

## MOBILITY

### Shared Mobility: Getting Ready for the MaaS Era

#### Concept Note

[Shared mobility services](#) and Mobility as a Service options have definitely reshaped how citizens make transportation choices. Many regard these services as precursors of what autonomous vehicles will bring and argue that they contribute to congestion and pollution in cities. Conversely, others submit that they help people give up their cars. Thus, understanding their impacts on cities is essential to develop sustainable mobility plans.

Alternative mobility services are challenging the economic efficiency of car ownership. Consumers are convinced with this message as they consider it the cheaper option. And, in fact, figures prove them right: Boston Consulting Group predicts that the car-sharing market will include almost 35 million users by 2021.

This is good for cities because car-sharers generally resort to multimodal transport such as public transport, bikes, walking, etc., and because each car-sharing vehicle can replace ten passenger cars and free nine parking spaces. It's also good for the planet as long-distance car-pooling reduces CO2 emissions by an average of 12%, according to the French Agency for Environment and Energy Management (ADEME).

Now, shared mobility providers are [expanding their portfolio](#) and getting involved in [bike and/or scooter sharing initiatives](#). They're also partnering with other mobility providers to offer a complete MaaS product. The Uber-Moovit partnership is an example of how to combine public-private transport for a smooth trip. Moreover, car rental companies are also offering specific MaaS formulas.

The sector is moving up a gear and some cities, such as [Helsinki](#) (Finland) or [Copenhagen](#) (Denmark) are leading the way in integrating [MaaS](#). Yet there are still some challenges to overcome. Limited knowledge about car-sharing services (40%) and low availability of vehicles (36%) are the main barriers to using this option.

Has the future of mobility arrived yet? We haven't reached our final destination. Cities and governments still have to put policies in place to encourage both private and public operators to provide mobility services that are [socially equitable](#). But there are reasons to be optimistic about our overall progress.

#### Expected outcomes

Participants will:



- Gain improved knowledge about disruptive models of shared mobility.
- Get insights on what policies the city can encourage to develop better models of shared mobility.
- Identify possible synergies or conflicts between stakeholders.
- See examples of shared mobility successful practices and multimodal efforts.

### Guiding questions

- How does the local mobility culture influence what services are offered, and by whom?
- How can governments properly respond to the challenges faced by MaaS and shared mobility?
- Will shared mobility reach a saturation point?
- Will carsharing outnumber car ownership?
- What are some challenges cities face when introducing carsharing?

### Keywords

ridesharing; ridehailing; on-demand mobility; flexible mobility; Mobility as a Service; ridesourcing; demand-responsive transport