MaaS-Bundling. The «City Bundle» Pilot Project.

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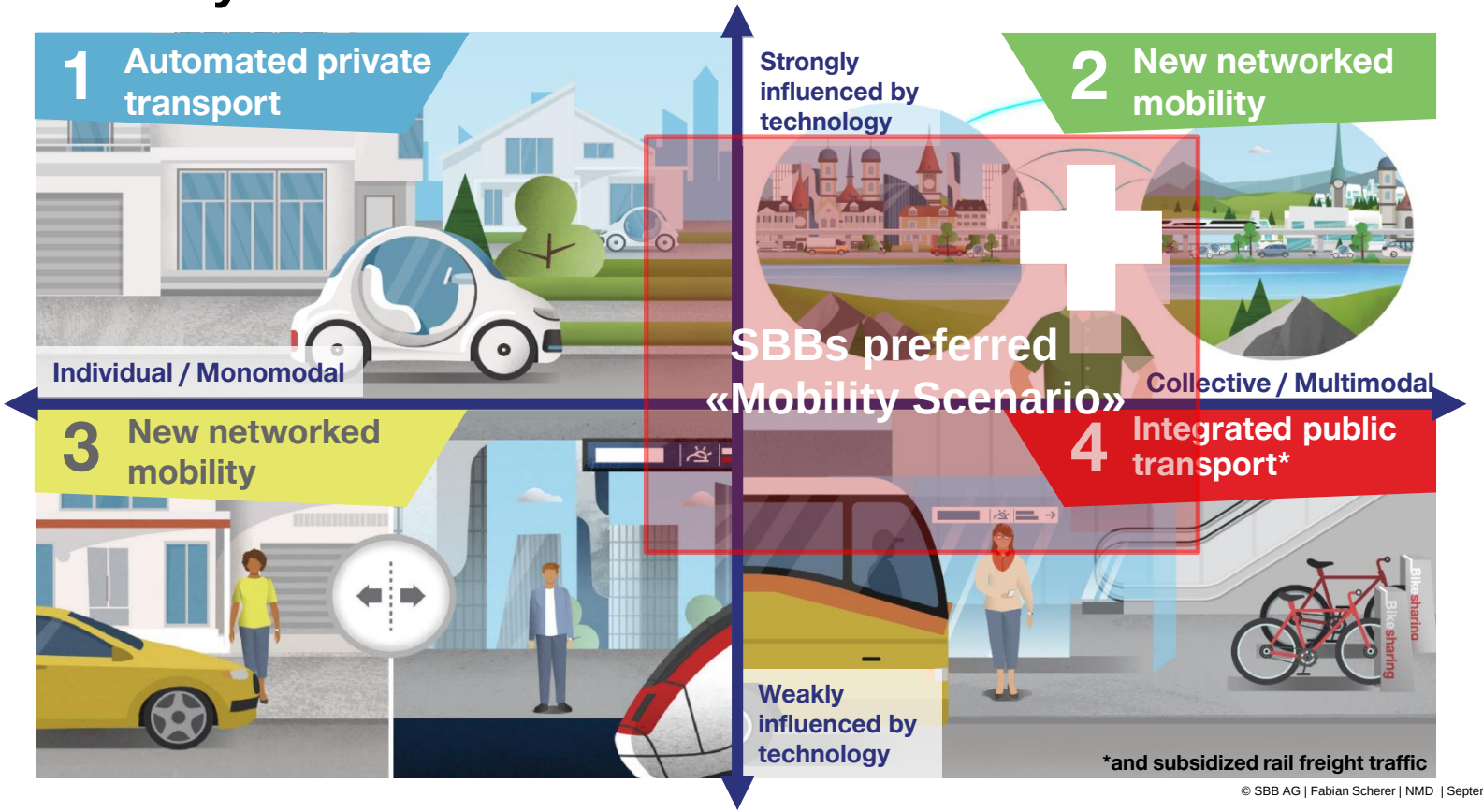
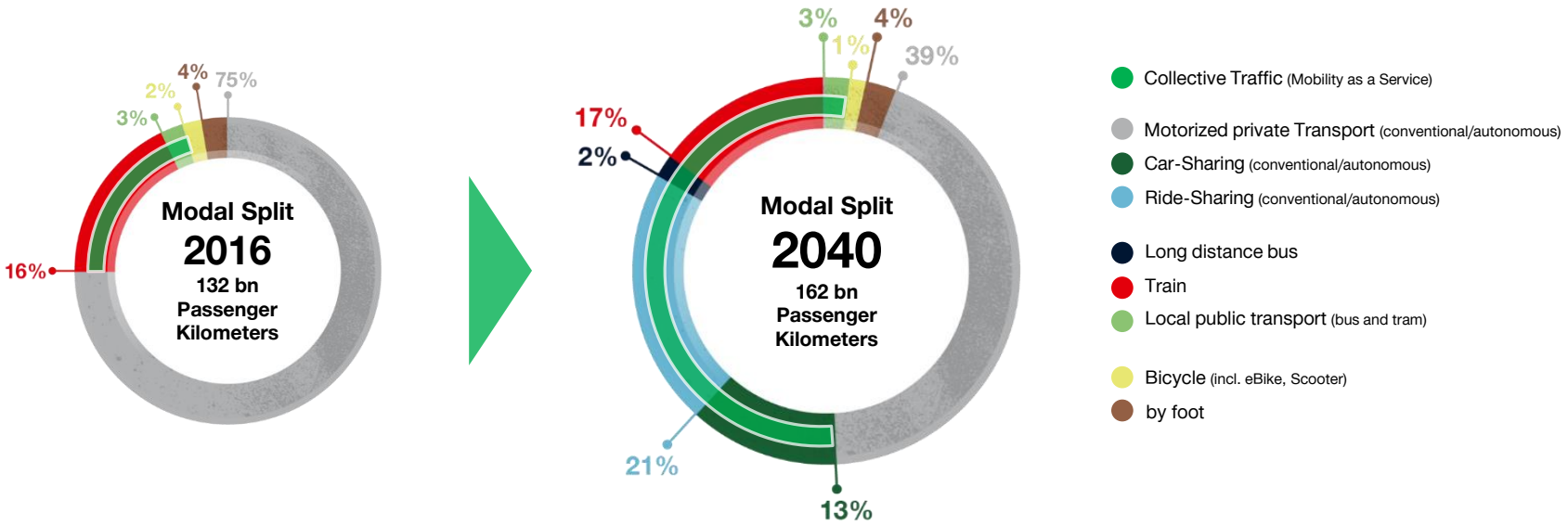
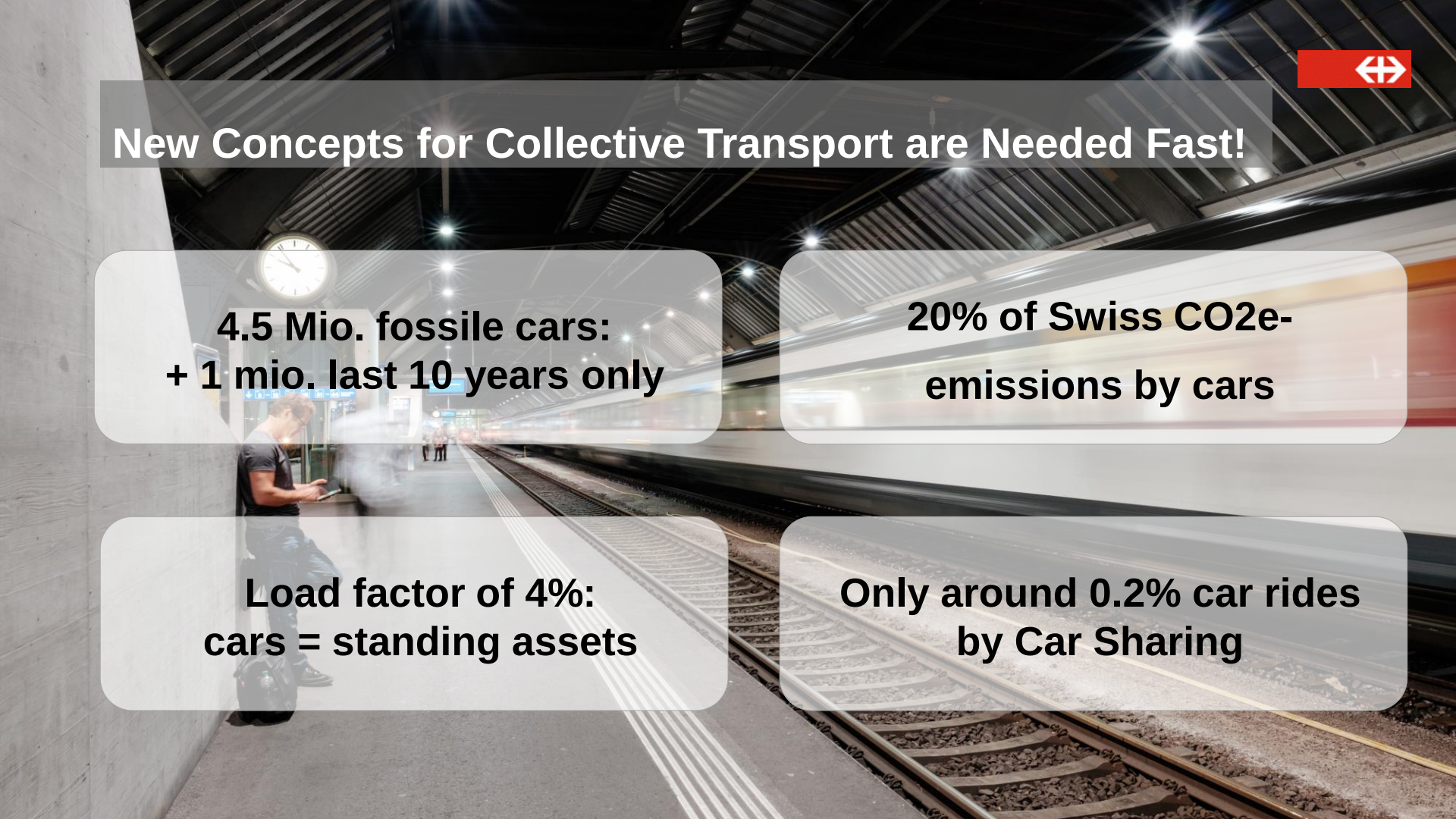
Swiss Federal Railways Scenarios on the Swiss Mobility Sector untill 2040.



In the Scenario "New Networked Mobility" Collective Transport is Gaining Strongly in Importance.



Source: Own calculations, by SBB, LIMA
Date: Juni 2018



New Concepts for Collective Transport are Needed Fast!

4.5 Mio. fossile cars:
+ 1 mio. last 10 years only

20% of Swiss CO2e-emissions by cars

Load factor of 4%:
cars = standing assets

Only around 0.2% car rides by Car Sharing

Need for a Lifestyle of Sustainable and Multimodal Mobility = MaaS-Bundling.

- **Swiss people are already multimodal** and heavy mobility subscription users (E.g.: Approx. 230‘000 people have GA and car).
- **Subscriptions and Flatrates** as ideal MaaS starting point.
- **Def. MaaS-Bundling**: subscribtion bundles of multimodal mobility as a service from a single service provider.

Monthly Income

15'000 CHF

Annual Mobility Demand

12'000 pkm

City Bundles

City Center

Suburb

Country Side

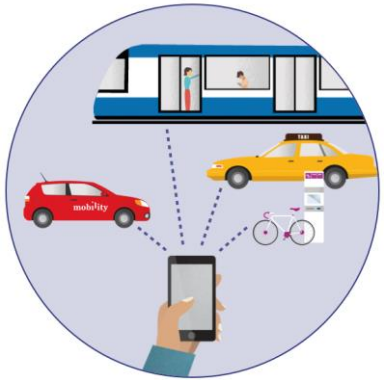
Place of Residence

Mission of «City Bundle» Pilot Project: Accelerate the Evolution of MaaS in Switzerland.

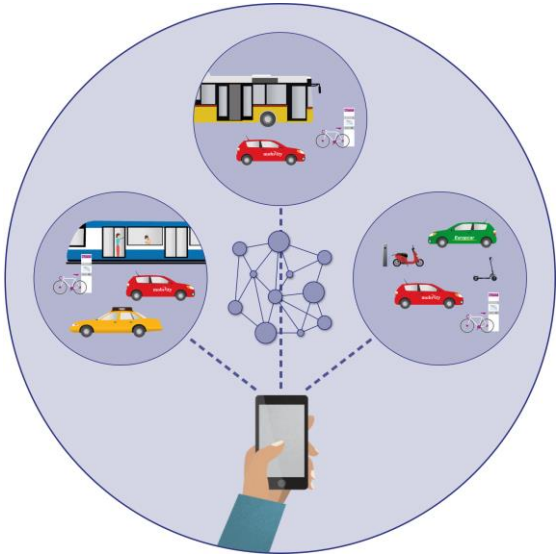
Collective Transport (MaaS)
i.e. train ride, public transit in general

Multimodal MaaS-Bundles without platforms
Bsp. SBB Green Class, Zengo

Multimodale MaaS platforms & Bundles
Bsp. Whim, Jelbi & UbiGo.



Decentralized MaaS Ecosystems with multiple platforms & Bundle Providers
Bsp. Not yet available!



City Bundle Pilot Project: Key Elements of the MaaS-Bundling Learning Ecosystem.

Bundling Pilot 2020-2021

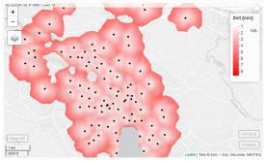
Science Driven

MaaS Learning Ecosystem

Multi-City Approach

Software Off-The-Shelf

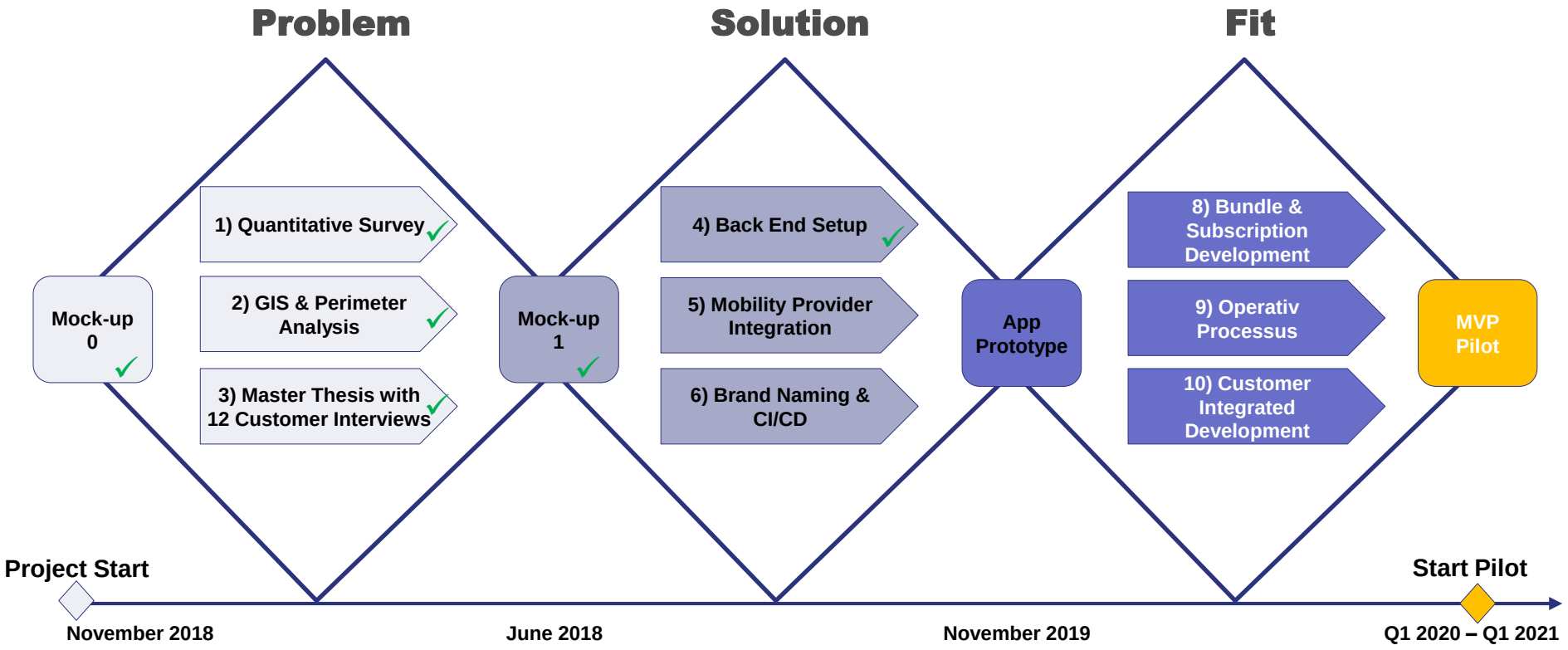
Lucerne University of Applied Sciences and Arts
HOCHSCHULE LUZERN
FH Zentralschweiz



ETH zürich

Trafi

Ecosystem and Customer Driven Bundle Development.



Key-Results of Survey in Four Swiss Cities: General Requirements for Swiss “MaaS City Bundles”.

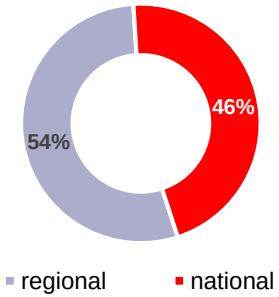
Desired services

("must be included" + "would be nice if it were included.")

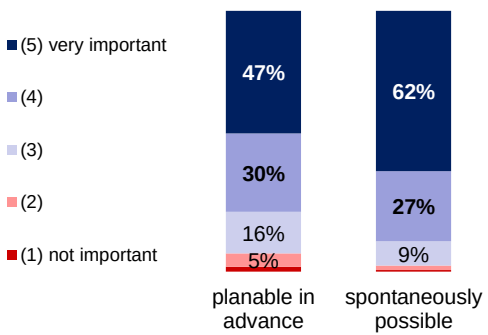
Public transport travelcard	Car sharing	E-bike sharing	Bike sharing
49%	32%	27%	27%
36%	39%	44%	40%

Based on: n = 1,121 (potential users)

Regions of validity

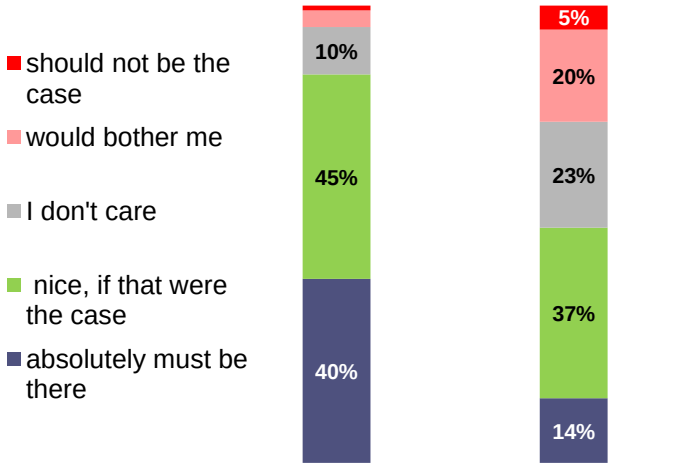


The importance of spontaneous vs. planable use



Key-Results of Survey in Four Swiss Cities: Requirements for Pricing system and Subscription Configuration.

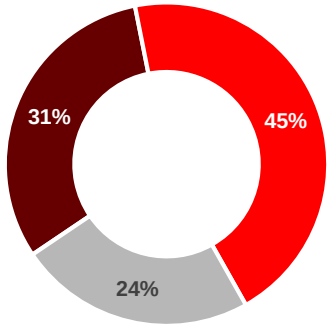
Pricing system



Price per trip,
i.e. the billing takes place per use according to the actual level of use and means of transport

Monthly travelcard,
which includes the use of various means of transport

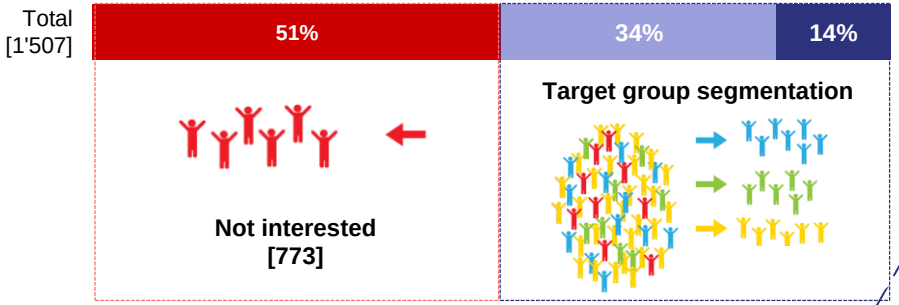
Subscription Configuration

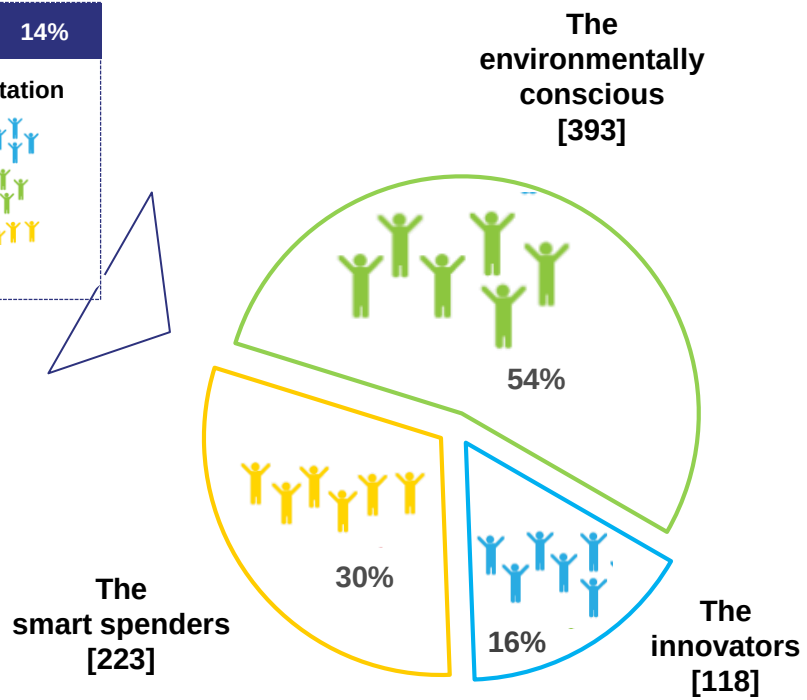


- Monthly pre-paid subscription, which includes a fixed monthly usage amount
- Monthly subscription for the use of individual offers with reduced rates per unit of use
- I don't care

Based on: n = 1121 (potential users)

Key-Results of Survey in Four Swiss Cities: Overview of Segmentation and Probability of use of a MaaS City Bundle.





Based on: n = [ ]

Mock-up 1: First Bundle Prototypes.

Thanks for your attention!