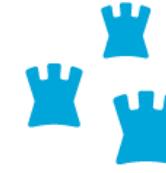




A Premium Geospatial Industry Conference

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RETHINKING MOBILITY IN IRELAND

THE CASE FOR MOBILITY AS A SERVICE

Veronica Mariti Sesoko

BSc. Civil and MSc. Transport Engineer

Dublin City Council - Smart Dublin / Smart City



Smart Dublin is an initiative of the four Dublin Local Authorities



To engage with Technology providers,
Researchers and Citizens to address urban
challenges and improve quality of life.



Comhairle Cathrach
Bhaile Átha Cliath
Dublin City Council



Fingal County Council
Comhairle Contae Phine Gall



Comhairle Contae
Átha Cliath Theas
South Dublin County Council



Dún Laoghaire-Rathdown
County Council Comhairle Contae
Dhún Laoghaire-Ráth an Dúin



**SMART
DOCKLANDS**
A Smart Dublin District

Tech
Community



**SMART
DCU**
A Smart Dublin District

Research
Mobility



**SMART
SANDYFORD**
A Smart Dublin District

Mobility
Community



**SMART
BALBRIGGAN**
A Smart Dublin District

Community
Economy



**SMART
D8**
A Smart Dublin District

Health
Community

Structure

Innovation: Smart Districts

- More Target Actions
- Better Engagement
- Fast track impacts

Dublin's Open Innovation Ecosystem





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To engage with Technology providers,
Researchers and Citizens to address urban
challenges and improve quality of life.



Mobility

How can we use technology to help manage pedestrian, cycle and vehicle flows and reduce congestion?



Living

How can we use technology to bring communities together and improve citizen wellbeing?



Environment

How can technology help build a greener, more sustainable Dublin?



People

How can local government use technology to better engage with Dubliners?



Economy

How can we use technology to improve liveability and competitiveness?



Government

How can we use technology and data to make better decisions and deliver better services?

**This is a unique
moment in Ireland.**

**New pressures, ideas
and opportunities are
forcing change.**

Context Ireland

Press release

Government approves next steps for escooter and ebike legislation

From [Department of Transport](#)

Published on 1 February 2021

Last updated on 28 June 2021



TFI 90 Minute fare to support seamless travel across the Public Transport Network in Dublin
15TH NOVEMBER 2020



An Roinn Iompair,
Turasóireachta agus Spórt
Department of Transport,
Tourism and Sport

Sustainable Mobility Policy Review



10TH APRIL 2022



smartertravel >>>

BUS CONNECTS
SUSTAINABLE TRANSPORT FOR A BETTER CITY



Strategy for the Future
Development of National
and Regional Greenways
July 2018

Context Ireland

The screenshot shows the Smart Docklands website. At the top, there's a navigation bar with links for Home, About, Projects, and Contact. Below this, a section titled "5G and Future Connectivity: Main Report and Executive Summary" is displayed. Two reports are shown: "5G and Future Connectivity An Emerging Framework" and "Executive Summary". To the right of these reports is a map of the Docklands area with various colored dots representing connectivity points. At the bottom of the page, there's a section titled "Telecoms" which serves as a "one-stop-shop" for telecoms-related requests. It includes links for About the Telecoms Unit, Rate Card & Standard Agreements, Asset Registry, Advice & Guidance, and Dublin Docklands Telecoms Network.

DCC establishing a Telecoms Unit

Publication

Electric Vehicle Charging Infrastructure Strategy 2022 - 2025

From [Department of Transport](#)

Published on 31 March 2022

Last updated on 31 March 2022

Ireland needs 100,000 fast-charging points to meet one million electric vehicle target, motor industry says

The graphic is titled "Electric Vehicle Charging Infrastructure Strategy 2022-2025". It features the Harp logo of the Department of Transport and the text "An Roinn Iompair Department of Transport". A large green banner at the top right states: "Government is investing €100m in charging infrastructure over the next 3 years to support our transition to Electric Vehicles". Below this, there are three circular icons representing different charging scenarios: a city street with a car at a fast charger, a residential area with a house and a car at a home charger, and a road with a car at a fast charger. Three callout boxes provide more details: "The new EV charging infrastructure will be designed to work for everyone - rural and urban", "EV charging will mostly be done off peak and overnight - at home or in the neighbourhood", and "Fast top up charging will be available en-route to your destination". The bottom right corner includes hashtags: #ClimateActionIRL and #TransformingHowWeTravel.

#ClimateActionIRL #TransformingHowWeTravel

Work Todate

	2019			2020			2021		2022		
	Q2	Q3		Q4	Q1	Q2	Q3-Q4	Q1	Q2 – Q3	Q2	
Activities/ Outputs	Meeting with DCC and NTA Chief Executives	Awarded Project Funding (DEPR PSIF)	City Visits	Smart Dublin PoV Paper	MaaS Gap Analysis Workshop	Workshop Report	Tender for Consultancy re MaaS for Ireland	Local & International Stakeholder Engagement	MaaS for Ireland Report (review)	MaaS Report Published	
Key Outcomes				Many forms of MaaS		National Scope			Case for Change	MaaS Report published on smartdublin.ie	
			App focused			Desire to make this happen			Proposed MaaS model for Ireland	DoT has published National Sustainable Mobility Policy Action Plan 2022-2025	
				Public-Led		Establish a Transport Technology Forum			Key next steps	Action by DoT develop MaaS Governance Framework 2024	

Helsinki Visit



Berlin Visit



MaaS Gap Analysis supported by



Proposed MaaS model supported by



Stakeholders Engaged

POLICYMAKERS	TRANSPORT AUTHORITIES	SHARED MOBILITY PROVIDERS
 An Roinn Iompair Department of Transport	 NTA Udarás Áitiúil Iompair National Transport Authority	 TII Transport Infrastructure Ireland
LOCAL GOVERNMENT		
 Belfast City Council	 Comhairle Cathrach Chorcaí Cork City Council	 Comhairle Cathrach Bhailí Átha Cliath Dublin City Council
 Dún Laoghaire-Rathdown County Council Comhairle Contae Dhún-Loighaire-Ráth an Dúin	 Comhairle Contae Fionn-Gall Fingal County Council	 Comhairle Cathrach na Gaillimhe Galway City Council
 Comhairle Cathrach & Contae Luimnigh Limerick City & County Council	 Comhairle Contae Átha Cliath Thíosaí South Dublin County Council	 Citymapper
PUBLIC TRANSPORT PRODUCERS		
 Dublin Bus	 Iarnród Éireann Irish Rail	 Fáilte Ireland
TOURISM		
 transdev MOBILITY INSPIRED BY YOU	 Maas GLOBAL	 Trafì >
MAAS SERVICE PROVIDERS		
 enterprise We'll pick you up!	 FREE NOW ✓	 GO CAR
 MOBY	 YUKO TOM's Car Club	 ZEUS
INTERNATIONAL COLLABORATION		
 iomob.	 F	 MVI
 U		

What do Stakeholders think about MaaS? (Design Principles)

MaaS is sometimes referred to as a 'netflix of mobility' – which suggests that this is about setting choices in a single app for consumers.

In our view, MaaS is more like a creating a social equivalent of Etsy, Ebay or Amazon for mobility: a publicly-managed marketplace in which a range of organisations can participate.

Respect the reality of consumer behaviour on app use

It should allow public authorities to define what is best for society and reflect those in a MaaS system

Be practical about pressures on public authorities – and keep their options open

Encourage innovation in mobility

Don't limit transport options in 'wallet gardens' of options

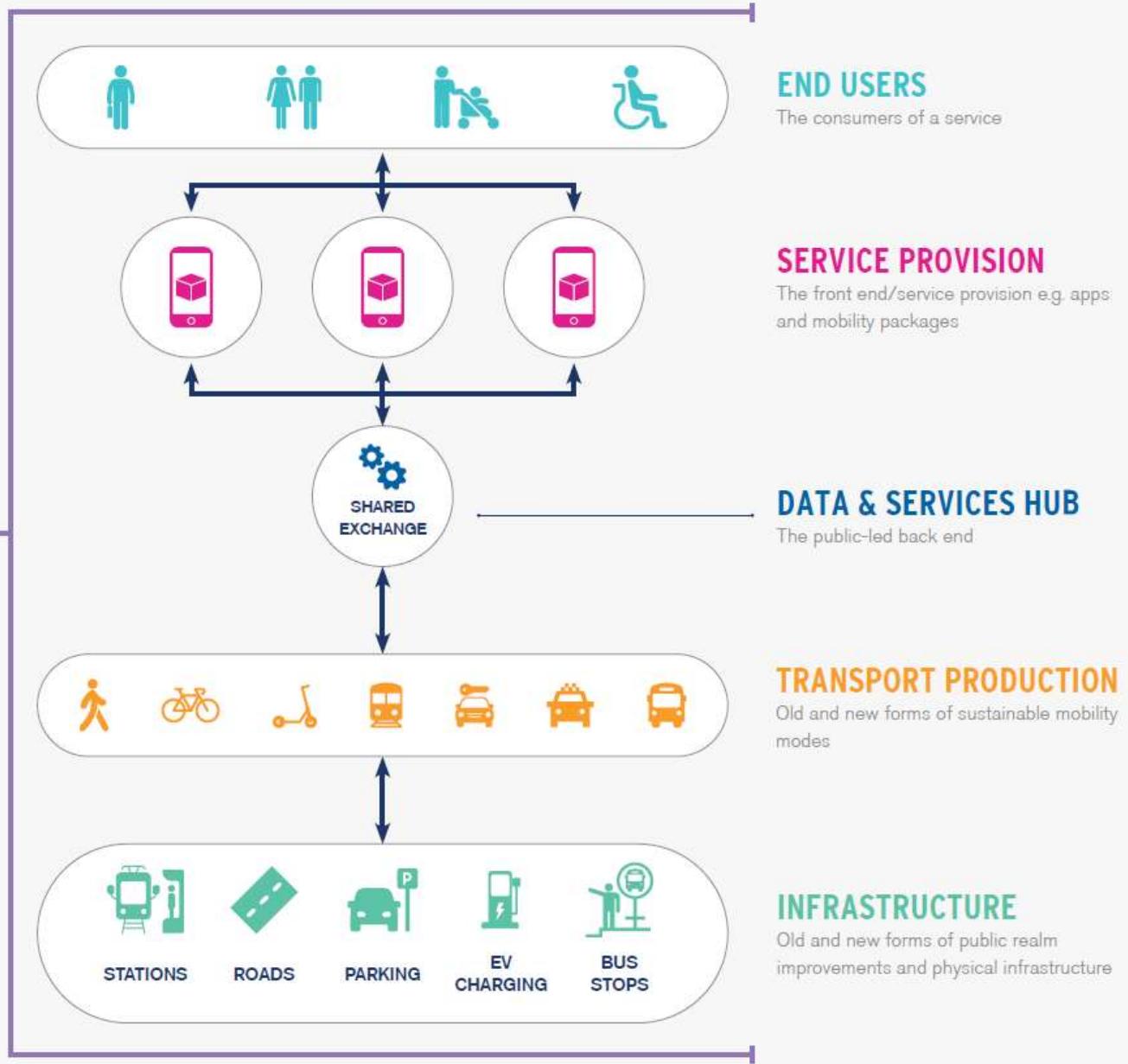
Proposed MaaS Model for Ireland

Rethinking Mobility in Ireland

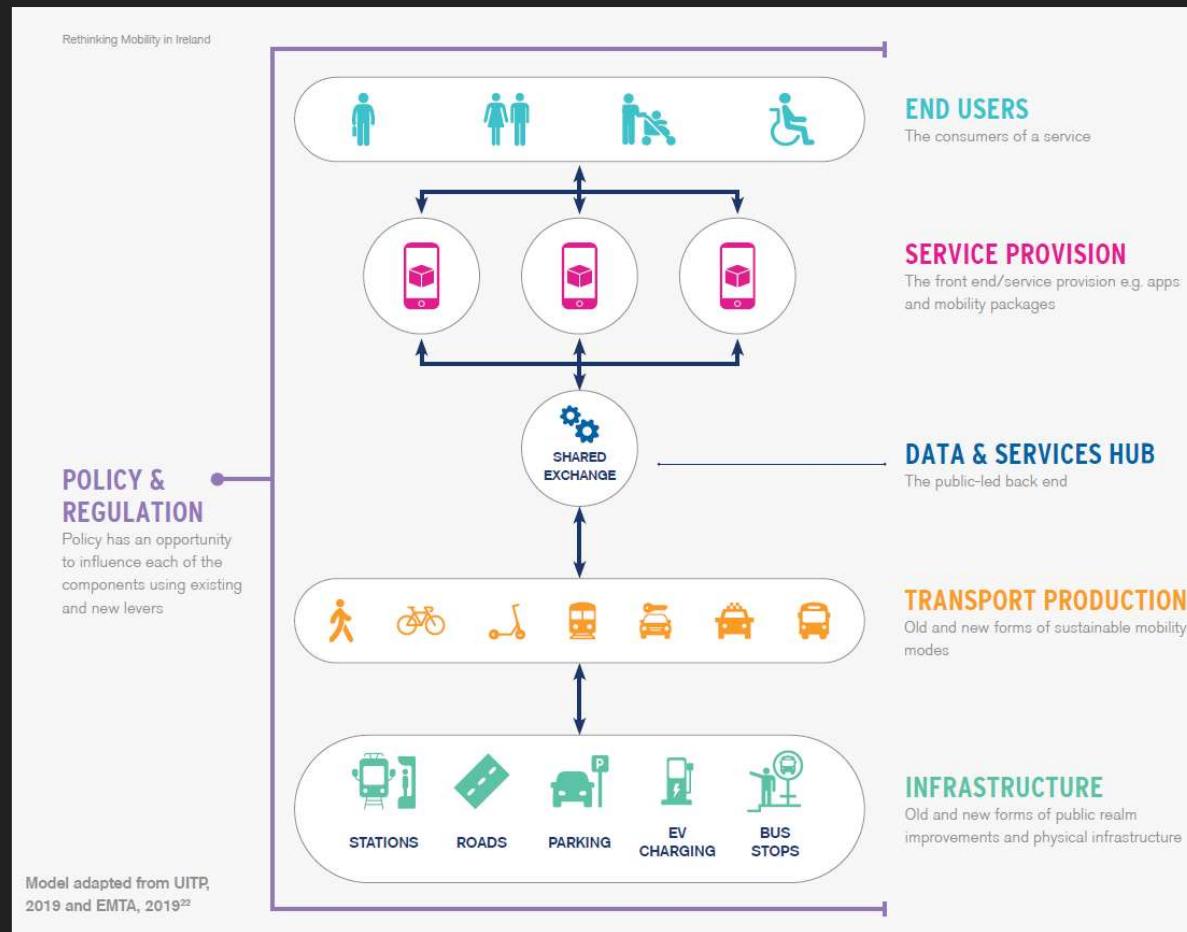
POLICY & REGULATION

Policy has an opportunity to influence each of the components using existing and new levers

Model adapted from UITP,
2019 and EMTA, 2019²²



Components



- **End Users:** foundation: find ways to reflect needs
- **Service Provision:** allow scalability up or down in terms of service provision
- **Data & Services hub:** Data Strategy
 - FAIR – Findable, Accessible, Interoperable and Reusable
 - Flexible enough to accommodate future changes
- **Infrastructure:** physical environment where a lot is already happening. MaaS is a complementary service to achieve Environmental and Societal goals, not a replacement.
- **Policy and Regulation:** determine overall objectives

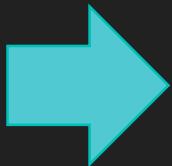
Score different Models against Principles

	Market-led	Public-Led Front End	Public-Led Front End (whitelabel)	Public Led Back-End
Ability to reflect public goals in MaaS	NO	YES	YES	YES
Respect consumer app choices and user needs	YES	NO	NO	YES
Don't limit consumer transport choices in walled gardens	NO	YES	YES	YES
Practical for public authorities and keep options open	NO	NO	NO	YES
Encourage innovation in mobility	YES	NO	NO	YES

Potential of MaaS for Ireland

Currently PRIVATE CARS appear to be the most convenient and cost-effective

70% of passenger journey miles in Dublin (Google)



- Reduce risks for Public Authorities
- Allow innovation and competition
- Focus on all users and their needs as the core
- Create a virtuous circle of transport planning
- Additional way to encourage modal shift and reduce journey times
- Ready to link with new developments (e.g. autonomous vehicles)

What if we Do-Nothing?

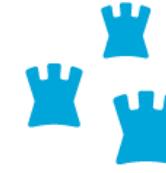
1. Private organisations will continue with aspects of integration and make choices for users on how they can access transport.

2. Public authorities will lose the opportunity to radically improve transport using new mechanisms.

MaaS Definition



MaaS is no longer just about an app. It's about making mobility a genuine service which can be accessed by a range of organisations, who are empowered to find new ways of adding sustainable transport to a range of products.



THANK YOU

OPEN FOR QUESTIONS / DISCUSSION

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More information: smartdublin.ie



SmartImpact

The focus of this Action Planning network was less about technology solutions per se, but more about governance structures, process and business models. The partner cities are specifically worked together to: develop models of how organisations can adapt their structures to deliver smart cities; effectively finance smart solutions and creating new ways of understanding value with co-investment strategies; develop and support innovation ecosystems within cities; explore the role of regulations and incentives, e.g. the carrot and stick approach; better understand how data integration and urban data platforms can support the smart city.

24 Cities
Collaborated with



36,000 Citizens
Engaged



80+ Live Projects

Category	Project Title
Smart Environment	IoT Energy Network: Reducing CO2 emissions
Smart Environment	Drones: Tackling Illegal Dumping
Smart Environment	Google Environmental Insights Explorer: Data-driven Decision Making
Smart People	Dublin Rough Sleeper Alert App
Smart People	Fingal Voices: Citizen-centred Smart Technology
Smart People	The Dublin Beat: Understanding Citizen Sentiment
Smart Mobility	Mobility as a Service (MaaS): Transforming how we Travel
Smart Mobility	Blanchardstown Public Mobility Hub: Smart, Sustainable, Accessible Mobility Options
Smart Mobility	School Streets: Improving safety and wellbeing for primary school pupils
Smart Mobility	The Dublin Region EV Charging Working Group: Supporting Dublin's Transition to Low Emission Mobility

300+ Open Data
Sets Published

200+ Companies
Engaged

Dublinked Open Data Store

ABOUT SMART DISTRICTS OPEN DATA

DATASETS LOGIN MAP EXPLORER STATISTICS REQUEST DATA WIKI SEARCH OPEN DATA

Dublinked: Open Data for the Dublin Region

Where can you find information on noise levels in the city? Or locations to lock your bike? Learn about where you live, work and play using Dublin's open data.



Context Ireland

- Not going back to congested streets
 - 11 out of 239 European cities (2019)
- A reset of expectations and behaviour – rethinking commuting
 - Car traffic -30% | Bus -90% | Train -97% pre covid
 - PT fare 20% reduction outside Dublin
 - PT 90min single fare Dublin
- Ambitious environmental goals
 - Climate change targets (-51% by 2030)
 - Air quality targets – decarbonised zones
 - Climate Action Plan – PT and low emissions
- Major developments in technology and society
 - New forms of mobility provider (shared bikes, e-scooters...)
 - Shift to EVs (1 million by 2030)
 - New technologies (smartphones, 5G...)
 - Policy push for sustainable mobility and projects
- Policy and Infrastructure Projects for Sustainable Mobility
 - DoT Sustainable Mobility Policy published on April/22
 - Legislation to regulate e-scooters and e-bikes
 - Public and Private operators actively exploring new opportunities
 - Next Generation Ticketing, new Automatic Vehicle Location, BusConnects, MetroLink, Connecting Ireland, DART+, New Cycling and Walking infrastructure, Mobility HUBs, EV Charging

Lessons Learnt with other places?

- It's not just about an app: public authorities have a range of levers in MaaS systems.
- There's no MaaS without mass transport: MaaS keeps public transport relevant.
- Different levels of integration are possible.
- There are opportunities across these levels of integration to shift users to active travel or low carbon modes.
- It's all about data.
- But brokering data-sharing requires careful choices.
- MaaS is not a substitute for every type of transport provision and regulation.
- Innovation isn't just about new types of mobility; it's about building mobility into other sectors.
- People are ruthless at choosing the most user-friendly experience.
- MaaS is great politics.