

What Next for MaaS?

Testing the impact of car-inclusive multimodality

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Context & Problem Statement

What can multimodality achieve?

Multimodal integration can deliver **up to 15% of overall CO₂ savings** from urban mobility by 2050 in certain regions by facilitating a **modal shift** and increasing **transport efficiency**.

Delivering the promise of multimodality relies on:

- Clarifying the **behavior change potential** of multimodal integration
- Planning the **integration of all transport** modes to facilitate adoption
- Defining the right common **data framework**
- Assessing the **materiality** on emissions, traffic, etc. to serve local mobility strategies



Multimodality pilot approach

Members of the WBCSD Transport Digitalization project have joined forces to **pilot the digital integration of private car, public and shared transport modes into multimodal options** for commuting in the greater London area.

The pilot will test the potential of multimodality for **nudging commuter behavior** and explore its **materiality and contributions to London's mobility policies**.

Leading members



Contributing members



Pilot Objective

How do employees need and prefer to commute?
What policy interventions can nudge a modal and behavior shift?

What is the potential impact in terms of avoided emissions, avoided congestion, and what are the economic implications?

Identify the **behaviour change** and **system impact** of **digitally integrated private car use data** in multimodality applications

How to integrate modes of transportation digitally?
What is the required data framework?

Commuting Behaviour Survey Takeaways

For task 1, we surveyed employees driving into the Arcadis and Fujitsu London offices on their commuting needs and preferences. Some of what we learned:

BEHAVIOR AND PREFERENCES

38% commute by car for all or part of their journey

Long distances travelled
(30 miles+)

Low travel frequency
(1/week to 1/month)

Convenience and affordability are important – and justify car use

USE OF DIGITAL MOBILITY SERVICES

Mobility apps used for travel planning, routing, updates

Appetite for digital multimodality that integrates all modes, payment, parking and live condition updates

Next up: modeling and testing interventions

For tasks 3 and 4, a model of travel demand on Fujitsu's Social Digital Twin will help assess the impact of the following intervention scenarios on modal choice:

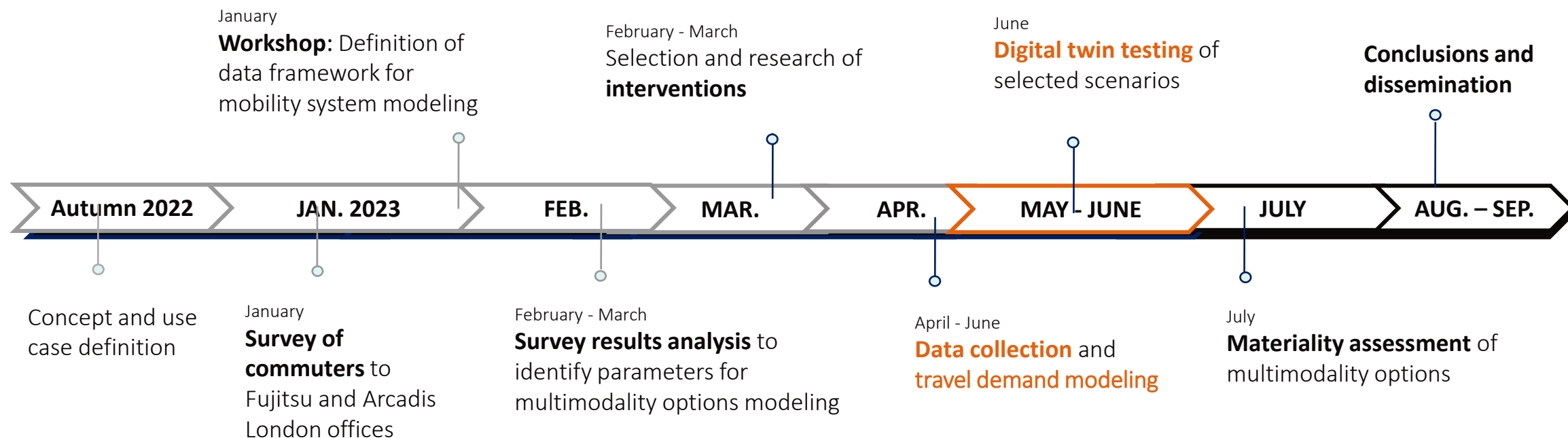
SCENARIO 1: PAY-PER-MILE
CHARGING SCHEME FOR CARS

SCENARIO 2: MOBILITY HUBS

SCENARIO 3: INCREASED
PARKING FEES

Which new conditions for commuting would these interventions create?
Would alternative modes become comparatively more affordable and/or convenient?
And what will be the resulting social, environmental and economic impacts of these interventions?

Project timeline



Thank You

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