

# Mobility as a Service



## Overview

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This feasibility study was conducted by the Canadian Urban Institute in partnership with AECOM to gain a comprehensive understanding of the MaaS concept and its desirability and feasibility in the Greater Toronto Area (GTA), particularly with respect to addressing equity challenges.

**Mobility as a Service** (MaaS) is an integrated platform for transportation services. It combines multiple modes including public transit, taxis, ride-hailing, scooter, bike, and car sharing, and sometimes even parking fees and road tolls on one easy-to-use navigation and payment app.

This report outlines a framework for MaaS acceptance and implementation as a starting point to further the conversation around MaaS in the GTA. This includes identifying key partners, developing agreed upon goals, and establishing a common framework that includes fare and policy integration, data sharing standards, cost-effectiveness, and a means of leveraging existing transportation systems towards a more integrated mobility service delivery.

Based on best practice research and engagement with a broad array of stakeholders, we found that the implementation of MaaS must consider, at a minimum, technical solutions including the potential for integration of disparate fares; the unique policy and political context including the willingness and ability for cross-jurisdictional collaboration; and consideration of existing travel patterns – especially in the post-COVID context. In addition, appropriate physical infrastructure is necessary for MaaS implementation, especially in the context of active and micro-mobility options. This includes but is not limited to transit shelters and hubs, and bike lanes and sidewalks that are accessible, comfortable, and safe. This is especially true to address equity and accessibility gaps.

The benefits of MaaS for the GTA are numerous. For users, MaaS can expand mobility access by providing convenient, easy-to-use, and more cost-effective transportation options. It has the potential to bridge—and perhaps even close—the transportation equity gap while encouraging the adoption of more sustainable modes of travel.

For transit agencies and municipalities, particularly those in low-density areas, MaaS can contribute to solving the first-and-last mile problem and provide

options where conventional fixed-route services are less feasible. Similarly, by augmenting an existing transportation system, MaaS can improve the overall function of the system thereby improving the quality of service of conventional transit, increasing ridership, and contributing to more compact and complete communities that are less reliant on automobile usage.

While the benefits of MaaS are clear, our key takeaway is the need for a convening body to bring together all municipalities, the province, private operators, non-profit community organizations, and diversity groups to align goals towards MaaS acceptance, application, implementation, and iteration.

As the core and surrounding regions continue to grow, MaaS can help orient transit systems to support existing patterns of development, intensification, and future growth plans. Based on best practices in MaaS systems that have been implemented, the comprehensive and flexible nature of MaaS ensures that greater uptake in transit and micro-mobility use is evenly distributed to address first-and-last-mile challenges and broaden mobility access.