

## Alan Murphy Smart Dublin Regional Manager

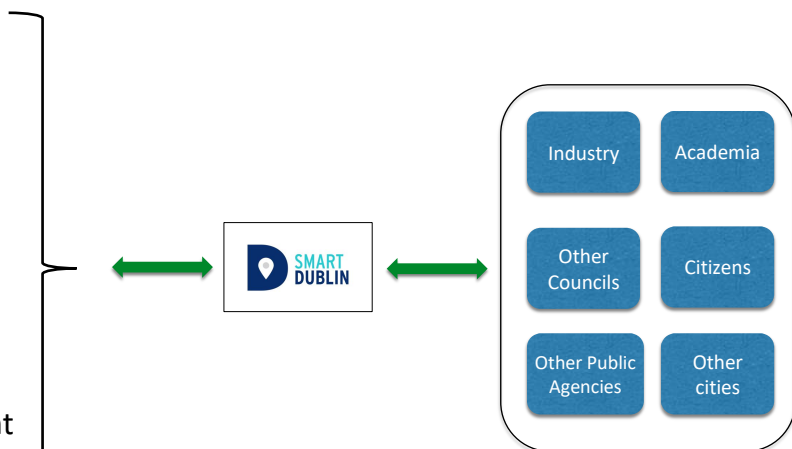
- Introductions
- MaaS Journey to date



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## Smart Dublin acts as the Innovation Catalyst amongst many stakeholders to tackle complex urban challenges

- Mobility
- Environmental
- Energy Efficiency
- Connectivity
- Citizen Engagement
- Economic Development
- Open Data

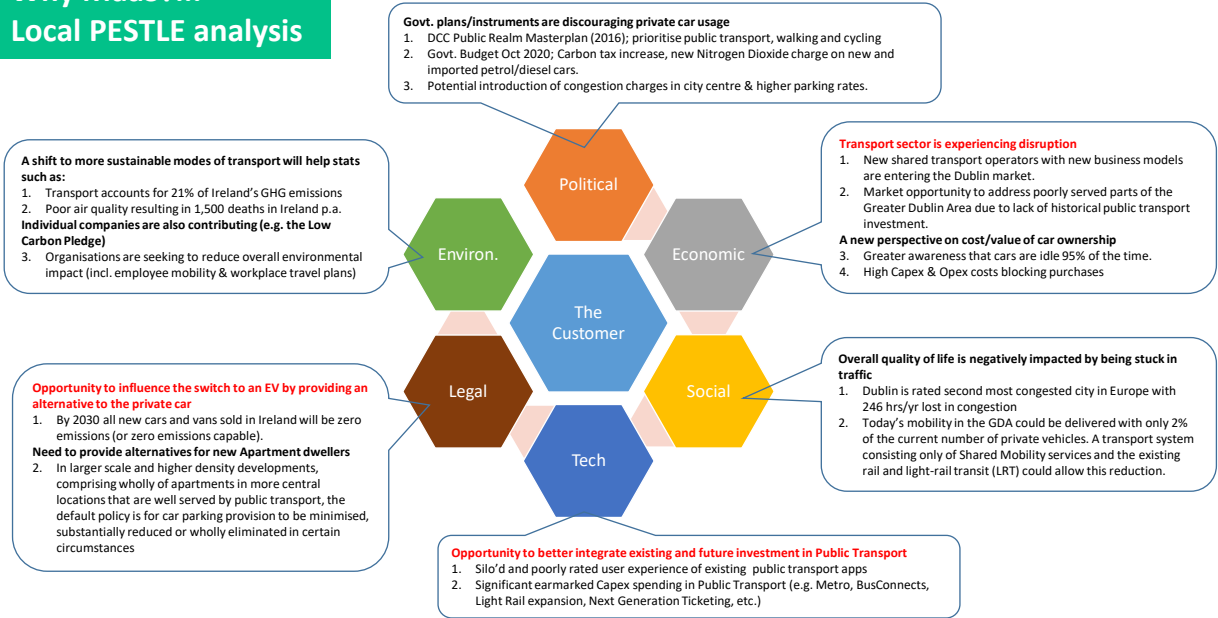


Selection of our projects here:

<https://trello.com/b/188O9azF/smart-dublin-project-board>

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## Why MaaS?... Local PESTLE analysis



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## Overview of activities todate

	2019						2020								
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	July	Aug	Sept
<b>Deliverable</b>		Project Funding (DPER PSIF)			Smart Dublin Point of View Paper				MaaS Gap Analysis Workshop			Workshop Report			
<b>Activity</b>	Kick-off meeting with DCC and NTA Chief Executives	Desktop Research & Conf Calls	Helsinki Visit		Smart City Expo (Barcelona)		MaaS Gap Analysis Workshop Planning			Report Write-Up				Report review & Define next steps	
			Berlin Visit												
			SAP DevX - Mobility Innovation Challenge												

**Helsinki Visit**

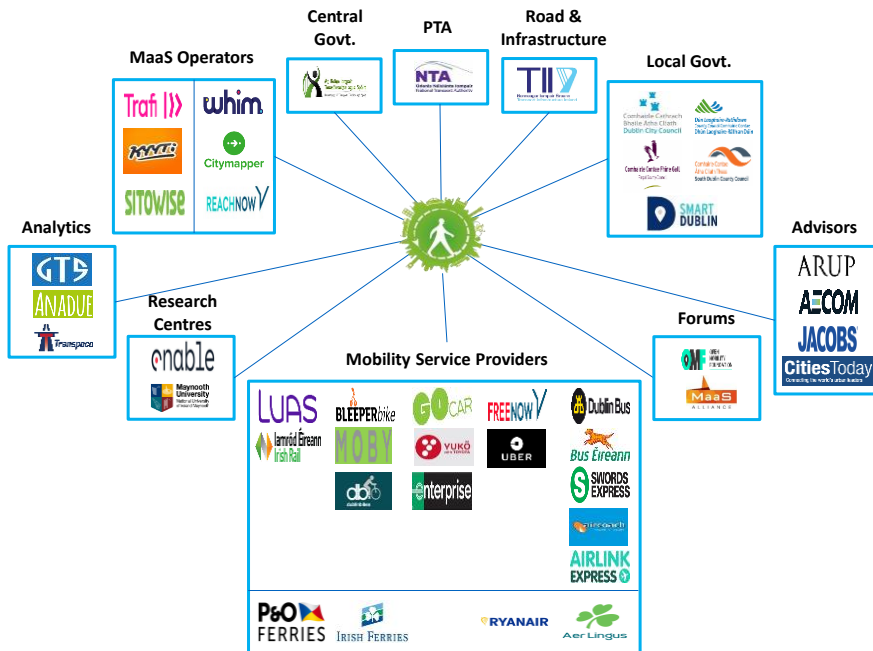
**Berlin Visit**

**MaaS Gap Analysis Workshop**

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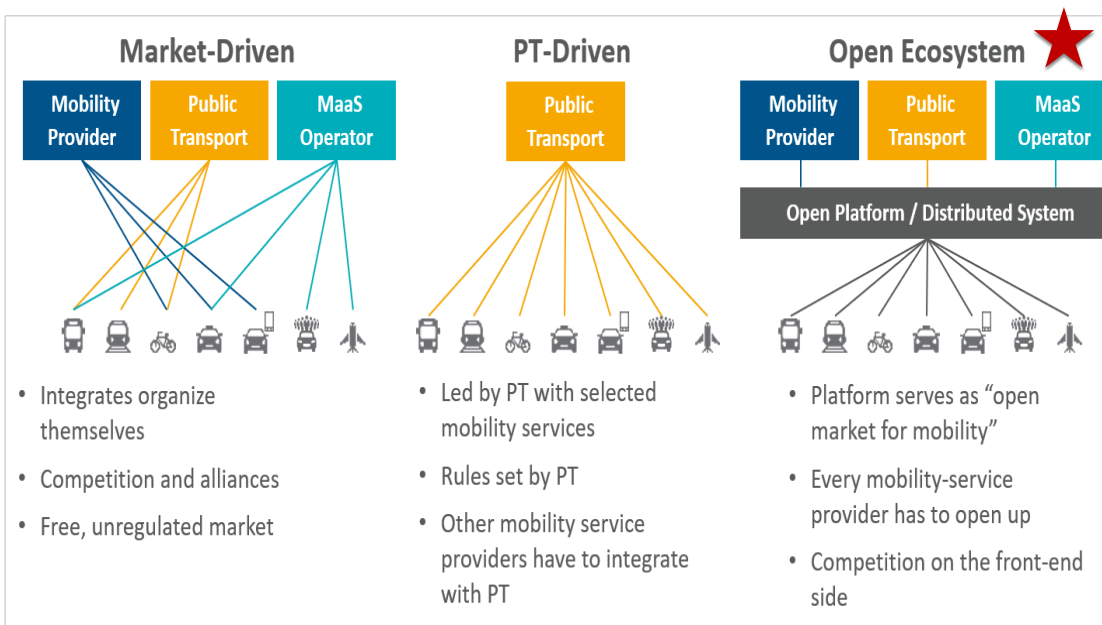
## Workshop Planning – Who’s who?



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## Workshop Output...preference for an Open Ecosystem model



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## Workshop Output...Programme of Work with six themes and 23 initiatives



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## Workshop Output...Programme of Work with six themes and 23 initiatives

Theme	Near-Term				Mid-Term			Far-Term						
	Q2/20	Q3/20	Q4/20	Q1/21	Q2/21	Q3/21	Q4/21	Q1/22	Q2/22	Q3/22	Q4/22	Q1/23	Q2/23	
Organisational	★	Create Executive Steering Committee (1)				Ongoing Governance								
			Setup of Org. Structure to manage the Operation Platform (14)											
Study		★	Public Consultation of Future Mobility (3)											
Education			Learn from Other Pilots (5)				Demand Responsive Pilots (20)							
			Educate Users on MaaS (22)											
Policy			Govt. Fund for Mobility Pilots (4)				MaaS Adoption/Pilots (e.g.) 250 Organisations (13)							
							Inclusive of all modes and forms of mobility (8)							
							Review relevant Local/National Policy (18)							
			Review MSP License Fees (9)											
			Bus Lane Enforcement (15)											
Data			Data Standardisation (17)											
			National Data Audit/Catalogue (10)				Subsidize Off-Peak & Dynamic Pricing (16)							
Technology	★	Procurements - NGTS, Multi-model Journey Planning, AVL (2)				Adopt Open APIs (11)								
		Coordinate Timetables across Modes (19)				Ongoing Procurement and Implementation								
		Door-to-Door (First Mile Last Mile) (12)												
						Build MaaS Open Platform (6)								
						National User CRM System (7)								
					Loyalty Points Scheme (21)									

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## Challenges, Opportunities, Next Steps to progressing the MaaS roadmap

### **Challenges**

- Executive sponsorship from key stakeholders (public agencies) to establish a Steering Committee (*all workshop participants saw value in progressing MaaS in Dublin*)
  - Deliver a positive business case (qualitative and quantitative benefits)
  - Define scope; National or just for Dublin?

### **Opportunities**

- Covid19...an amazing chance to re-imagine our mobility system
- Some initiatives should happen anyway (e.g.) coordinate timetables across modes, dataset audit & catalogue, citizen engagement, etc.

### **Next Steps**

- Workshop report review...leading to formal MaaS programme initiation (2020).

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# Thank You!



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