

A new theme for Round Two, the pilot should seek to use their MaaS solution to address urban specific challenges, complementing Government initiatives such as low emission zones, smart city schemes, localism or multi-modal smart and integrated ticketing zones (See later for details).

Specific focus in urban applications should be given to solutions that address:

- traffic congestion
- air and noise pollution
- improving public health
- transport safety
- social inequality
- climate emissions

# Future of the Urban Environment

Sam Li      Senior Innovation Officer







# Mobility as a Service Urban Environments area of focus

- Traffic congestion
- Air and noise pollution
- Improving public health
- Transport safety
- Social inequality
- Climate emissions





# What are the opportunities in the future urban environment?

- Immersive tech & future connectivity
- Mobility Credits Urban city centre residents
- Future of Work & Office space
- Connecting physical to the digital experience  
Mobility Hub
- MaaS data to help manage urban city environment
- MaaS with freight & services (UberEat/Deliveroo) B to A rather than A to B
- Super Apps (WeChat) & Future of payment (Contactless & Bank less)
- Culture and sporting event experience

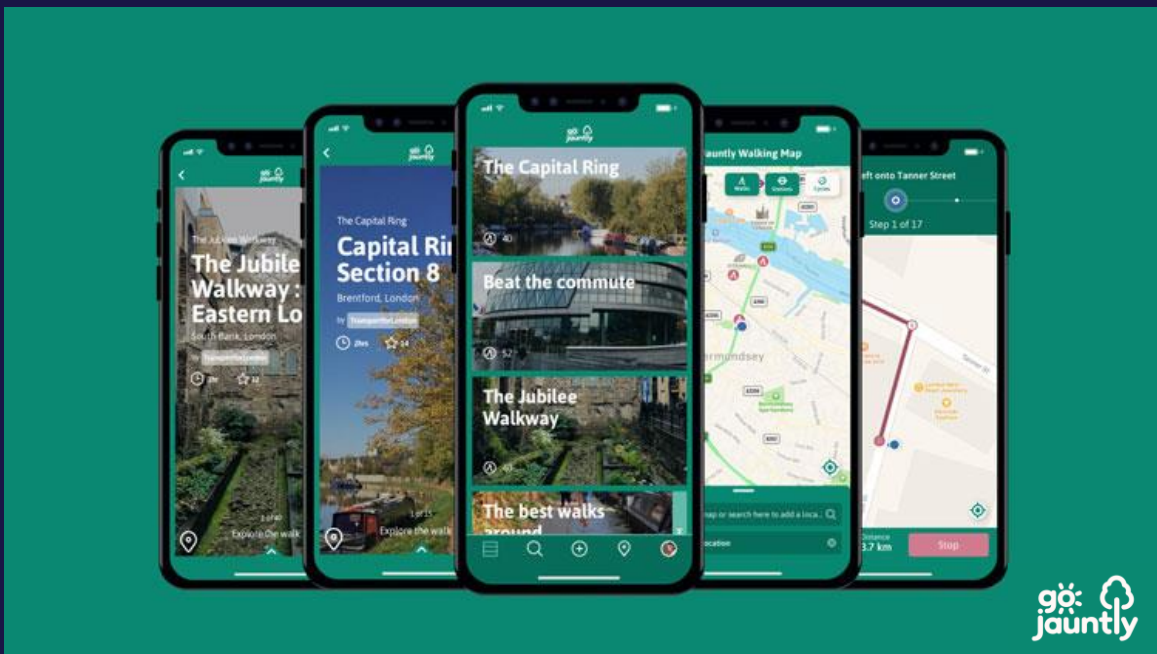
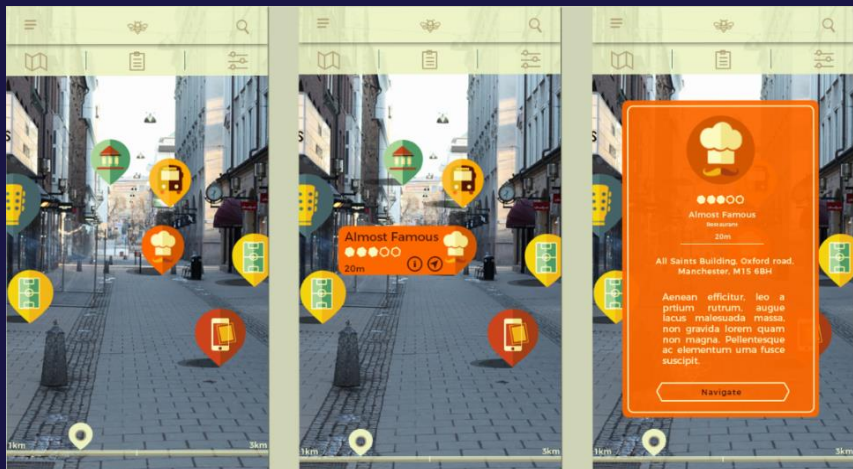






# Immersive tech & future connectivity

## Walking as a Service & gamification





# Mobility Credit – Reducing personal vehicle ownership urban city residents

NEWS

## Mobility Credits scheme to be trialled in Coventry

Said to be a first in the UK, the scheme will see drivers swapping their cars for mobility credits of up to £3,000 which they can spend on public transport, taxis, share schemes and car clubs.



 INDEPENDENT

News > UK > Home News

## British property developer to offer flats with free Uber rides included in rent

The cab-hailing app hopes to encourage tenants to permanently ditch their own cars, which it claims sit unused 95 per cent of the time

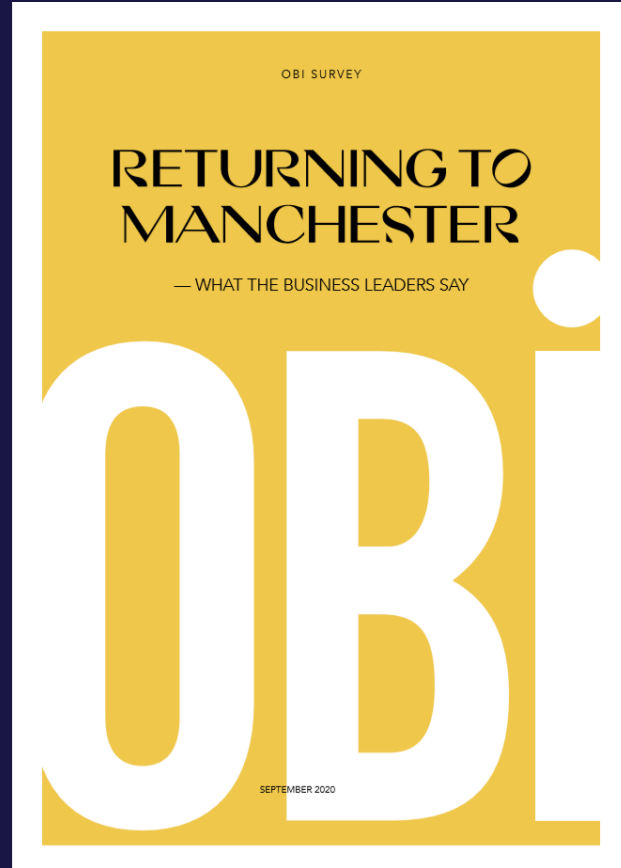
Chris Baynes | Saturday 27 May 2017 18:24



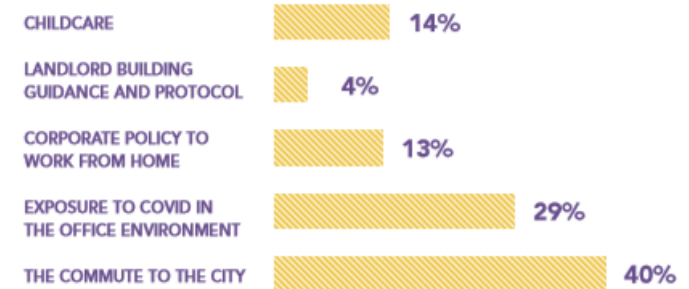


# Future of Work & Office space

## Shared office space for private and public sector



#### WHAT ARE THE MAIN CONCERNS ABOUT RETURNING TO THE OFFICE?



#### COMMENTS RECEIVED INCLUDE THE FOLLOWING:

*"COVID in the city and on public transport are the bigger concern than COVID in the office"*

*"We have completed an anonymous survey amongst our team. The majority wanted to return to work, due to mental health issues with working from home. Flexibility is our answer, we have core days Mon/Wed/Fri and Tuesday and Thursday are flexible"*

**40%**  
of employees have concerns about their commute.

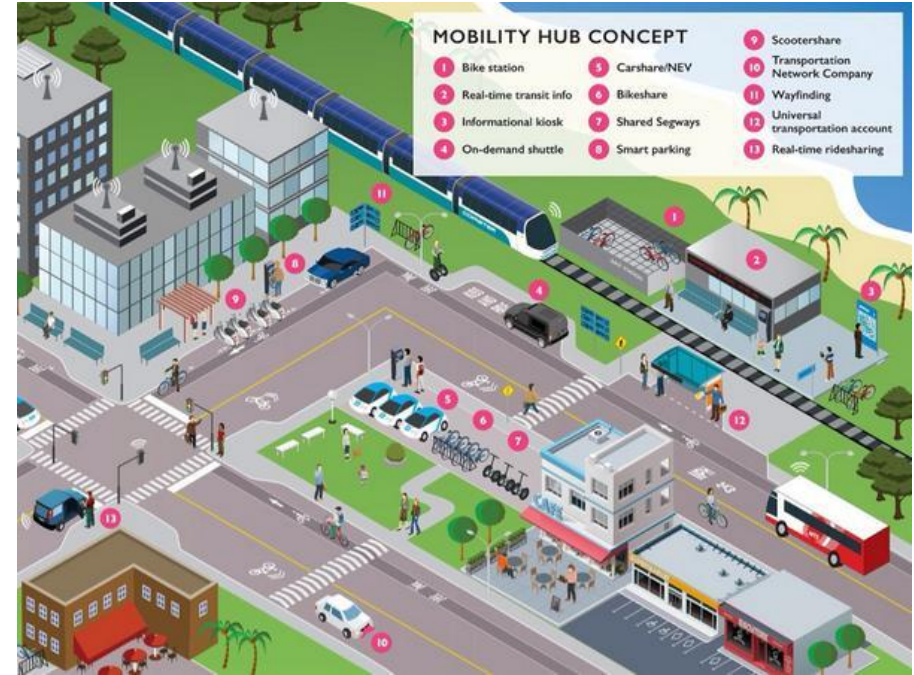
The greatest concern about the return to the office surrounded an employee's ability to commute in to, and out of the city safely. Exposure to COVID in the office also highlights the importance of businesses putting measures in place to make people feel safe and protected from exposure to the virus.



# Connecting physical to the digital experience

## Mobility Hub

**Interreg**   
North-West Europe  
**eHUBS**  
European Regional Development Fund







# MaaS data to help manage urban city environment

A Commercial / Retail Proposition plus:

- Travel Demand Management
- Network optimisation
- Better use of capacity
- Dynamic management of network
- Real time analytics
- Aggregated prediction of travel patterns
- Influencing behaviour





A tall skyscraper under construction is the central focus on the left side of the image. The building's facade is a grid of dark, reflective panels, with some sections appearing to be under construction. The sky is a mix of orange, yellow, and grey, with scattered clouds. In the background, a city skyline is visible, including several other buildings and construction cranes. The overall scene is captured during the 'golden hour' of sunset or sunrise.

# Thank You

[innovation@tfgm.com](mailto:innovation@tfgm.com)

[Sam.Li@tfgm.com](mailto:Sam.Li@tfgm.com)