

„Last Mile“ Smart Mobility Solutions

Kaija Haapasalo ¹

ABSTRACT

This “Last Mile” Smart mobility solutions ; project utilizes market-oriented approach to seek innovative mobility solutions for the needs of tourists, residents and commuters in collaboration with companies that provide mobility services. The aim is to facilitate the commercial utilisation of new solutions and integrate them into the existing transport system. The project involves identifying the mobility needs of different target groups and responding to them with a trial programme that pilots solutions for facilitating mobility and improving the accessibility of the target areas.

The existing Last mile project utilises a market-oriented approach to seek new smart mobility solutions for the needs of tourists, residents and commuters. The aim is to facilitate transport for these target groups (travellers, residents and commuters) in Finland in specific geographical areas (like marine coastline, Natural Park and Airport near the city) of three metropolitan cities (Helsinki, Espoo and Vantaa.) This EU-funded Last Mile project of six organizations in Finland aims to facilitate the commercial utilisation of new solutions and integrate them into the existing transport system. In the project the mobility needs of different target groups have been identified first and based on those results and workshops with companies each city is running a trial programme that pilots solutions for facilitating mobility and improving the accessibility of the areas. Some of these pilots have been implemented already during summer 2018 and some are continuing until spring 2019. Examples of these pilots so far are e.g. co-operation between carsharing company DriveNow and Easypark for smart parking, Über- type of boat service platform, audioguided electric bike services for tourists and shuttle bus service inside the natural park. Last Mile project combines technological and business knowledge with service design. Metropolia’s part in the project so far has been to conduct several research activities to travellers and residents at the airport, cruise ship terminal, in the Natural Park and at the coastal walkline. The target has been to understand people’s expectations towards transport services and accessibility of touristic attractions. An international benchmark study relevant to all specific areas of the project has been completed too. The three cities have utilized this research work when defining the requests for quotations of the pilots. Chosen mobility services

¹ Metropolia University of Applied Sciences, kaija.haapasalo@metropolia.fi

are developed further with companies in service design workshops. A general MaaS business model suitable for each city and target area there and also for the pilot companies is developed with help of Metropolia project team.

Aim of the paper and urban challenge it addresses:

To introduce a project in Finland which seeks smart and sustainable last mile mobility solutions for tourists, residents and commuters in the city areas in collaboration with companies that provide mobility services and companies in tourism industry. To benchmark similar projects in the area of the U!REKA partner universities and to discuss about the possibilities to combine reporting of the results or develop further research on this topic.

KEYWORDS

Keyword 1	Smart city
Keyword 2	mobility and accessibility solutions
Keyword 3	last mile
Keyword 4	urban transport services
Keyword 5	co-operation between cities

WORKSHOP

Workshop IV: The Smart City