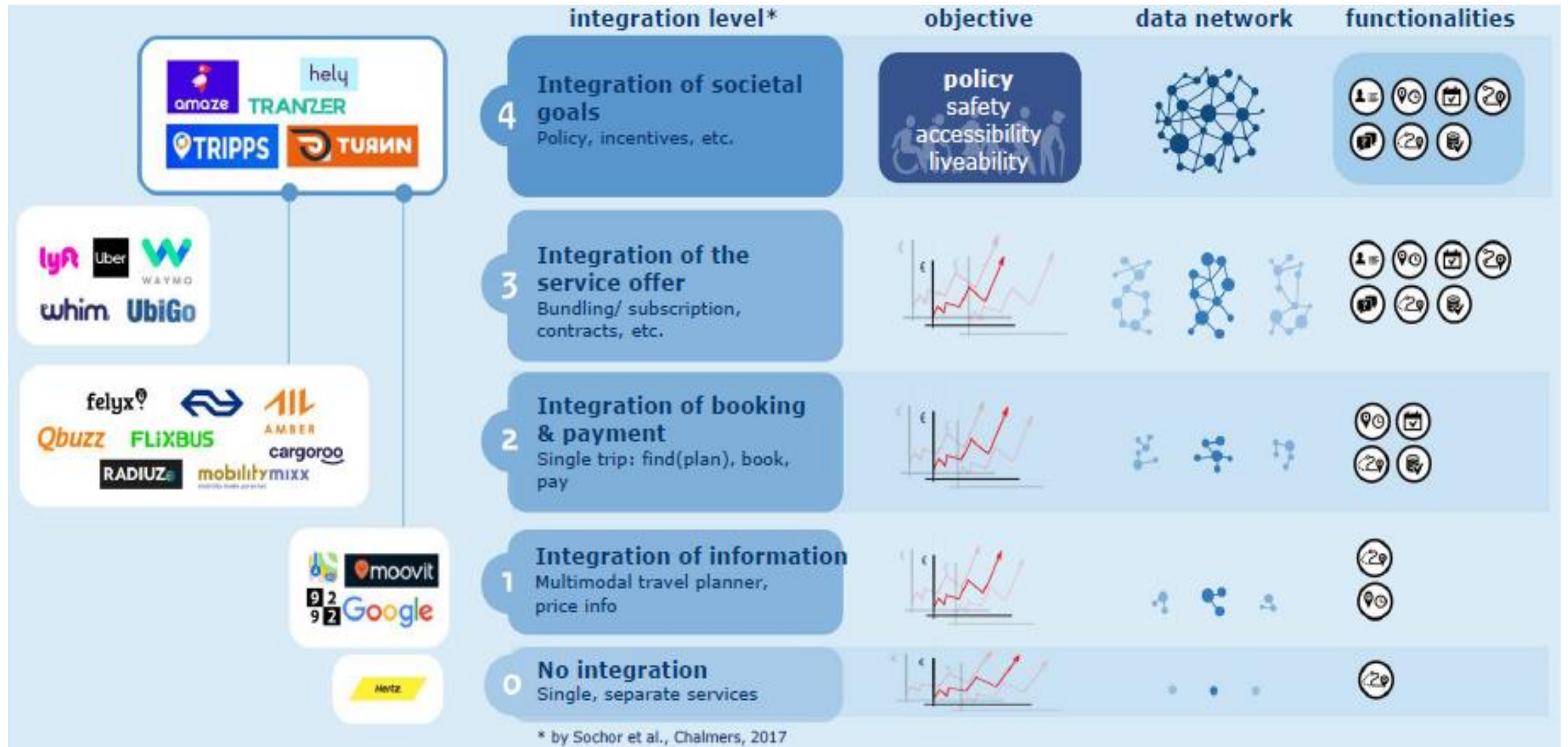
## MaaS Service Providers

- Trafi
- MaaS Global
- Citymapper
- IOMOB

## Report Peer Review (informal)

- Selection of the above
- POLIS
- ITF

# MaaS is maturing – cities/countries are looking to deliver societal goals

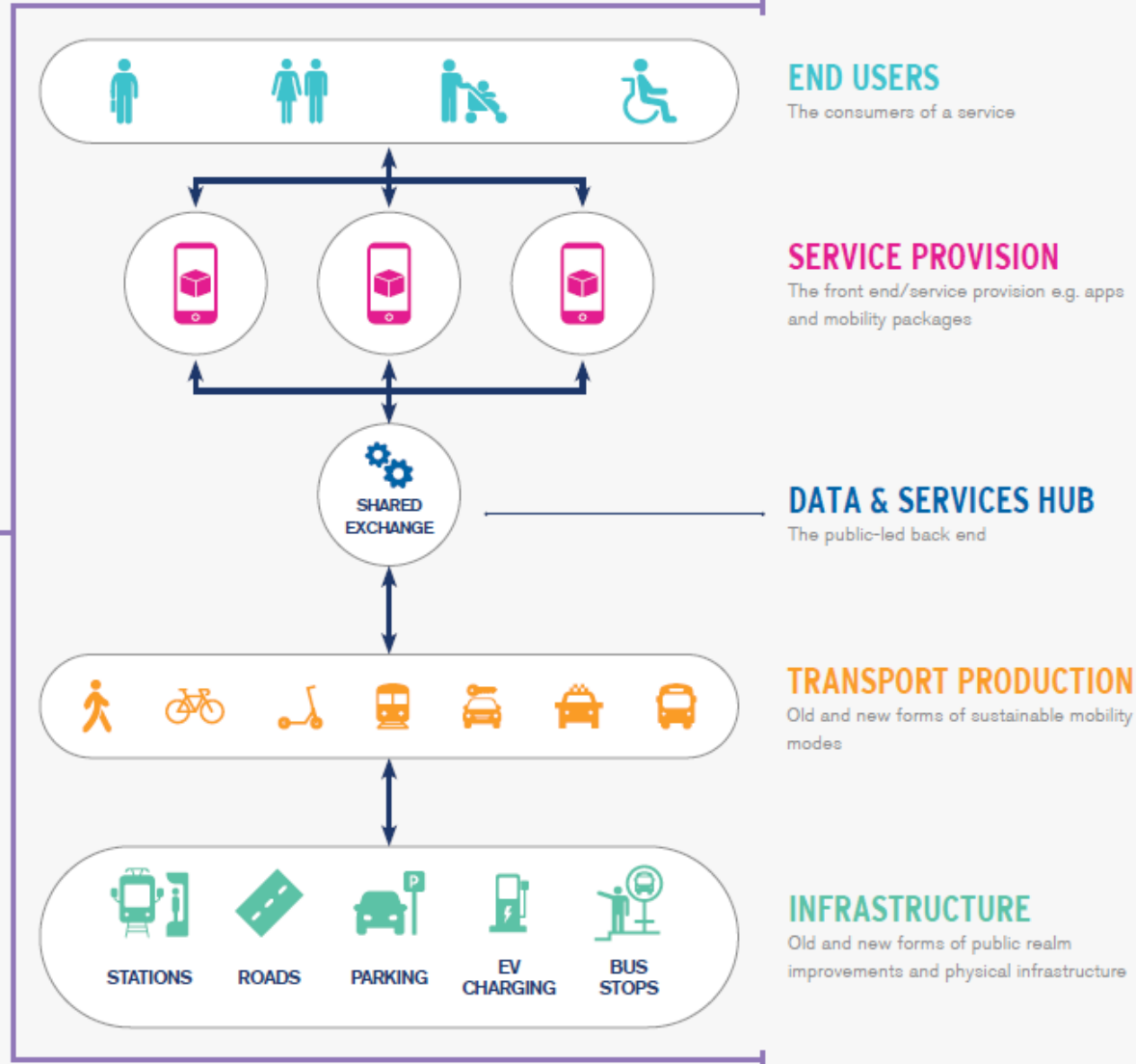


# Proposed MaaS model for Ireland

Rethinking Mobility in Ireland

## POLICY & REGULATION

Policy has an opportunity to influence each of the components using existing and new levers



Model adapted from UITP, 2019 and EMTA, 2019<sup>22</sup>

## Innovation

- Bundles
- Pricing
- Target Audience (e.g.) National, Hyperlocal

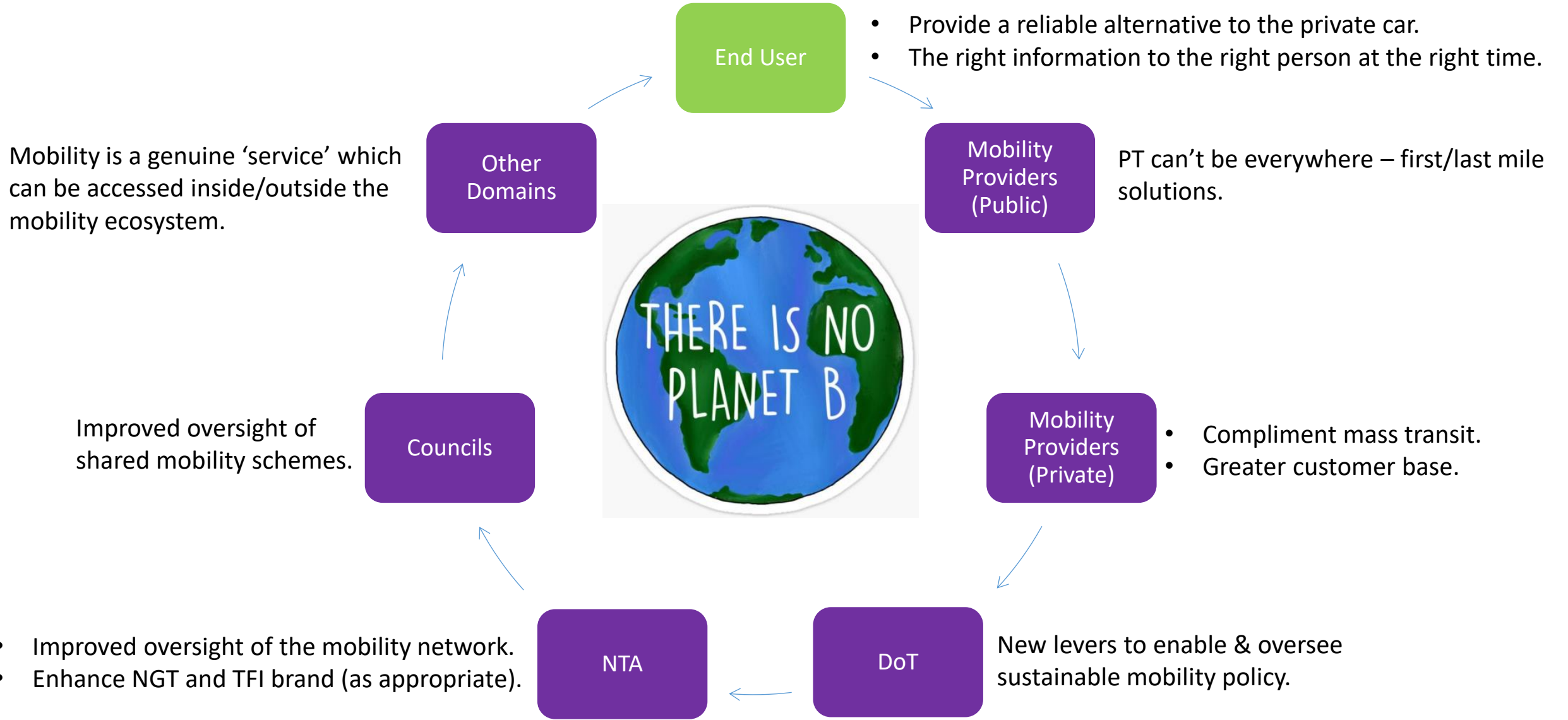
## New Public Body Oversight

- Interoperable services
- MVP Data Sharing & Reporting

## # Design Principles

- 1 Ability to reflect public goals in MaaS
- 2 Respect consumer app choices and user needs
- 3 Avoid walled gardens
- 4 Practical for public authorities and keep options open
- 5 Encourage innovation in mobility

# The case for change – what's in it for me (wiifm)?



# Key next steps

MaaS in Ireland *now needs execution:*

**1. Department of Transport** via the Sustainable Mobility Policy (April 2022) ----> MaaS actions assigned to the NTA

## **2. Councils**

- Want to drive data collaboration with regulated operators (e.g. scooter schemes)
- Unlock the public realm to support increase in shared mobility operations

## **3. Mobility Operators (Private & Public)**

- Get MaaS-ready
- Avoid walled gardens

# Thank You!



[www.smartdublin.ie](http://www.smartdublin.ie)