



# Mobility On Demand and As A Service Committee (MoDaaS)

The MoDaaS committee organized a free webinar on MoD and MaaS titled “Global MaaS Implementation: Lessons from Successes and Challenges.” **Carol Schweiger** of Schweiger Consulting moderated a four-member global panel that brought diverse perspectives to answer the question of what it takes to envision, create, and evaluate MaaS offerings.

**Roelof Hellemans** of the MaaS Alliance reminded us that MaaS was originally focused on standards and implementations, but the coronavirus pandemic prompted a reevaluation of MaaS strategies and alignment. For MaaS to work for everyone, Hellemans argues it must operate in an open ecosystem. Public authorities and mobility services must work together to create desired social outcomes, such as livable cities and enhanced user mobility enabled by shifting from ownership to shared mobility services.

**Elliott McFadden** of the Minnesota Department of Transportation highlighted that their initial MaaS Project showed a 4.2% increase in rural transit ridership, resulting in monthly users rising from 11,000 to over 18,000 and achieving 76% of the initial goal. This initial work promoted the adoption of data standards for rural transit through GTFS-Flex.

**Jean Ruestman** of the Michigan Department of Transportation outlined several lessons learned from a statewide MaaS platform procurement process: confusion over contract terminology and unclear desired deliverables led to evaluation challenges and the need for a new RFP. The unique nature of technology contracts and the need to address data security risks and software ownership questions add additional complexity to MaaS platform development.

**Ejiro Ikoko** of the University of Leeds shared research on informal transport services in the megacity of Lagos, Nigeria, underscoring the need to reconsider MaaS for informal, gendered, and resource-constrained contexts. Inclusive local co-creation of MaaS features, service areas, and platform architecture with riders can address mobility barriers.

**More Information:** The [webinar recording](#) and presentation slides are available at no cost on ASCE Collaborate. You can register for a free account using <https://collaborate.asce.org/login>. It's free to join and you will have access to our complete library, past and future.