

# MaaS Ladder

## Success indicators for Mobility as a Service initiatives

### Urban trends

- More commuters
- More city dwellers
- More modes of transportation

### Trend in mindset

More efficient and sustainable use of time, money and resources through sharing transport modes.

### Spacial issues

- Circulation in inner cities and peripheries
- Parking space
- Intensified and diversified use of public space by a multitude of stakeholders

### In short: MaaS Ladder

- A step by step checklist of criteria and actions
- to assess MaaS initiatives
- to guide and advise public authorities in metropolitan areas.

The MaaS success indicators represent all actors in a MaaS initiative and include further sub- criteria specific to each individual actor.

The action scheme includes the conduct of a baseline measurement, the assessment of the initiative's ambitions and finally the monitoring of implementation.

