

Linköping MaaS - Making sustainable mobility easy





Short facts: Linköping MaaS

- 160,000 inhabitants, Sweden's fifth largest city with 20,000 incoming commuters daily
- The Swedish Energy Agency granted 600,000 EUR to the Linköping MaaS project
- Between January 2020 and June 2021, we will develop and introduce to the market a city wide - and city run - MaaS in Linköping. Expected to be released in autumn 2020.
- The "customer" will be able to discover, book and pay for the range of shared mobility services.
- With this service we want to make it easier and more flexible to travel climate smart
- New services: P2P car sharing and demand responsive ride service in rural areas.
- The main target group is car-commuters who are open to new alternatives.
- Linköping MaaS is a spin off from the national initiative "Sustainable mobility challenge" (SEA and SISP -Swedish incubators and Science Parks)









Integration of Societal Goals
Policies, incentives etc.

Linköping MaaS

Integration of Services Offered
Bundling/Passes, Contracts etc.

UbiGo whim Why we as a city promote the emergence of MaaS?

Integration of Booking and Payment
Single Trip - Find, Book and Pay

GVH smi)e einfach mobil

Integration of Information

Multimodal travel planner, price information

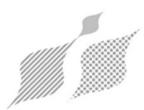


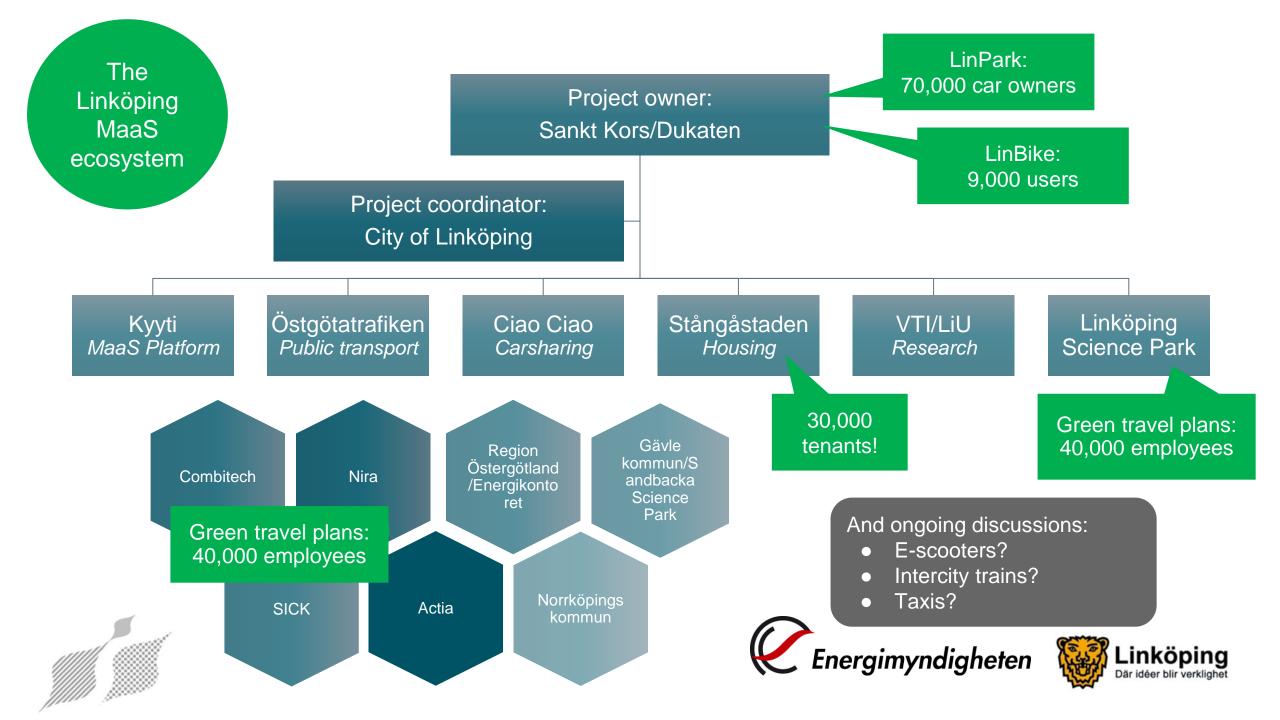
0 No Integration











"Mobility MaaS purchase" Mobility hubs

Business model and systemized thinking

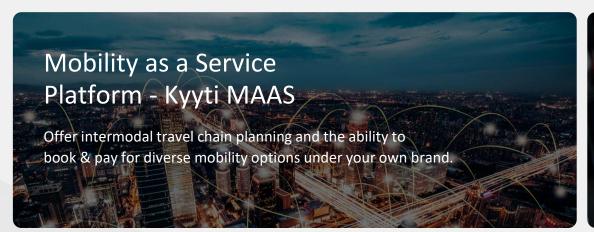
- The owner and operator of Linköping MaaS is the municipal owned parking company Dukaten
- Mobility purchase a suggested new approach in the parking policy - a kind of public subsidization, City of Linköping
- The user will pay regular price /capped price for the trips
- Dukaten will agree on retail contracts with mobility service providers
- Travel in service(business trips) and as a benefit for private use, Employer contracts







Kyyti provides software for easy access to Smart Mobility







Intercity MaaS for Transport Operators

Improve customer experience with door-todoor travel and strengthen your market position.



Regional MaaS for Municipalities, PTAs

Meet your sustainability and accessibility goals with a single platform for all mobility options.



Universal MaaS for PTAs, Mobility Managers

Build an equitable transportation system and enable non-drivers to fully participate in the social life of their communities.



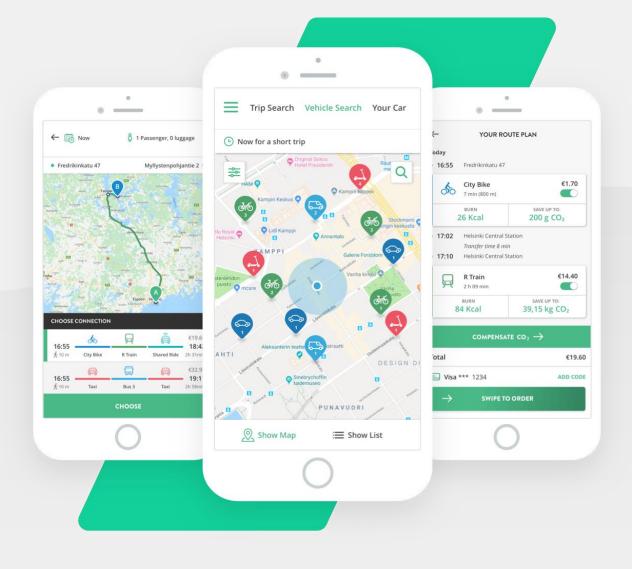
Corporate MaaS for Employers

Ensure sustainable and convenient employee access to office and industrial sites.



Digital one-stop-shop for door-to-door mobility under your own brand

Your app, your data!





It's all about improving multimodal travel experience!

Discovery

Onboard

1

Single and smooth app login with email, no passwords needed!

- Several payment methods can be saved: credit/debit cards, Apple and Google Pay
- Utilize tailored offering
- Regular & heavy users
- Employee service & company invoicing
- Tenant service as alternative for parking
- Subsidized groups
- Mobility budgets

Plan your travel

- From address to address, save favorites
- Compare all mobility options: travel time, price, CO2 and amount of walking
- Intermodal options included: bus/train + first/last mile service
- Bike/car share stations & availability on a map

6

Enter

- Walking direction to stop/station
- Open bookings & tickets from the route plan
- Activate ticket (if not automatic)
- Recognize the right vehicle
- Unlock bike/car with the app

Wait

- Route plan is saved in the app
- Shows real time schedules
- You are notified when the trip starts
- For demand responsive service you are notified about the exact pickup time and can follow the vehicle on a map
- Share the trip view to others

nov

Access

Book & pay

- Choose all or some services for the trip and confirm booking with one swipe only!
- Capped pricing ensures the best price based on actual usage per day / week / month
- Choose the payment method (e.g. private, business)
- Child can enter code for prepaid budget bought by the parent

Travel

7

8

After

9

Travel

- Follow the route progress
- Access Google navigation
- Manage car booking if needed

Exit or transfer

- Look for walking guidance to transfer stop or final destination
- End the bike/car reservation with the app

Give feedback & Get reports

- Give feedback & get online support through the app
- See trip history & receipts: private and business
- Receive weekly/monthly usage, cost & CO2 report to your email (or directly to employer)



MaaS Made Easy

Thank you!

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