

Developing “Mobility as a Service” in the West Midlands



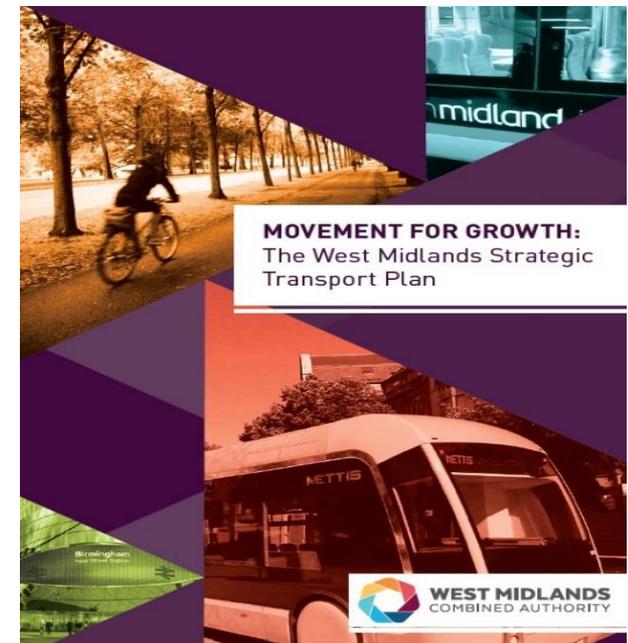
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Our MaaS Journey

- Strategic Policy Context
- What is Mobility as a Service (MaaS)
 - Benefits of MaaS
- Delivery Models and Technical Capabilities
 - MaaS Collaboration Partners
 - Future and Summary

Context - TfWM

- Transport for West Midlands (TfWM) - transport arm of the WMCA
- TfWM replaces **Centro** and **West Midlands ITA** (*both abolished*)
- WMCA adopted “**Movement for Growth**” - **West Midlands Strategic Transport Plan**
- Plan outlines policies to enable **Intelligent** and **Shared Mobility opportunities**
- MaaS is strategic solution to improve **Urban Mobility**



What is Mobility as a Service?

*Definition - “MaaS is the provision of an **efficient, personalised** transport service, **integrating a range of modes** and presenting the consumer with the **best options** for getting from A to B.”*

- **Flexible ticketing and payment options**
- Allowing consumers to pay for access to a **range of mobility options**
- Rather than mode specific - meaning consumers can be **modally agnostic**

What is Mobility as a Service?

Holistic

Modally agnostic

User focused

Flexible payments

Dynamic

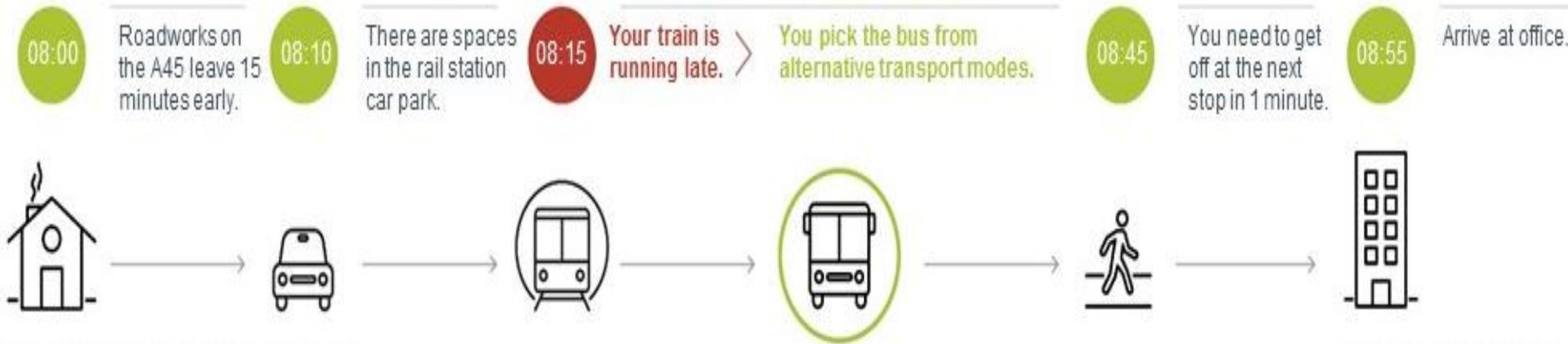
Behavioural change is built in

Data driven



MaaS Provider or Enabler?

What does MaaS look like to the user?



FEATURE

Automatic adjustment of alarm clock in smart phone.

- UBER**
- RIDE SHARE**
- BROMPTON BIKE HIRE**

FEATURE

☆☆☆☆☆

Please rate your journey

YOU'VE JUST SAVED **£4.50**

CALORIES BURNT **355kcal**

Why MaaS

- West Midlands population forecast to grow by 444,000 people by 2035 – comparable to a city the size of Bristol or Liverpool
- 165,000 new homes are needed to accommodate this growth
- WMCA/TfWM delivering ambitious infrastructure investment projects to create growth and jobs as well helping to move goods and people around
- Infrastructure and Maintenance scheme delivery causing adverse impacts on transport network, as well as wider transport disruption incidents
- **SOLUTION - MaaS is a way of tackling these issues**



WEST MIDLANDS
COMBINED AUTHORITY

Find out more at www.westmidlandscombinedauthority.org.uk

Why MaaS

Private sector

- New business opportunities to capture user spend on travel services
- Data to intelligence
- Opportunities for efficiency improvements

Public sector

- MaaS directly supports public policy
- Potentially new revenue streams

£324

Spend on travel per month by the average UK household (ONS)

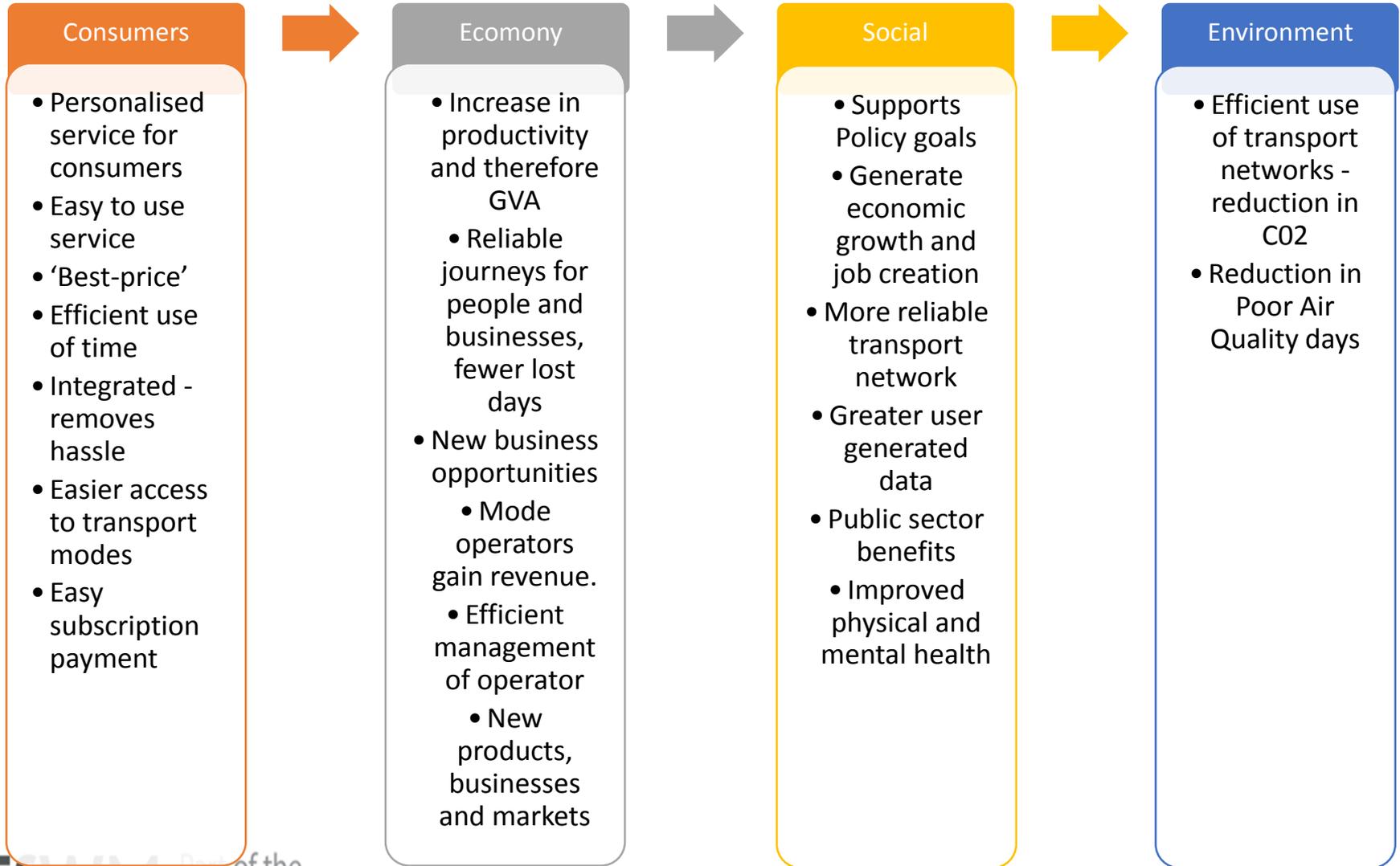
£4.3bn

Cost of congestion to the UK economy (CEBR)

40,000

UK deaths attributable to air quality (RCP & RCPH)

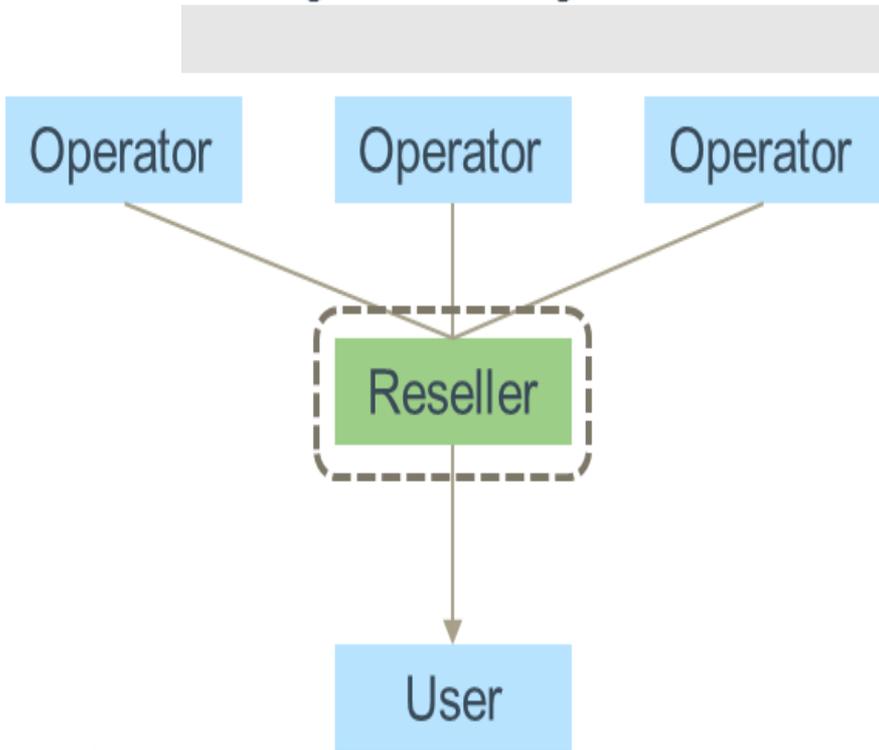
Benefits of MaaS



Delivery Models for MaaS

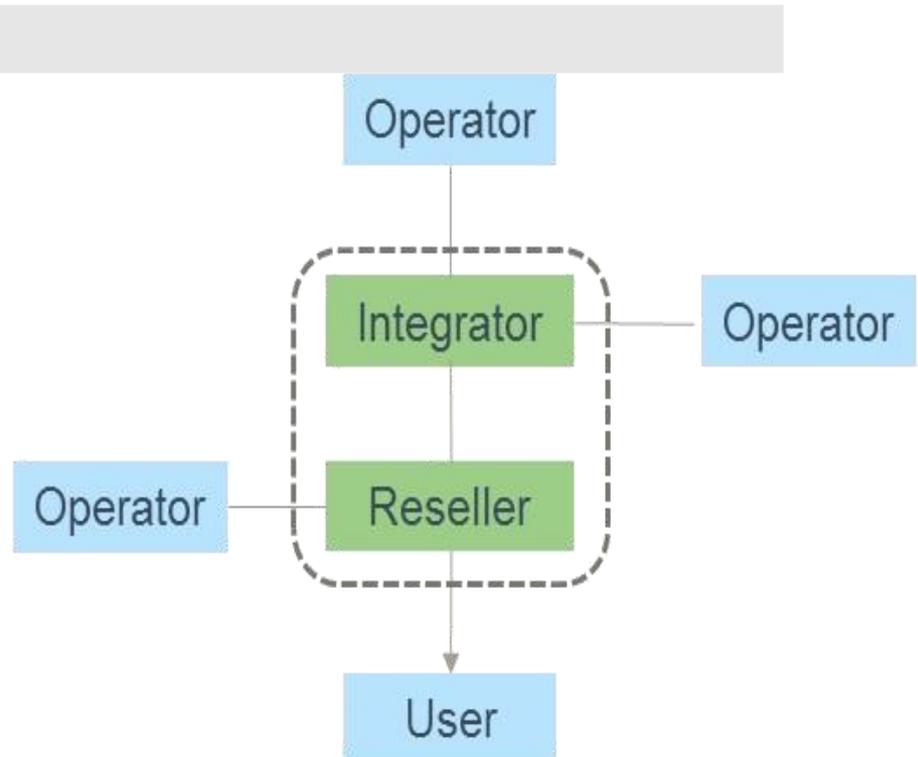
Reseller Model

e.g. a Travel Agent



Integrator Model

e.g. a operator (National Express)



Technical capabilities to Deliver MaaS

Required technical capabilities

- **Mode choice**
- **Data**
- **Operation**
- **End user hardware**
- **Communications**
- **Customer relations**
- **System integration**

MaaS and Public Authorities

- Why should the public sector be involved?
- To ensure that MaaS works for everyone
- To prevent market distortion
- It can be easier to ride the wave of disruption, than join it later

So what role for the public sector in delivering MaaS?

Enablement

- Targeted investment in innovation
- Provide the underpinning transport network
- Targeted pilot project to enable the market

How MaaS might look in the West Midlands?



Future

- Enabling a MaaS Pilot Project
 - Engaging with 500 users
 - Test the potential market
 - Commercially basis
- Developing wider collaboration opportunities with:
 - TravelSpirit
 - MaaS Alliance
 - Wider UK engagement with UKCA and TfL

Summary

- MaaS represents a paradigm shift in **the way we approach the delivery and consumption of mobility**
- MaaS can provide consumers with a **better journey experience**
- There are two business models that can be used to supply MaaS, namely: the **'reseller'** and the **'integrator'** models
- Public Authorities must foster a **culture of enablement**
- Help provide the private sector with **confidence to invest and develop MaaS**