Mobility-as-a-Service means literally mobility as a service (rather than a product). The same way as we subscribe today to cellular providers we could potentially subscribe to a transportation provider that offers superior service for a subscription. The outcome of it, is an aggregator that offers all modes within one application. The modes can be grouped in 5 categories for data integration: fixed route services, demand responsive transit, on-demand (taxi, Uber and Lyft) which offer their services in the mobility (Zagster at meridian) and On-demand services, demand responsive transit, On-demand (taxi/uber). The modes can be grouped into 5 categories for data integration: fixed route services, demand responsive transit, and micro mobility services (e-scooter and bike-share). The outcome of it, is an aggregator that offers all modes within one application.

There are 4 levels of integration in an MaaS: 6. basic information integration as schedules and frequency, level 2, integration of payments and booking, level 3, subscription services, level 4 adding policies in the level's integration. The higher the level within providers, the easier it is to integrate them.

The Southeast Public Improvement Metropolitics District (SPIMD) was used as the boundary of the Denver South Mobility-as-a-Service (MaaS).Because of the size that the MaaS has to deal with in this area, the Transportation Management Association (TMA), became the service that the MaaS has to deal with in this area. The TMA has a direct influence on the benefits provided to commuters and residents, because of the specificity of the area. In the diagram below, all current transportation services are shown. The SPIMD area is in green, demand responsive transit (Flexride and Lone Tree Link), and micro-mobility (Uber and Lyft) are in pink. The existing rail lines are shown in blue.

Since the most frequent and reliable transportation is in the area, all the rail was used in the handshake of the MaaS. The TMA was consulted and the need for the MaaS to perform a potential specific number of employees.

The second analysis was about understanding commuter’s potential specific number of employees. It was found that 137,352 workers commute into SPIMD and one of these systems is within what is considered an indirect approach, in which commuters live within a mile or have to use a frequent connecting service in order to get to the MaaS or the light rail. This diagram is below for both approaches.

With the potential demand of riders, the current MaaS program established a recommended approach was made to the TMA, which included:

- Supporting the establishment of standard policies for the multi-jurisdiction area
- Joining efforts with regional organizations as DRCOG, and the Colorado Smart Cities Alliance and international organizations as the Maas Alliance
- Look funding through FTA and DOT grants for a pilot project
- Leverages parking and transit benefits in the creation of a MaaS programs (park and ride and park and pool)
- Improves service in key locations or lines for better connectivity
- Provides better first and last mile connections in the SPIMD area as micro-mobility and car-sharing
- Create mobility hubs at stations through place-making

1. Workers inflow, residents that work in the area and residents who travel out to work elsewhere (unspecified). Source: LODES data

2. The second analysis was about understanding potential specific number of employees. It was found that 137,352 workers commute into SPIMD and one of these systems is within what is considered an indirect approach, in which commuters live within a mile or have to use a frequent connecting service in order to get to the MaaS or the light rail. This diagram is below for both approaches.

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