



# Abstract

## Smart Mobility Services: Issue and Policy Implications

Range of smart mobility expands from personal mobilities to new transportation services based on cutting edge IT technologies. Thanks to the emergence of sharing economy, automatic driving technology, development of smart city and diversification of personal mobilities, smart mobility services are transferring from introduction stage to growth stage. Especially newly entering mobility services such as 'Kakao carpool', Tada' have become social issues through mass media, as they come into strife with existing taxi services. With regard to this conflict, the necessity for the government to establish proper policy is growing.

This study reviews current state of smart mobility and its problems in domestic and foreign cases, and carries surveys for smart mobility users, academic experts and stakeholders. Through this, each possible ways of smart mobility development for users, employees, new industry and old industry are respectively suggested. Also each role of Gyeonggi-Do, city governments, and private sectors is defined and phase by phase progression schemes are suggested.

This study defines smart mobility to the scope of PM(Personal Mobility), sharing car, Maas(Mobility as a Service), and smart transportation system. Sharing car service in detail involves car sharing, ride-hailing, taxi-hailing, ride-sharing and carpool.

**Key Word**

Smart Mobility, personal mobility, car sharing, MaaS, Mobility as a Service, sharing economy, smart city