Questionnaire to MaaS service providers

This questionnaire was developed within the framework of the KOMPIS project (Work Package 4).

The survey is to be completed by organisations (within the private and public sectors) that have packaged a MaaS service and delivered it to customers / users on a pilot basis. The questionnaire should be completed approximately one month before the pilot ends.

The survey should be digitalised using any suitable web tool. It is up to each pilot to select and create web-based surveys using the contents of this document. It is important to select a tool that (i) provides the required question and answer formats, (ii) which can provide output in **SPSS format**, and (iii) that meets the requirements of the EU Data Protection Regulation (**GDPR**).

KOMPIS aims to collect responses from many pilots who are involved in trialling different types of MaaS services. In order to be able to compare responses from different pilots, the questions posed within this questionnaire, along with answer options, must not be removed nor changed. However, questions and answer options can be added if required by individual service providers.

This questionnaire, together with other questionnaires that target end users and municipalities, are a work in progress. The questionnaires will be improved on an ongoing basis following feedback from different types of respondents. As such, we are interested in entering dialogues with actors engaged in MaaS pilots to help us refine our data collection techniques.

For questions and queries, please contact:

> MariAnne Karlsson
> Design & Human Factors
> Chalmers tekniska högskola
> Telephone: 031-772 1108
> Email: mak@chalmers.se

GDPR / personal data

Data generated using this questionnaire will be stored in a national database developed by RISE within the KOMPIS-project. The database is intended to facilitate comparative studies between different types of combined mobility services and assessments of their sustainability impacts. The database will NOT store personal data (e.g. names and contact details). These are requested within this questionnaire to facilitate analyses using data generated from different questionnaires (i.e. questionaires sent at different points in time. All personal data will be anonymised within the KOMPIS database.

Part 1. Description of the MaaS service

1. **What type of organisation is responsible for providing a MaaS service to customers and users within your pilot?**

   This refers to the MaaS provider that has delivered a MaaS service to users / customers and that is accrued payments from customers during the pilot.

   Name (optional)

   - ☐ Private company   --
   - ☐ Public organisation   --
   - ☐ Cooperative   --
   - ☐ Non-profit organisation   --
   - ☐ Consultancy   --
   - ☐ Research institute   --
   - ☐ Other (describe)   --

2. **How many employees does the MaaS service provider have?**

   This refers to the MaaS provider that has delivered a MaaS service to users / customers and that is accrued payments from customers during the pilot.

   - ☐ Less than 10 employees
   - ☐ Between 10 and 50 employees
   - ☐ Between 50 and 100 employees
   - ☐ More than 100 employees

3. **What are the main reasons for your interest in developing MaaS services? Several answers are possible.**

	Irrelevant 0	Relevant 1	Very relevant 2
MaaS represents a business and/or innovation opportunity	☐	☐	☐
To attract new customers	☐	☐	☐
Our competitors are engaged in MaaS	☐	☐	☐
We forsee an opportunity to make cost savings	☐	☐	☐
We want to improve our brand	☐	☐	☐
MaaS is a sustainability opportunity	☐	☐	☐
Due to technological developments	☐	☐	☐

Due to stakeholder pressure/s	☐	☐	☐
Due to political/regulatory directives	☐	☐	☐
Other (describe): _____	☐	☐	☐
Other (describe): _____	☐	☐	☐

4. **Which transport services and modes are included in your MaaS service? Several answers are possible.**

		Which companies provide these services?
☐	Local public transport	_____
☐	National trains	_____
☐	Regional trains	_____
☐	Station-based car club/pool	_____
☐	Free-floating car club/pool	_____
☐	Private (P2P) car sharing	_____
☐	Rideshare services	_____
☐	Car rental	_____
☐	Taxi	_____
☐	Bicycle pool	_____
☐	Grocery deliveries	_____
☐	Other: _____	_____
☐	Other: _____	_____

5. **Which of the following functionalities are included in your MaaS service? Several answers are possible.**

		Which companies provide these functionalities?
☐	All transport modes/services are sold via subcription packages with fixed monthly prices	_____
☐	Some transport modes/services are sold via subcription packages with fixed monthly prices	_____
☐	Pre-purchase of single tickets for different transport modes/services	_____
☐	Purchase of single tickets for different transport modes/services with monthly invoicing	_____
☐	Booking for different transport modes/services	_____
☐	Travel / routeplanning	_____
☐	Customer support	_____
☐	Travel guarantee/s	_____

☐ Other: _____ _____

☐ Other: _____ _____

6. How do individual travellers access these functionalities? Several answers are possible

	Smartphone application	Webpage	Telephone or sms	Other (describe):
Purchase of monthly subscription packages	☐	☐	☐	_____
Pre-purchase of single tickets	☐	☐	☐	_____
Purchase of single tickets with monthly invoicing	☐	☐	☐	_____
Booking for different transport modes/services	☐	☐	☐	_____
Travel / routeplanning	☐	☐	☐	_____
Travel guarantee/s	☐	☐	☐	_____
Other: _____	☐	☐	☐	_____
Other: _____	☐	☐	☐	_____

7. If customer support is provided, how is it delivered?

	Smartphone application	Webpage	Telephone or sms	Other (describe):
Fixed times during the day	☐	☐	☐	_____
Fixed times during the day and evenings	☐	☐	☐	_____
Fixed times during the day, evenings and weekends	☐	☐	☐	_____
24/7	☐	☐	☐	_____
Other: _____	☐	☐	☐	_____

8. What types of customers have purchsed the service during the piloting period? Several answers are possible.

☐ Business and organisational customers (from the private and/or public sectors

☐ Private individuals

☐ Other: _____

8.1. If your service has been sold to private individuals, which of the following segments do they belong? Several answers are possible.

- ☐ Single-occupancy households
- ☐ Multiple-occupancy households
- ☐ Commuters
- ☐ Tourists
- ☐ Elderly people
- ☐ Disabled people
- ☐ Other: _____
- ☐ Other: _____
- ☐ Not sure

8.2. If your service has been sold to private individuals, for what types of trips has it been used? Several answers are possible.

- ☐ Commuting trips to and from work and/or school/college/university
- ☐ Business trips
- ☐ Shopping and/or grocery trips
- ☐ Personal errands (e.g. to the bank, doctor, etc.)
- ☐ Leisure trips (family visits, for sports, hobbies, etc.)
- ☐ Vacation and holiday trips
- ☐ Not sure

9. If your service has been sold to business and organizational customers, for what types of trips has it been used? Several answers are possible.

- ☐ Local business trips
- ☐ Intercity or interregional business trips
- ☐ International business trips
- ☐ Commuting to and from the workplace
- ☐ Client trips (trips to/from customers and clients)
- ☐ Other: _____
- ☐ Other: _____
- ☐ Not sure

10. How many individuals have used your service during the pilot?

- ☐   0–100
- ☐   101–200
- ☐   More than 200

11. Within which geographical areas has your service been available during the piloting period? Several answers are possible.

- ☐   City
- ☐   Suburb
- ☐   Town
- ☐   Rural villages
- ☐   Sparsely-populated areas
- ☐   Other: _____
- ☐   Other: _____

Rural villages are deined as specific areas with more than 3000 inhabitants, which are situated within a 5-45 minute car trip from a town or city.

Sparsely populated areas are defined as areas with a similarly low population density that are situated more than a 45 minute car trip from a town or city.

12. Within which <u>other</u> types of geographical areas do you feel the service could function in the future? Several answers possible.

	Strongly disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly agree 5	I do not know 0
Cities	☐	☐	☐	☐	☐	☐
Suburbs	☐	☐	☐	☐	☐	☐
Large towns	☐	☐	☐	☐	☐	☐
Rural villages	☐	☐	☐	☐	☐	☐
Sparsely-populated areas	☐	☐	☐	☐	☐	☐
Other: _____	☐	☐	☐	☐	☐	☐
Other: _____	☐	☐	☐	☐	☐	☐

Part 2. Prices and costs

14. How has the service been offered during the pilot? Several answers possible

- ☐ Subscription model with fixed prices
- ☐ Pay-as-you-go
- ☐ Pay-per-use with monthly invoicing
- ☐ Other: _____
- ☐ Other: _____

Pay-as-you-go is defined as a payment model whereby customers pay for each trip as it is made.

Pay-per-use with monthly invoicing implies that customers receive a single invoice for a fixed period (e.g. one month) to such that all travel costs are collated and paid for retroactively.

15a. If the service is sold to <u>private individuals</u> via one or several <u>subscription models with fixed montly prices</u>, to what extent can individuals utilise the following services <u>each month</u>?

	Example	Monthly subcription
Local public transportation	*Unlimited trips*	
National trains	*Unlimited trips (max 400km)*	
Regional trains	*Unlimited trips (max 500 km)*	
Station-based car club	*10 trips (max 200km)*	
Free-floating car club	*10 trips (max 200km)*	
Private (P2P) carshare	*10 trips (max 200km)*	
Rideshare services	*30 trips (max 500km)*	
Rental cars	*4 trips (max 200km)*	
Taxi	*Unlimited trips (max 5km each)*	
Bikeshare services	*Unlimited rentals*	
Grocery deliveries	*5 deliveries for purchases more than €20*	
Other: _____		
Other: _____		
☐ Prefer not to answer		

15b. If the service is sold to <u>private individuals</u> via one or several <u>subscription models with fixed montly prices</u>, what are the monthly costs? Please note any other one-time fees or additional costs for using the service.

	Example	Monthly subscription
Registration fees	*€30 (one-time admin fee)*	
Fixed monthly fees	*€500 per month*	
☐ Prefer not to answer		

15c. If the service is sold to <u>private individuals</u> via one or several <u>pay-as-you-go or pay-per-use models,</u> what are the monthly costs? Please note any other one-time fees or additional costs for using the service.

Pay-as-you-go is defined as a payment model whereby customers pay for each trip as it is made.

Pay-per-use with monthly invoicing implies that customers receive a single invoice for a fixed period (e.g. one month) to such that all travel costs are collated and paid for retroactively.

	Example	Pay-as-you-go	Pay-per-use
Registration fees	*€30 (one-time admin fee)*		
Local public transportation	*€3.50 per trip*		
National trains	*According to official pricing with a 20% discount*		
Regional trains	*According to official pricing with a 20% discount*		
Station-based car club	*€5 per hour plus €0.20 per km*		
Free-floating car club	*€5 per hour plus €0.20 per km*		
Private (P2P) carshare	*€5 per hour plus €0.20 per km*		
Rideshare services	*€0.20 per km*		
Rental cars	*€75 per day*		
Taxi	*€5 booking fee, €1.50 per km and €30 per hour*		
Bikeshare services	*€1 per hour*		
Grocery deliveries	*€5 per delivery for purchases less than €20, free deliveries for purchases more than €20*		
Other _____			
Other _____			

☐ Prefer not to answer

16a. If the service is sold to <u>companies or organisational customers</u> via one or several <u>subscription models with fixed montly prices</u>, to what extent can <u>each organisational user</u> utilise the following services <u>each month</u>?

	Example	Monthly subscription
Local public transportation	*Unlimited trips*	
National trains	*Unlimited trips (max 600km)*	
Regional trains	*Unlimited trips (max 300 km)*	
Station-based car club	*50 trips (max 500km)*	
Free-floating car club	*50 trips (max 500km)*	
Private (P2P) carshare	*50 trips (max 500km)*	
Rideshare services	*75 trips (max 500km)*	
Rental cars	*20 trips (max 600km)*	
Taxi	*Unlimited trips (max 5km per trip)*	
Bikeshare services	*Unlimited rentals*	
Other _____		
Other _____		
☐ Prefer not to answer		

16b. If the service is sold to <u>companies or organisational customers</u> via one or several <u>subscription models with fixed montly prices</u>, what are the monthly costs? Please note any other one-time fees or additional costs for using the service.

	Example	Monthly subsription
Registration fees	*€50*	
Fixed monthly fees	*€2000*	
☐ Prefer not to answer		

16c. If the service is sold to <u>companies or organisational customers</u> via one or several <u>pay-as-you-go or pay-per-use models,</u> what are the monthly costs? Please note any other one-time fees or additional costs for using the service.

Pay-as-you-go is defined as a payment model whereby customers pay for each trip as it is made.

Pay-per-use with monthly invoicing implies that customers receive a single invoice for a fixed period (e.g. one month) to such that all travel costs are collated and paid for retroactively.

	Example	Pay-as-you-go	Pay-per-use
Registration fees	*€30 (one-time admin fee)*		
Local public transportation	*€3.50 per trip*		
National trains	*According to official pricing with a 20% discount*		
Regional trains	*According to official pricing with a 20% discount*		
Station-based car club	*€5 per hour plus €0.20 per km*		
Free-floating car club	*€5 per hour plus €0.20 per km*		
Private (P2P) carshare	*€5 per hour plus €0.20 per km*		
Rideshare services	*€0.20 per km*		
Rental cars	*€75 per day*		
Taxi	*€5 booking fee, €1.50 per km and €30 per hour*		
Bikeshare services	*€1 per hour*		
Other _____			
Other _____			
☐ Prefer not to answer			

17. What sort of flexibility is there for customers/users of the service? Can customers/users…

	Private users	Organisational users	If particular conditions apply, please describe them below:
Lend their membership to other users	☐	☐	_____
Retain unused credit for coming months/payment periods	☐	☐	_____
Register or cancel membership for free	☐	☐	_____
Cancel membership without notice period	☐	☐	_____
Other: _____	☐	☐	_____
Other: _____	☐	☐	_____
Other: _____	☐	☐	_____
Other: _____	☐	☐	_____

18. On average, how much have private users paid per month for using the service during the pilot period?

A private user is an individual that uses the service for personal trips.

If the service is sold via subsriptions that are used by several individuals (e.g. a monthly subscription that is used by several members of a household), please calculate or estimate the average cost per individual.

Example: If a household purchases a subscription to your service for €200 per month, and the household consists of four people that share the subscription, the cost is €50 per person per month.

Monthly cost to private individuals
- ☐ €0-50
- ☐ €51-100
- ☐ €151-200
- ☐ €251-300
- ☐ €301-400
- ☐ More than €400
- ☐ Prefer not to answer

19. On average, how much have company/organisational users paid per month for using the service during the pilot period?

A company/organisational user is an individual that works within a company or organisation that has purchased the service for use by their employees.

If the service is sold via subsriptions that are used by several company/organisational users (e.g. a monthly subscription that is sold to a compant), please calculate or estimate the average cost per the total number of employees that use the service (i.e. not the entire company – only the employees that use the service).

Example: If a company purchases the service for €5000 per month, and the company has 100 employees that use the service, the cost is €50 per employee per month.

Monthly cost to company/organisational users

- ☐ €0-50
- ☐ €51-100r
- ☐ €151-200
- ☐ €251-300
- ☐ €301-400
- ☐ More than €400
- ☐ Prefer not to answer

20. On average, how much do you pay for the use of each individual transport mode that is included in your service? Enumerate these costs per user (private individual or company/organisational user) per month.

	€0-50	€51-100	€151-200	€201-250	€251-300	€301-400	More than €400
Local public transportation	☐	☐	☐	☐	☐	☐	☐
National trains	☐	☐	☐	☐	☐	☐	☐
Regional trains	☐	☐	☐	☐	☐	☐	☐
Station-based car club	☐	☐	☐	☐	☐	☐	☐
Free-floating car club	☐	☐	☐	☐	☐	☐	☐
Private (P2P) carshare	☐	☐	☐	☐	☐	☐	☐
Rideshare services	☐	☐	☐	☐	☐	☐	☐
Rental cars	☐	☐	☐	☐	☐	☐	☐
Taxi	☐	☐	☐	☐	☐	☐	☐
Bikeshare services	☐	☐	☐	☐	☐	☐	☐
Grocery deliveries	☐	☐	☐	☐	☐	☐	☐
Other: _____	☐	☐	☐	☐	☐	☐	☐
Other: _____	☐	☐	☐	☐	☐	☐	☐

☐ Prefer not to answer

21. In your opinion, how likely is it that the service that was trialled during the pilot can become profitable in the future?

Very unlikely	Unlikely	Likely	Very likely	I don't know	It has already happened
1	2	3	4	0	5
☐	☐	☐	☐	☐	☐

22. In your opinion, how likely is it that the service that was trialled will be launched on a commercial basis after the pilot has concluded?

NB: The term "commercial basis" does not refer to a service that generates profit, but rather a service that is launched on the market on a more permanent basis without pilot funding.

Very unlikely	Unlikely	Likely	Very likely	I don't know	It has already happened
1	2	3	4	0	5
☐	☐	☐	☐	☐	☐

23. If the total number of individuals that travel using your service were to increase to 10,000 users, how would this affect the following operational costs?

NB: Focus on actual operational costs and not costs related to establishing and running the pilot.

Your costs related to…	Significant reduction 1	Limited reduction 2	No change 3	Limited increase 4	Significant increase 5	I don't know 0
Different transport services and modes	☐	☐	☐	☐	☐	☐
IT platform	☐	☐	☐	☐	☐	☐
Smartphone application/s	☐	☐	☐	☐	☐	☐
Employees	☐	☐	☐	☐	☐	☐
Customer support	☐	☐	☐	☐	☐	☐
Marketing	☐	☐	☐	☐	☐	☐
Other operational costs	☐	☐	☐	☐	☐	☐

24. Which of the following do you regard as CAPEX costs that are necessary to further develop the piloted service and launch it on a commercial basis?

CAPEX refers to fixed costs related to the acquisition of necessary fixed assets, such as equipment, loans, cashflow and investment capital.

NB: The term "commercial basis" does not refer to a service that generates profit, but rather a service that is launched on the market on a more permanent basis without pilot funding.

Necessary CAPEX costs	Estimated magnitude				
	Very low 1	Low 2	Zero 3	High 4	Very high 5
☐ Agreements with different service providers	☐	☐	☐	☐	☐
☐ IT developments/infrastructure	☐	☐	☐	☐	☐
☐ Smartphone applications	☐	☐	☐	☐	☐
☐ Equipment and machinery	☐	☐	☐	☐	☐
☐ Vehicles	☐	☐	☐	☐	☐
☐ Financial capital	☐	☐	☐	☐	☐
☐ Legal fees	☐	☐	☐	☐	☐
☐ Premises	☐	☐	☐	☐	☐
☐ Other: _____	☐	☐	☐	☐	☐
☐ Other: _____	☐	☐	☐	☐	☐

Part 3. Innovation

25. In your opinion, how likely is it that the following providers of the following services will collaborate or partner with you in the future?

	Very unlikely 1	Unlikely 2	Likely 3	Very likely 4	I don't know 0
Local public transportation	☐	☐	☐	☐	☐
National trains	☐	☐	☐	☐	☐
Regional trains	☐	☐	☐	☐	☐
Station-based car club	☐	☐	☐	☐	☐
Free-floating car club	☐	☐	☐	☐	☐
Private (P2P) carshare	☐	☐	☐	☐	☐
Rideshare services	☐	☐	☐	☐	☐
Rental cars	☐	☐	☐	☐	☐
Taxi	☐	☐	☐	☐	☐
Bikeshare services	☐	☐	☐	☐	☐
Grocery deliveries	☐	☐	☐	☐	☐

26. In your opinion, how likely is is that the pilot will lead to new business opportunities?

	Very unlikely 1	Unlikely 2	Likely 3	Very likely 4	I don't know 0	It has already happened 5
New start-up companies	☐	☐	☐	☐	☐	☐
New partnerships or joint ventures	☐	☐	☐	☐	☐	☐
New export opportunities	☐	☐	☐	☐	☐	☐
Licences	☐	☐	☐	☐	☐	☐
Intellectual property rights	☐	☐	☐	☐	☐	☐
Other: _____	☐	☐	☐	☐	☐	☐
Other: _____	☐	☐	☐	☐	☐	☐

27. In your opinion, how likely is is that the pilot will lead to new job opportunities?

Very unlikely	Unlikely	Likely	Very likely	I don't know	It has already happened
☐	☐	☐	☐	☐	☐

28. In your opinion, how likely is is that your combined mobility service will incorporate other, non-mobility services in the future?

	Very unlikely	Unlikely	Likely	Very likely	I don't know	It has already happened
	1	2	3	4	5	6
Data services	☐	☐	☐	☐	☐	☐
Deliveries	☐	☐	☐	☐	☐	☐
Virtual meetings	☐	☐	☐	☐	☐	☐
Parking services	☐	☐	☐	☐	☐	☐
Other: _____	☐	☐	☐	☐	☐	☐
Other: _____	☐	☐	☐	☐	☐	☐

Part 4. Sustainability

29. When developing and designing your combined mobility service, how important were the following factors?

	No priority 1	Low priority 2	Some priority 3	High priority 4	Very high priority 5
Reduced climatic impact	☐	☐	☐	☐	☐
Clean air	☐	☐	☐	☐	☐
Reduced congestion	☐	☐	☐	☐	☐
Other: _____	☐	☐	☐	☐	☐
Other: _____	☐	☐	☐	☐	☐

30. During the pilot, to what extent has your service provided access to environment-friendly cars?

Environment-friendly cars are typically low-emission vehicles with a low climatic impact. Despite the lack of a common definition, environment-friendly cars can be regarded as those which are fuelled by electricity, ethanol, biogas and other non-fossil fuels.

	Not at all 1	Somewhat 2	Completely 3	I don't know 0	NA 0
Station-based car club	☐	☐	☐	☐	☐
Free-floating car club	☐	☐	☐	☐	☐
Private (P2P) carshare	☐	☐	☐	☐	☐
Rideshare services	☐	☐	☐	☐	☐
Rental cars	☐	☐	☐	☐	☐
Taxi	☐	☐	☐	☐	☐
Other: _____	☐	☐	☐	☐	☐

30. Did the pilot incorporate any of the following measures as an attempt to promote sustainable travel behaviour among users?

	Yes	No
Rewards in the form of discounts or other monetary incentives	☐	☐
Competitions (e.g. win access to a Tesla for a weekend in exhange for a certian type of travel behaviour)	☐	☐
Environment-friendly travel options are emphasised in digital interfaces (e.g. smartphone apps)	☐	☐
Campaigns (e.g. marketing activities that encourage sustainable travel behaviour)	☐	☐
Other: _____	☐	☐
Other: _____	☐	☐