Mobility as a Service in the West Midlands

Chris Lane
Head od Smart Travel

Who are we?
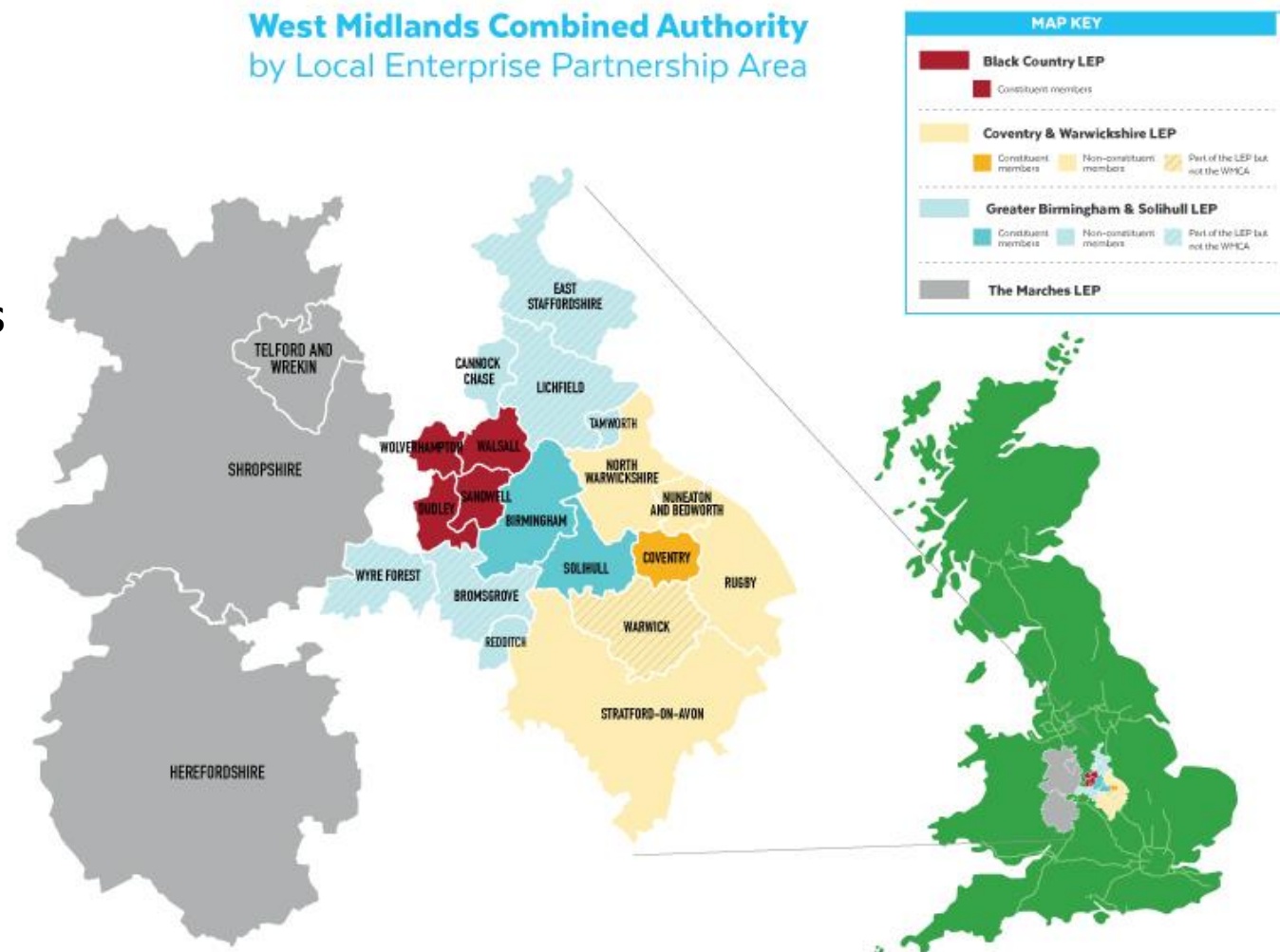
WEST MIDLANDS
COMBINED AUTHORITY

The **West Midlands Combined Authority (WMCA)** works to improve transport, economic development, regeneration, employment, housing and skills and to deliver public sector reform.

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Transport for West Midlands (TfWM) is responsible for transport infrastructure and public transport services in the West Midlands Metropolitan Area
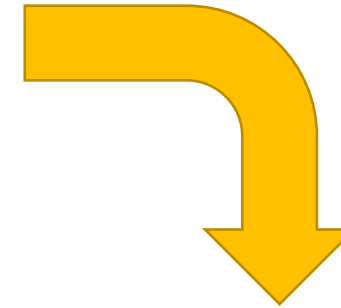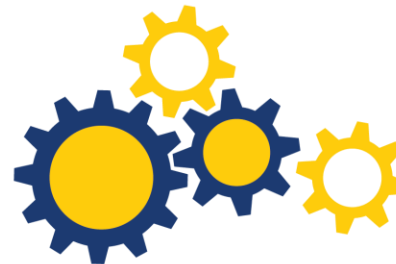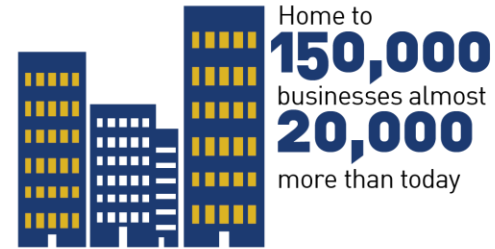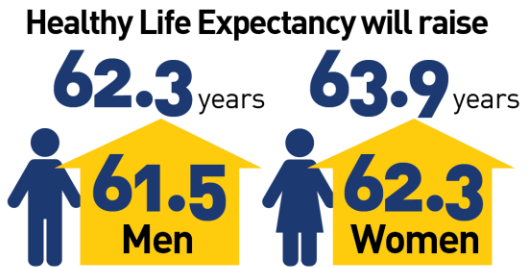
West Midlands Combined Authority
by Local Enterprise Partnership Area

MAP KEY

Black Country LEP
Constituent members

Coventry & Warwickshire LEP
Constituent members | Non-constituent members | Part of the LEP but not the WMCA

Greater Birmingham & Solihull LEP
Constituent members | Non-constituent members | Part of the LEP but not the WMCA

The Marches LEP

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What challenges do we face?

DELIVERING THE VISION BY 2030 – THE FIGURES

2.4 million jobs an increase from **1.9** million jobs

Healthy Life Expectancy will raise

62.3 years **61.5** Men

63.9 years **62.3** Women

Home to **150,000** businesses almost **20,000** more than today

Wide choice of housing with more than **1.9** million homes

At least **135,000** fewer people with no formal qualifications and **176,000** more people with level 4 qualifications or above

An extra **1,600ha** of brownfield land, for first class employment land of national significance

Current **3.9** billion deficit between taxes raised and public expenditure in the area eliminated
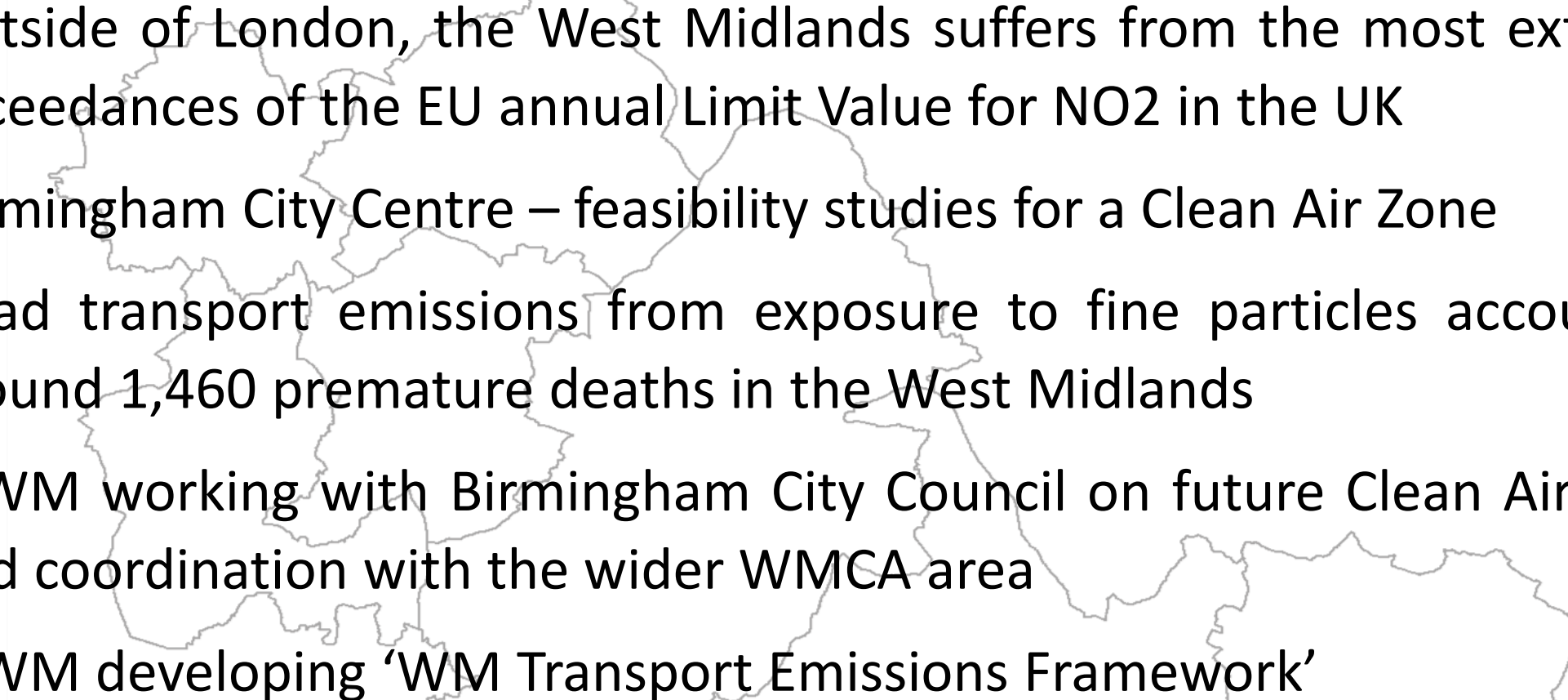
Productivity (measured in Gross Value Add-GVA per head) will be **5%** higher than the national average

Rail travel to London 49 minutes

£8bn INVESTMENT PACKAGE

£8bn 30 year investment programme

£20m EZ Expansion
£4.4bn HS2 Growth Package
£1.7bn Transport and Roads Package
£1.1bn Real Estate
£500m Housing
£200m Land Remediation
£50m Business Innovation
£30m Employment, Education and Skills

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Underpinning - WMCA Public Service Reform Agenda
Key link to the devolved 19+ Adult Skills Budget

Accomodating growth

- Our population is forecast to grow by 444,000 people by 2035

- Size of a Bristol, Liverpool, or Nottingham onto our area

- Number of new homes which will need to be built to help accommodate this growth over 20 years is in the order of 165,000

- An important key infrastructure challenge we face is to ensure the effective and reliable operation of the Strategic Highway Network in the West Midlands

- Need to move goods and people around and freight is of key importance to our economy

Clean air

- Outside of London, the West Midlands suffers from the most extensive exceedances of the EU annual Limit Value for NO2 in the UK

- Birmingham City Centre – feasibility studies for a Clean Air Zone

- Road transport emissions from exposure to fine particles account for around 1,460 premature deaths in the West Midlands

- TfWM working with Birmingham City Council on future Clean Air Zones and coordination with the wider WMCA area

- TfWM developing 'WM Transport Emissions Framework'

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What do people say?

Public transport

"It takes me from where I don't want to start to where I don't want to go."

The car

"Too much traffic on the road and the cost of motoring and parking seems to be getting more expensive all the time."

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Can MaaS help?

We think it can so we,

- established a MaaS strategy and gained political support for a pilot,

- sought to create a private sector opportunity which we have done,

- leveraged our excellent relationships with operators and Authorities,

- wanted to learn quickly,

- didn't want to commit public funding

So we established a opportunity where we facilitate and learn as we go but do not provide any funding for the service.

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Opportunities

Social
- **Supports Policy goals**
- **Economic growth**
- **Job creation**
- **More reliable transport**
- **Better data**
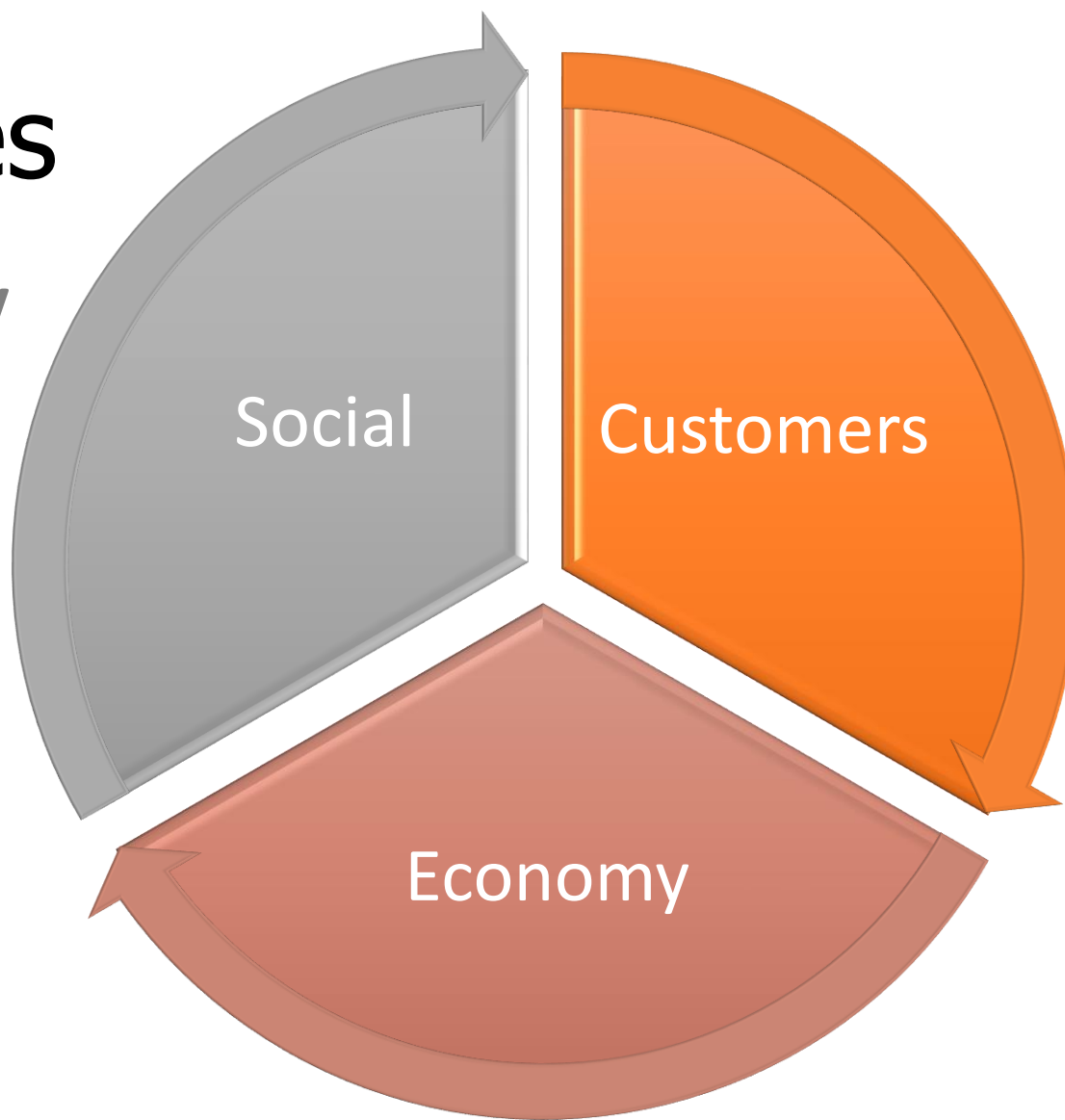
Customers
- **Personalised, easy to use service removing hassle**
- **'Best-price'**
- **Efficient use of time**
- **Access to all modes**
- **Easy subscription and payment**

Economy
- Efficient use of transport networks
- New business opportunities
- Operators gain revenue.

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What is Mobility as a Service

The BIG question

Can Mobility as a Service be better than owning your own car?

All transport on one easy app

Planning

Transaction

Payment

Managed User Experience

Personal Service

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TAXI ARRIVING IN...

3:08

Where to?

Favorites
Home | Office | Gym | Pre-scho

Upcoming

15:00 Meeting with Paul
Bulevardi 2   14 63

20:00 Tennis course
Kalastajatorpan Tennis
Kärkitie 4   Get ride
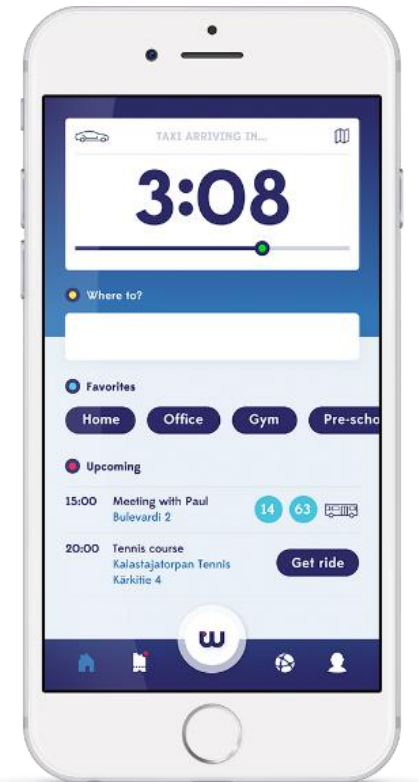
What is a MaaS package?

Light	Medium	Premium	Pay-as-you-go
1.000 Whim points	**5.500** Whim points	**8.000** Whim points	Try Whim without commitment and upgrade whenever you like.
Use your Whim points as you like, for example:	Use your Whim points as you like, for example:	Use your Whim points as you like, for example:	We get you to your destination using your preferred mode of transport, letting you pay as you go – all in one app!
Taxi + Local public transport	Taxi + Local public transport + Car rental	Taxi + Local public transport + Car rental	

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Initial Reach

Mode	Reach
Bus	Regional
Metro	Regional
Rail	National
Car hire	National
Car trips	National
Cycle	Regional/national
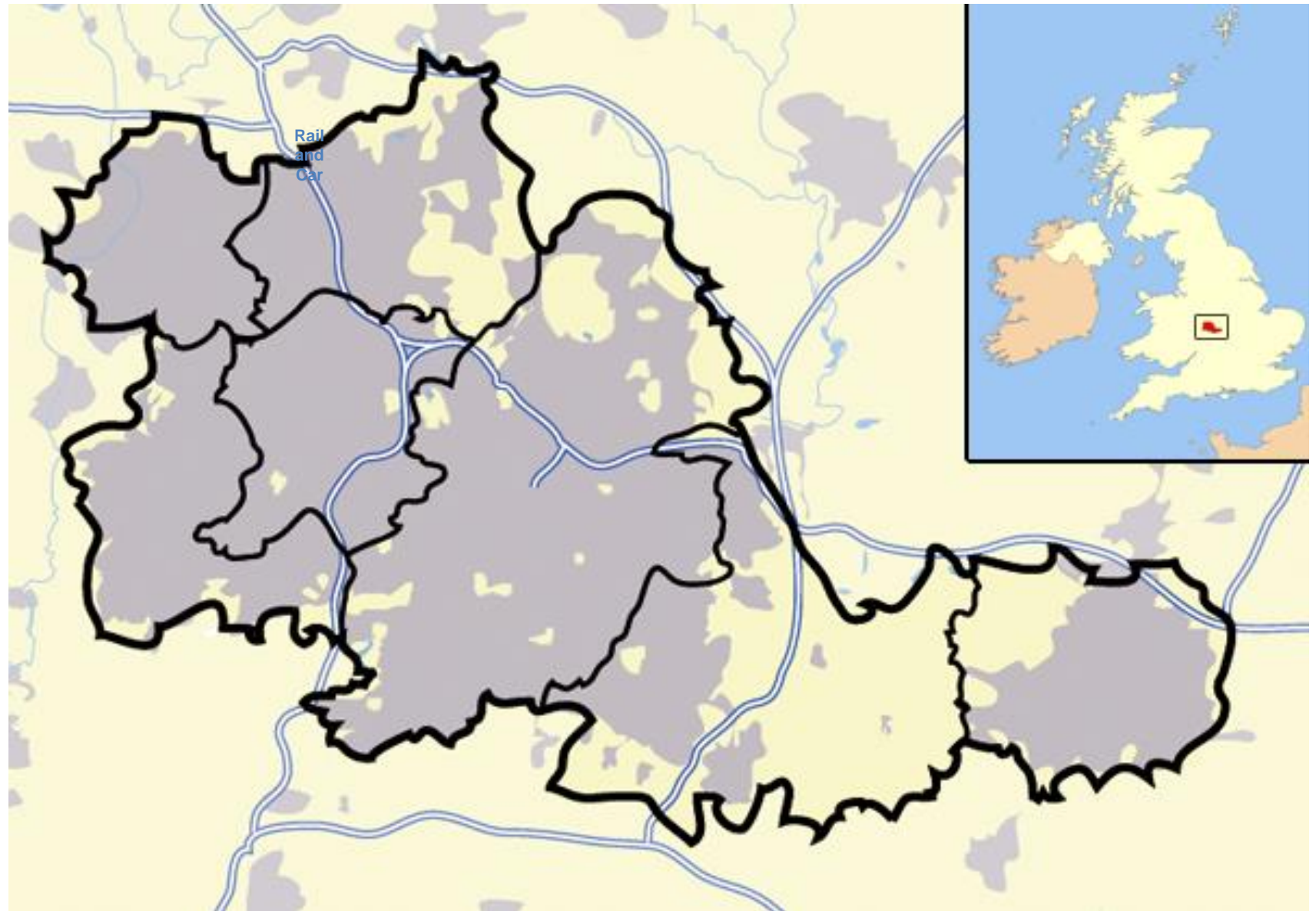
Suppliers Commercial Model

A commercial initiative requiring little or no public sector investment.

Transport Services Costs **+** Incentive Costs **+** Operational Costs **=** Customer Packages Income

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What interests MaaS customers?

- Price

- Time spent travelling and on certain modes

- Convenience (when where and how you wish) and on your smartphone

- Environmentally friendly

- Reliability and consistency

- Quality service – if you don't like it you won't use it again

Where are we now

- **Brought together a commercial partnership**

- **Signed an MoU and agreed to run a MaaS in the West Midlands**

- **Not provided any public sector funding**

- **Integrated public and private transport services**

- **Attracting interest from new transport providers**
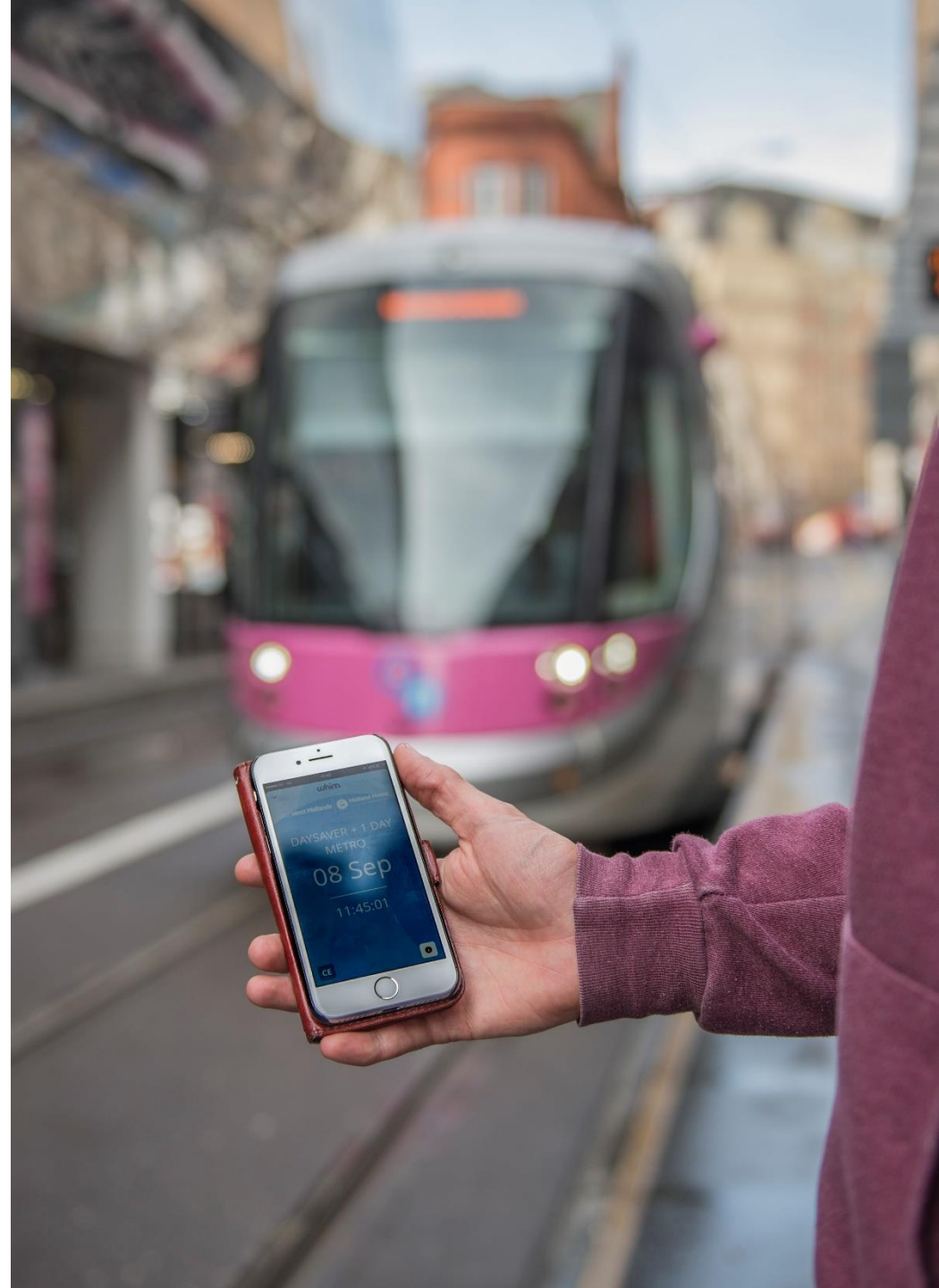
- **Using Whim live with trusted users**

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Craig is one of our live testers
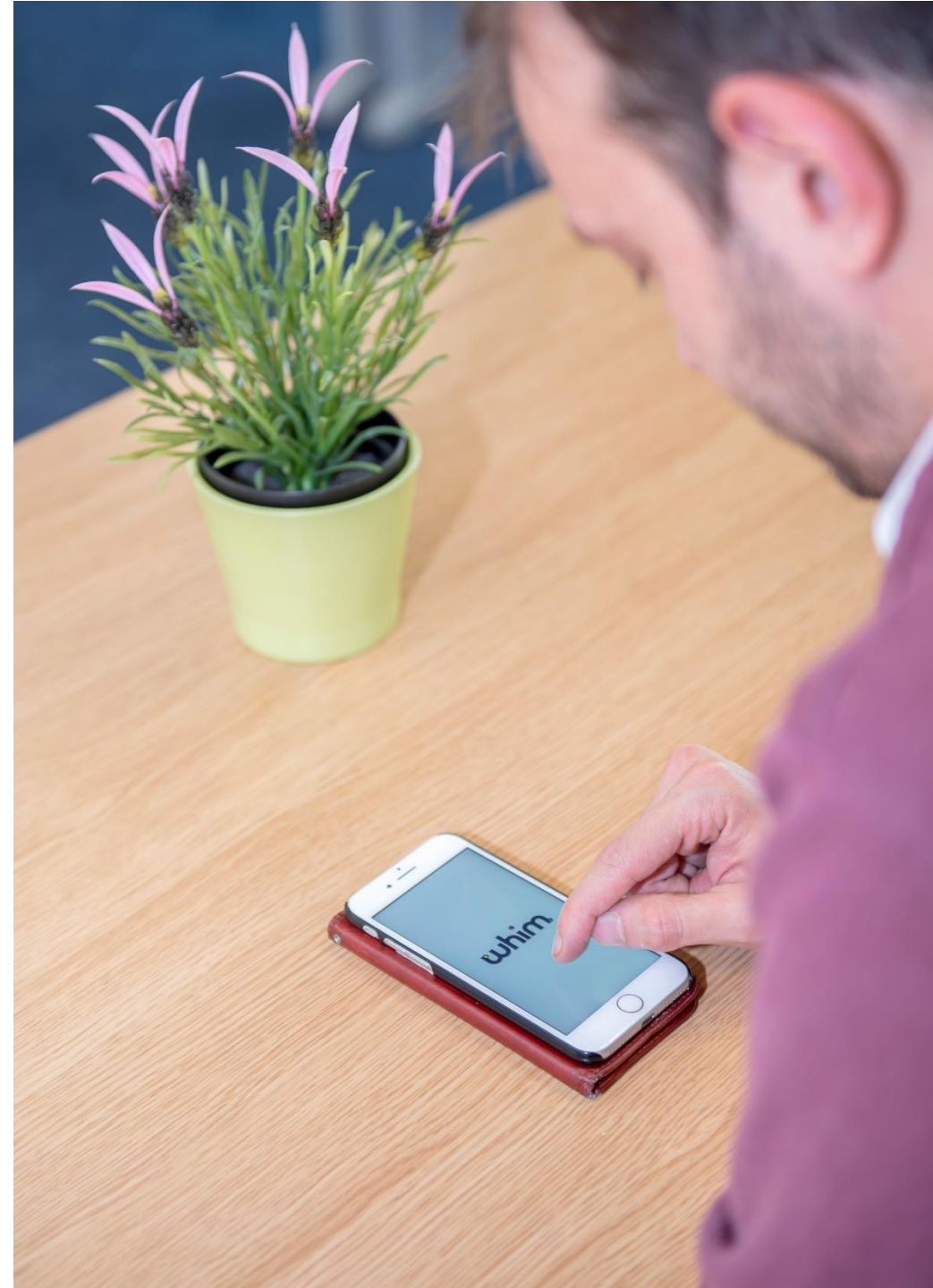
Whim can be used on the bus as a visual ticket accross the West Midlands
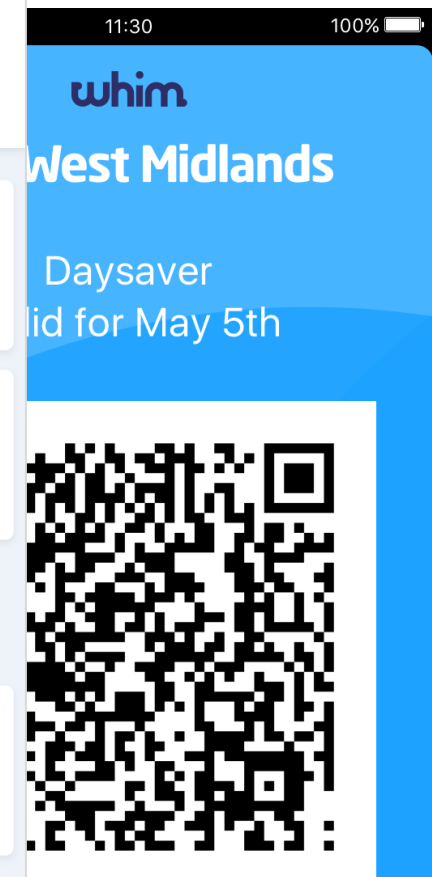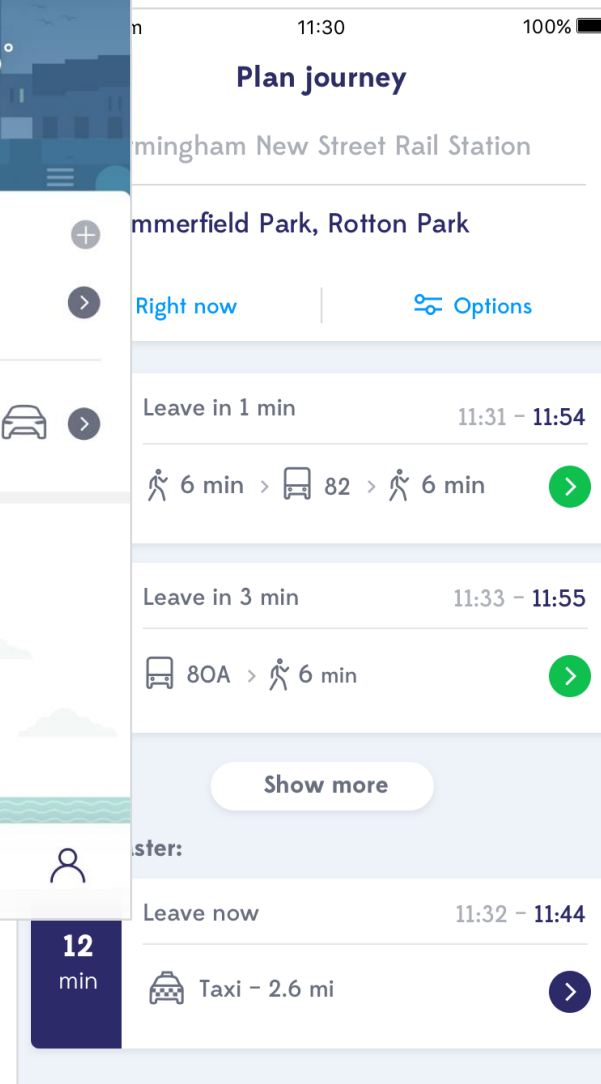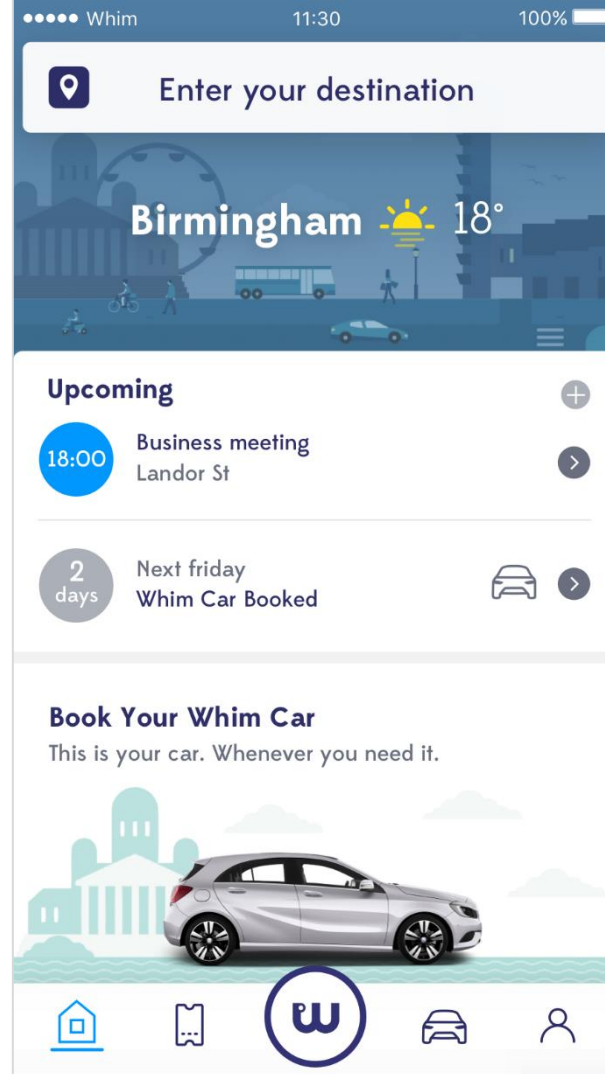
It can also be used on the tram

To call a taxi

Or hire
a car

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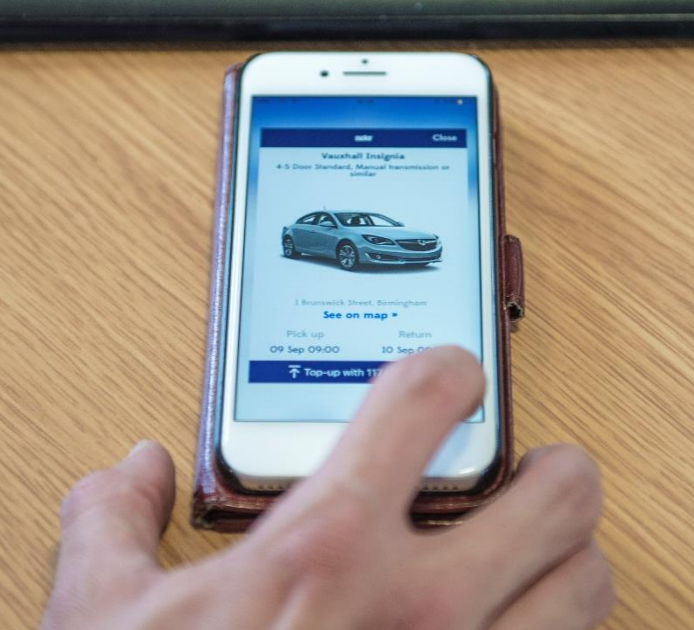
Whim has many features and we are just starting to explore them

Side effects of MaaS

- Interest from other MaaS providers

- Interest from new innovative transport services wanting to come and "play" in the West Midlands

- Influencing the services provided today – for example mobile ticketing

Mobility as a Service hype or opportunity?

...we'll let you know

Chris Lane
Head od Smart Travel

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TravelSpirit collaboration

An open collaboration between independent stakeholders, creating a platform for them to deliver Mobility as a Service solutions, enabled by open source licensing and open development, anchored in a public fiduciary entity.
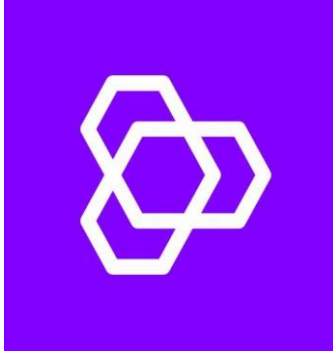
Mission:
- ❑ Community of practice for MaaS.
- ❑ Open source, open and portable data and open development.
- ❑ To signal and encourage all our work will be open source.
- ❑ Seek to enable downstream commercial deployment.
- ❑ TravelSpirit remain a not-for-profit community.

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MaaS open maturity model

Level 1: Legacy closed systems

Level 2: Internally open, using APIs

Level 3: Sharing some own APIs and/or source code

Level 4: Contribution to community APIs and

Level 5: Advocate for open source and APIs

Transport Systems Catapult:
Exploring the opportunity for Mobility as a Service in the UK,
July 2016