

Swedish Mobility Program (SMP)



The final report for the project White paper and at the same time, a pre-study for Swedish Mobility Program

VERSION 1.0
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1. Summary

Our approach to travel and mobility has changed fundamentally over the years. In the last century we built cities and infrastructure based on the level of private car ownership. Now we talk about how we can purchase mobility as a service, and about how we can meet our travel and transportation needs via a button on our smartphone screen by buying a variety of services such as public transport journeys, carpooling, taxi rides, cycle hire, car-sharing and ride-sharing services, as well as new logistics services. Add to that the dimension of self-propelled vehicles.

The winds of change are strong because they are coming from several different directions yet move forward as one. One change engine is that society needs to find solutions to the downsides of urbanization. Another is that technology has enabled simple, co-ordinated services and, in the long run, transport with driverless vehicles. An additional incentive is that customers are ready for the new technology and approach to sharing resources. Last but not least, there is the financial incentive in the potential to make or save money for private individuals, corporations, regions and countries.

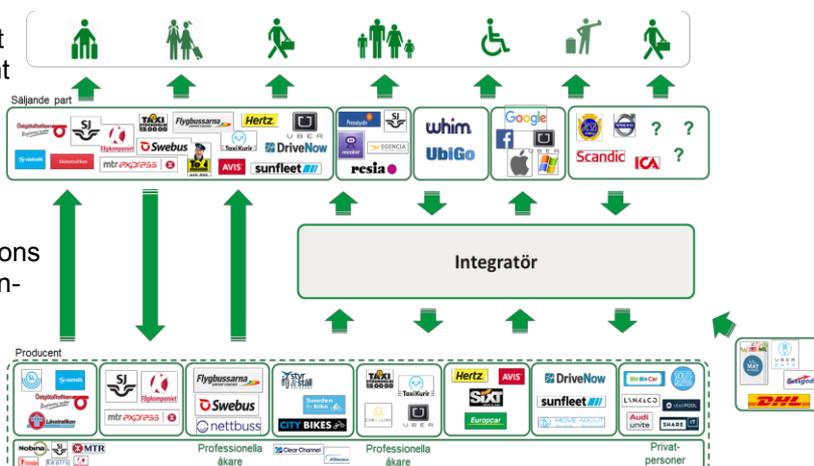
The purpose of the White Paper project (Projektet Vitt papper) is to move the industry and Samtrafiken forward into the future of travel, a future that facilitates the use of all transport modes in a variety of combinations, regardless of whether these are currently regarded as public transport modes. Project work based on the interests of producers/carriers has been conducted with participation and transparency for both existing and potential partners. The project's mission has been to deliver an established report that will support strategic decisions. The report includes a vision, a desired position from a five-year perspective, as well a roadmap for how we can jointly reach it. The final report can also be seen as a prelude to the next step – **The Swedish Mobility Program (SMP)**.

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There is no conventional definition of the concept of combined mobility services, or what is frequently referred to as Mobility as a Service (MaaS). For this project we have chosen to define it as: **Services that facilitate moving from one place to another using different modes of transport.** This broad definition encompasses a wide range of services such as multimodal journey planners and full-service subscriptions. These services may also include goods transportation as a complement to personal mobility. The cohesive starting point is that services must attract customers to a more sustainable mobility and reduce their dependence on privately-owned cars.

The project has not explored in any depth exactly which groups are to be targeted or what the services will comprise, but what we can certainly say is that they will not be of interest to all customers and that not every customer will be interested in the same service. We will see services of varying depths and scopes, tailored to the specific needs of different target groups in different situations.

As part of the current situation, the project has attempted to describe different current and future roles. The main challenge is the major changes that are taking place both in different transport solutions and in the value chain to customers. New innovators appear every day with disruptive business models and new technical solutions that rewrite the map and challenge conventional wisdoms. In this project, we have applied a simplified role map to describe the four different role types in combined mobility services: **Producer, Integrator, Selling Party and Information Broker.**



One specific discussion has concerned how public stakeholders, the Regional Public Transport Authorities (PTA), can act against this background. A subproject within the White Paper project has prepared a decision support that takes up the question: *How can and should public stakeholders position themselves in terms of the emergence of combined mobility services?*

The overall assessment of the working group is that facilitating the availability of PTA's service range in the role of producer is a prerequisite for market development. The role of selling party in combined mobility services is not generally considered to be consistent with applicable legislation. The role of integrator could potentially act as a catalyst for market development and this should preferably take place in a co-ordinated manner.

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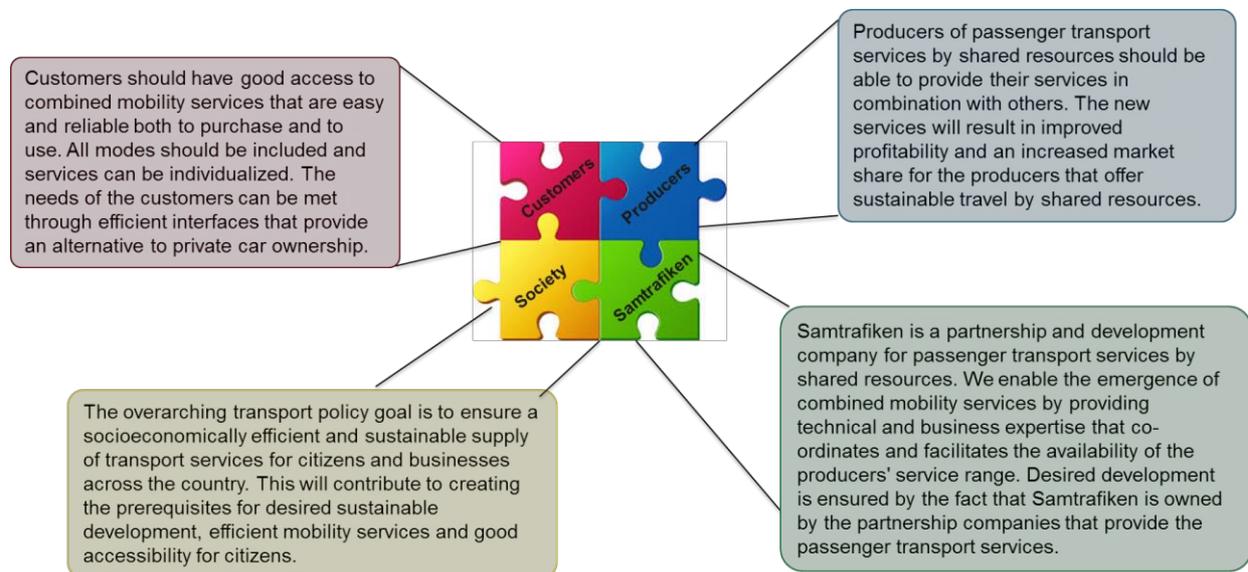
A consequence of the above-described development is that the traditional public transport industry needs to redefine itself and its offer to customers. One possible measure is to devise a new definition of the public transport concept that moves away from scheduled fixed route services and towards the following concept: **Public transport = Passenger transport services by shared resources.**

The project has also aimed to clarify a joint destination and exactly what we wish to achieve together. This has been defined in a common vision statement and a desired position.

Vision:

" We enable the emergence of simple, sustainable and profitable Combined Mobility Services"

The **desired position** in 5 years from now as described from four different perspectives:



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No stakeholder can reach the desired position independently, as it requires collaboration. During the course of the project, we have recognized the importance of working together with a focus on technology and business. Issues of legislation, infrastructure, range of transport services etc are essential to enabling the emergence of combined mobility services but should be dealt with in another forum.

Thus project proposals that have been adopted by the Samtrafiken Board are that Samtrafiken should take a position and be assigned to act as technical facilitator/co-ordinator and commercial integrator, as well as providing a national access point/integration platform based on RKM's services.

The basis of this assignment is that it should only exist in the parts that add value. It must not be a monopoly, but should be free to sign contracts and build integrations bilaterally between the producers and the selling parties. The Samtrafiken solution will require interaction and communication with other integrators, and it is important to clarify that the Samtrafiken role is not to act as the selling party.

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The roadmap to the desired position has been described in Chapter 10, *Roadmap and next steps*. During the development of the roadmap, the project team members emphasized how complex it is to define such a roadmap in relation to the rapidly changing environment. It was therefore a collective assessment that we should have the courage to continuously challenge and modify both the roadmap and the desired position. Identified work packages are to:

- Establish the role of technical facilitator/coordinator.
- Establish a national access point/integration platform.
- Co-ordinate a joint business agreement.
- Understand the needs of the target group (customer insight).
- Initiate, operate and participate in pilot activities related to combined mobility services.

The work packages in the roadmap are intended for execution in a joint program – **The Swedish Mobility Program (SMP)**. The focus of the program is on collaboration and on the establishment of a national access point in line with the roadmap. The program will be managed by Samtrafiken, preliminarily as three projects with independent steering groups. The program's steering committee is the Board of Samtrafiken.