

# Whimpacts

## Insights from the world's first Mobility-as-a-Service (MaaS) system

There is arguably no place in the world where the concept of MaaS is more developed than in Helsinki, Finland. With the Whim app, users can combine, plan, and pay for public transport, taxi, car rental, car sharing and city bike trips.

In Ramboll we have done an analysis of the full 2018 year of data from 70.000 users and that has resulted in several findings regarding the nature and preferences of early-adopters, and the development of the Whim service during its first year of operation.

The report called "Whimpacts" provides important insights on several of the greatest concerns about MaaS – Will MaaS lead to a car-dependent city? Does MaaS steal ridership from public transport? Is MaaS only attractive to a niche group of urbanites? *Whimpact* reveals results on how people use MaaS and how that compares to overall usage of transportation services in a particular city.

The study's key findings indicate that public transportation is the backbone of MaaS:

- Whim users make 63% of their trips with public transportation compared to 48% trips made by the average citizen.
- 42% of all Whim users' city bike trips are combined with public transportation.
- Whim users are steeped into multimodalism, using both bicycles and taxis to solve the first mile - last mile problem.
- Whim users combine taxis three times more often with public transportation, compared to other users in Helsinki on average.
- Whim customers use a wide range of transportation services, and they are clearly shifting to sustainable mobility patterns, which will have a major impact on city congestion and car dependency.

There is much to glean from this first glimpse at the nature of MaaS and a substantial group of MaaS users in the real world, and much to share and discuss together. The data suggest that public transport is the backbone of MaaS users' travel habits, MaaS users excel in multi-modality, and the MaaS platform is potentially facilitating first/last mile choices that lead to greater access to public transport. We find these insights encouraging and hope you do too!

At this early stage in the life of MaaS and Whim, there are a host of limitations to the available data set which restricts the framework of our analysis. Foremost among these is that the data reflect the first year of operations of the MaaS service. This means that the data are characterized by both a high growth-rate in users and being highly skewed towards early adopters. It is important to note that early adopters are nonetheless evenly represented across most age groups. Another important limitation is that during the sample period, new modal choices were added to the Whim service, thereby expanding the range of mobility options for customers but complicating the ability to normalize data sets for comparison purposes. For example, the option for car-sharing was not introduced until November 2018. To control these variations, our study focuses mostly on a combination of public transport, bicycle, taxi, and in some cases car rental trips.