UK MaaS Update

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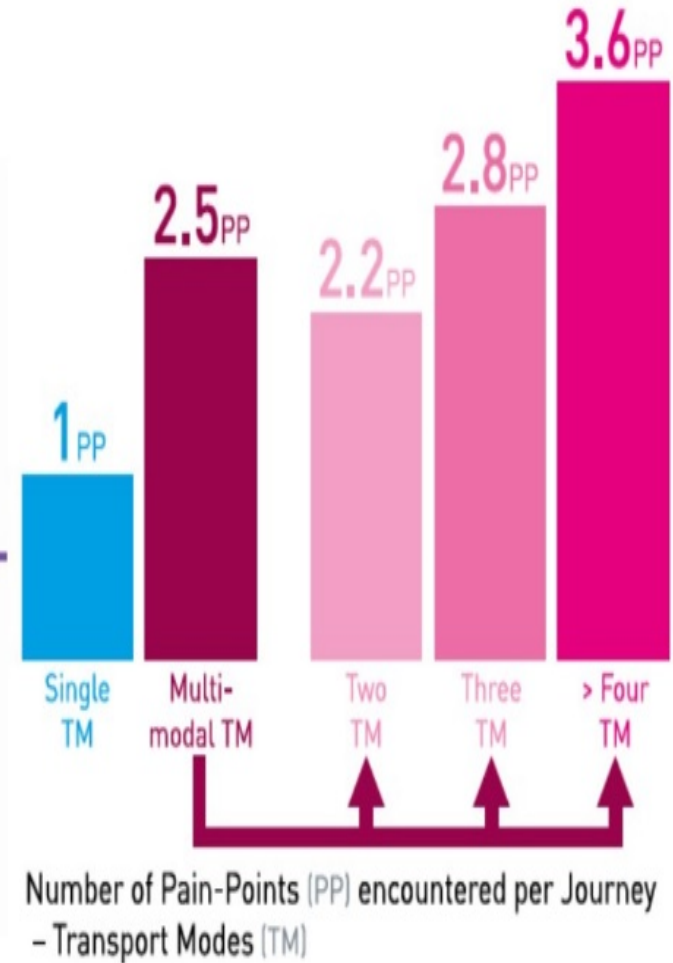# Overview

❖ Context

❖ Scotland update

- MaaS Scotland
- NaviGoGo
- Rural MaaS: Cairngorm Connected

❖ England update

- Whim – West Midlands
- MaaS London
- Travel Spirit

❖ Other related research

❖ Conclusions

Travellers want better ….

75% of UK Travellers will experience pain point(s) during their journey.

1 PP	Single TM
2.5 PP	Multi-modal TM
2.2 PP	Two TM
2.8 PP	Three TM
3.6 PP	> Four TM

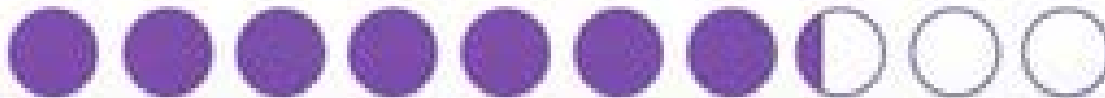Number of Pain-Points (PP) encountered per Journey – Transport Modes (TM)

Travellers want better ….

72% of UK Travellers own smart phones

(59% consider these devices essential to their travel experience)

SEVENTY TWO PERCENT

CATAPULT
Transport Systems

MaaS Scotland

- Established in March 2017 to be a formal network for the MaaS eco-system, facilitating initiatives that will deliver the benefits of this transformational opportunity to Scotland.
  - Scotland is home to some 240 companies, public agencies, funders and universities all with the capability to contribute to the MaaS value chain.

- MaaS Scotland supports the growth of a strong cluster of companies who can supply products and services along the MaaS value chain in partnership with the public sector.
  - 69 members @ June 2018

- Hailed as the blueprint for similar clusters around the world.

- https://maas-scotland.com/

MaaS Scotland — A partnership between Technology Scotland and ScotlandIS

Mobility as a Service:
Positioning Scotland for
an Emerging Global Market

MaaS Scotland – White Paper (Feb 18)

1. Formation of a joint Working Group, to include Transport Scotland and MaaS Scotland, that will develop a roadmap for the delivery of a National MaaS Framework

- Facilitate upscale and roll out of successful MaaS models across Scotland
- Create an attractive environment for inward investment
- Encourage innovation in a significant new export market
- Position Scotland as **the** global partner for the development of MaaS models

2. An initial Scottish Government investment of £1-2m in the form of 'MaaS Delivery Fund' to support ongoing MaaS projects over the next two years

- Leverage national and international private sector investment
- Generate an evidence base to support future policy and planning decisions
- Identify innovative ideas and exportable solutions
- Strengthen Scotland's reputation as a world leader in future mobility

3. Scottish Government investment to support MaaS Scotland activities until 2021

- Support and grow Scotland's MaaS community
- Facilitate current and new MaaS projects
- Promote Scotland's products and expertise on the global stage
- Provide thought leadership at national and international level

MaaS Scotland

A partnership between Technology Scotland and ScotlandIS

NaviGoGo

- NaviGoGo is Scotland's first MaaS web application; co-designed by young people, for young people.

- 6-month Beta trial with 100 young people in Dundee and North East Fife (October 2017 - March 2018).

- Key features:
  - A personalised journey planner with fare calculator responsive to a user's profile and entitlements (trains, taxis, buses and shared bikes)
  - A journey payment platform
  - A taxi splitter tool for calculating the cost of a taxi journey with friends
  - A 'Discover a Destination' database containing local transport information
  - Incentive points for positive/sustainable choices through Young Scot rewards

NaviGoGo

- During the 6-month trial:
  - 2000+ journeys planned
  - 480+ journeys booked and paid for – 38% travelled on bus after finding out price
  - £3500+ NaviGoGo spend
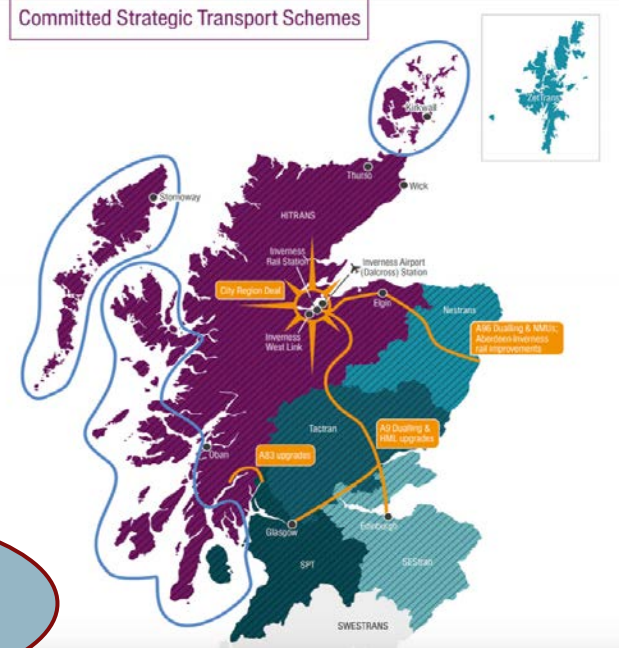
- Needs a scalable business case… and further investment
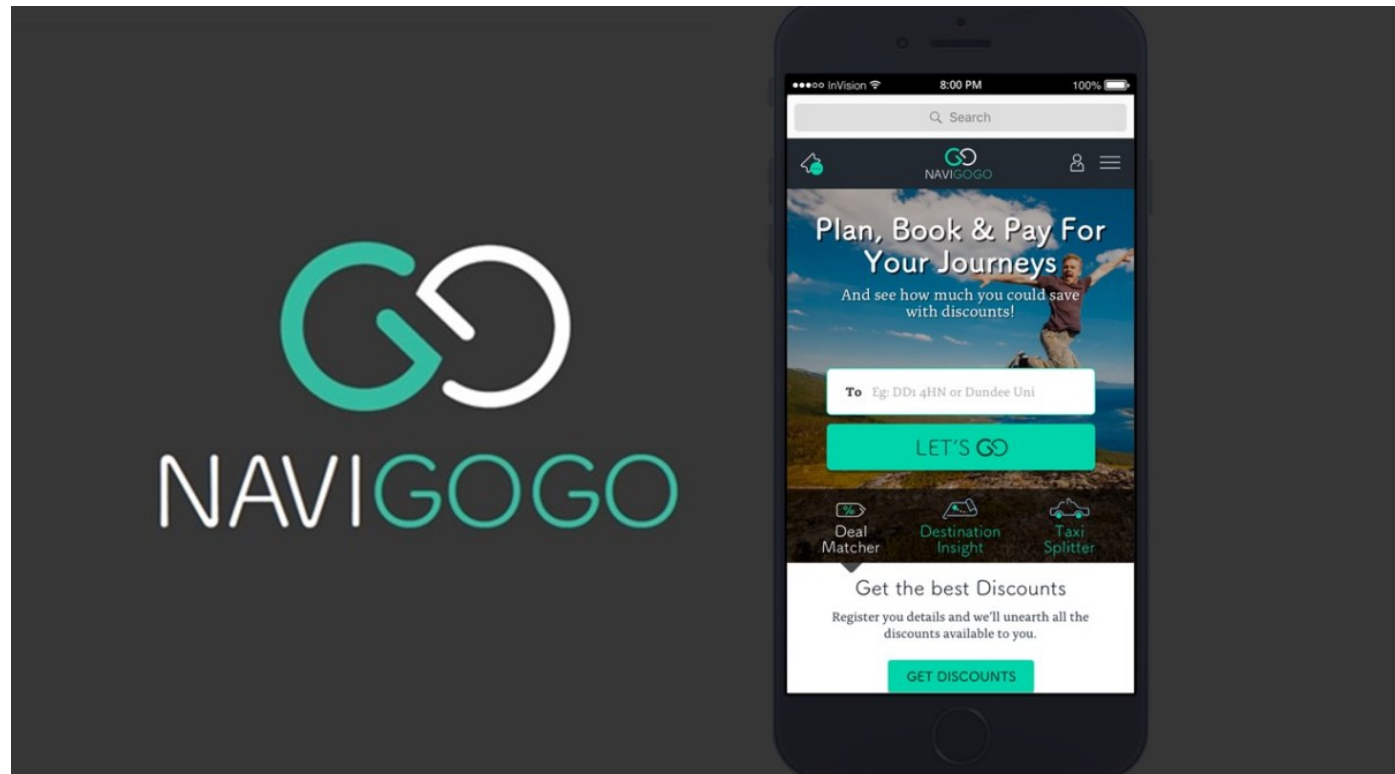
Rural MaaS

Current pain points

Employment - seasonal

Current infrastructure

'Fuel Poverty'
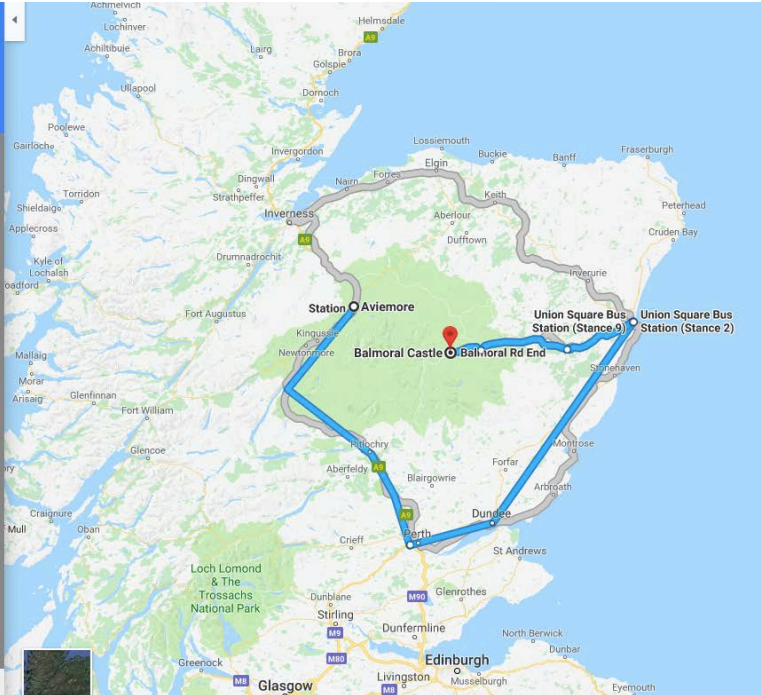
Cairngorm Connected

Rural MaaS – ETP studentship

- This project is examining the requirements for delivering MaaS as part of a low carbon transport strategy in a rural setting. The objectives may be summarised as:

  1) to establish the user requirements for rural MaaS, in the context of a suitable case study to be identified jointly with industry partner HITRANS;

  2) to explore the potential for MaaS to address existing mobility gaps;

  3) to work with relevant stakeholder groups (including transport providers and authorities) to identify a variety of MaaS use cases for both passenger and freight;

  4) to evaluate the potential use of existing software platforms (such as the Highland Council's VISUM model) in a rural shared mobility context to evaluate Rural MaaS scenarios;

  5) to develop and evaluate, via simulation, likely emissions reduction under a variety of MaaS scenarios (including EV uptake); and

  6) to explore the business case for "Rural MaaS".

Whim App (West Midlands - trial)

- Developed by MaaS Global

- Launched April 2018

- Transport modes, tickets, bookings and travel plans in one easy-to-use app.

  - Includes Gett taxis, National Express buses and Midland Metro trams, city bikes (nextbike) and rental cars (Enterprise).

- Pay one trip at a time (Pay as you go) or choose a monthly package (Whim Everyday / Whim Unlimited).

- Evaluation to be completed by Transport Systems Catapult (TSC).

http://whimapp.com/uk/

https://www.google.co.uk/search?q=mobility+as+a+service+image&tbm=isch&tbs=rimg

Whim App - West Midlands

- Currently offering Pay as You Go and monthly plans

	Whim to Go	Whim Everyday	Whim Unlimited
Monthly payment	£0	£99	£349
Public transport	Pay per ride	Unlimited	Unlimited
Taxi	Pay per ride	Pay per ride	Unlimited
Car	Pay per ride	Max £49/day	Unlimited
Bike share	Coming soon!	Coming soon!	Coming soon!
Cancel anytime	⊘	⊘	⊘
Signup possible	Now	April 5th	April 5th

https://www.google.com.au/search?biw=1920&bih=963&tbm=isch&sa=1&ei=vE5EW4XEMseg-Qaj2qOQDA&q=whim+app+west+midlands&oq=whim+app+west+midlands&gs_l=img.3..0i24k1.522438.525188.0.527204.14.2.0.12.12.0.200.391.0j1j1.2.0....0...1c.1.64.img..0.14.843...0i30k1.0.klUKo8MXDsA#imgrc=LD2kkK7zbptJxM:

- Bus only plan (Whim Everyday Bus) – under development

http://whimapp.com/uk/

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MaaS in London

- MaaS-London platform proposed as part of DfT-funded 2015 feasibility study by UCL Energy Institute

- Various projects associated with the MaaS Lab @ UCL

- London datastore
  - https://data.london.gov.uk/

Source: https://www.bartlett.ucl.ac.uk/energy/news/completion-of-the-fs-maas-project

BOB and BETH video: MaaS London
https://www.youtube.com/watch?v=HIICvraIqxI

Travel Spirit

- "The TravelSpirit Foundation was established in Manchester, UK, in 2016 to provide an open framework to ensure that new integrated mobility services are universally accessible".

- Annual survey of MaaS (2018):

  - 85% are optimistic about MaaS (of which 31% are transport professionals, but only 4% are PT operators).

The SocialCar approach

A new mobility platform integrating public transport and car-pooling services

Backend server/database

Software Algorithms

| User reputation algorithm |
| Ride matching algorithm |

Trip planning algorithm

car pooler position updates

Bus/metro position updates

accidents, blocks, traffic

RideMyRoute App

Existing information service providers / transport service providers

Website: http://socialcar-project.eu/
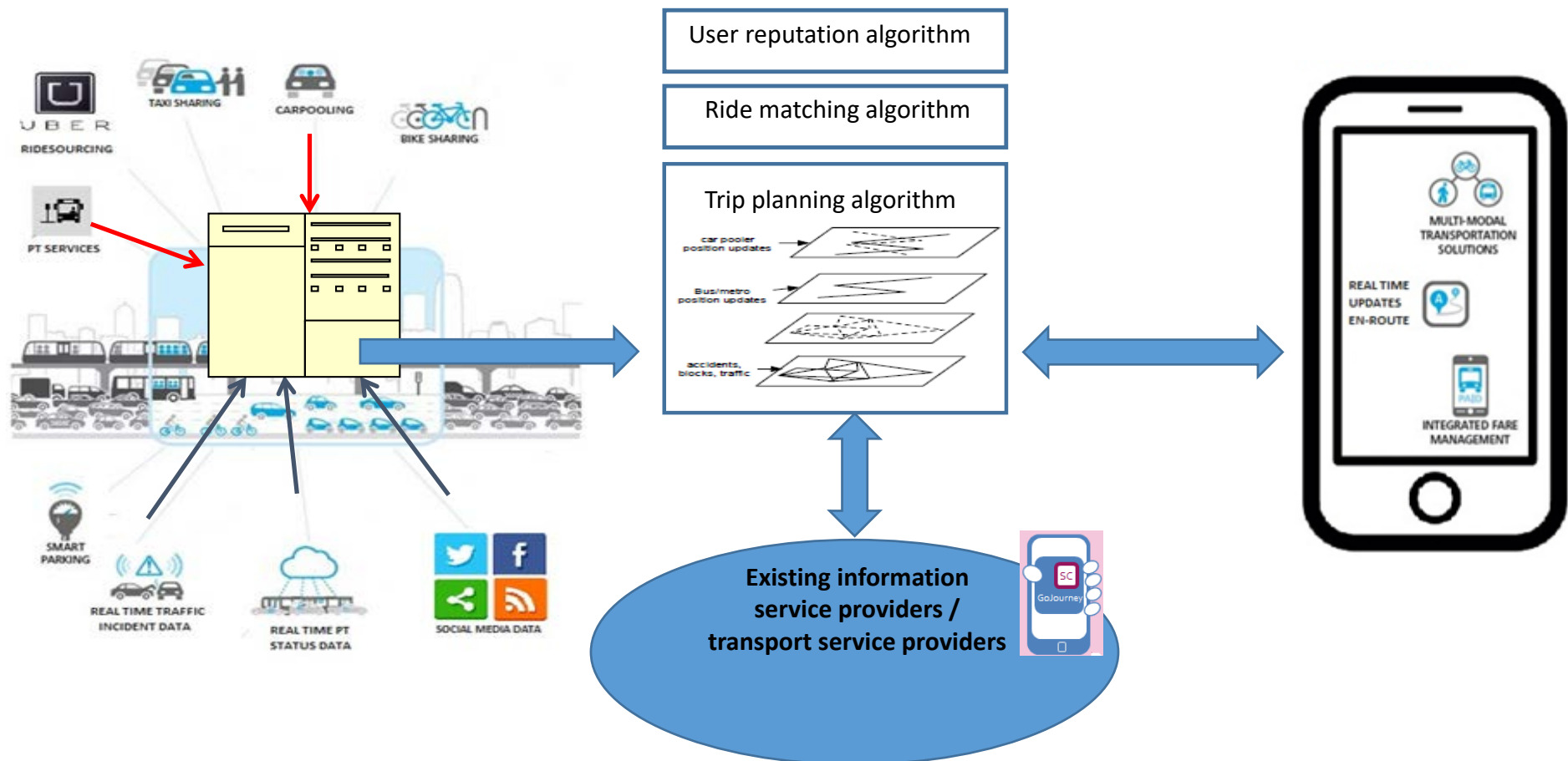
SocialCar: what's new?

solo car use
Anna's estimated travelling time: 1 hour 5 min.

conventional trip planner
Anna's estimated travelling time: 1 hour 15 min.

SocialCar use
Anna's estimated travelling time: 40 min.

Intention to use SocialCar
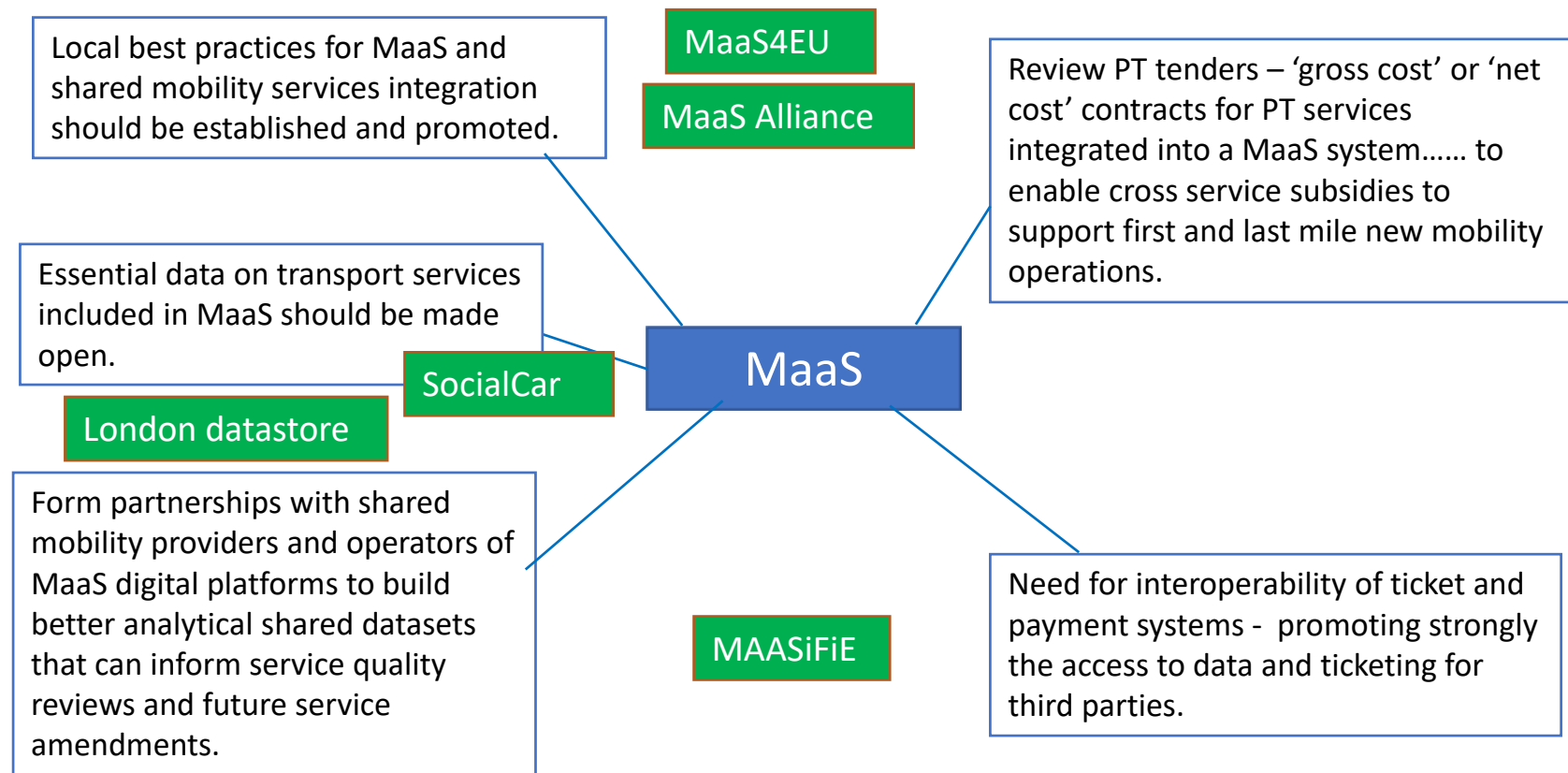
1072 respondents across 4 European cities

Level of interest and enthusiasm for the App from the public

Intention to Use *SocialCar*

- decreases with increasing age and increasing income

- increases with increasing travel time

- Interest from car drivers - respondents from households with two or more cars have, on average, a 21% Intention to Use *SocialCar*

- More options for PT users - respondents who currently travel by bus for their most frequent journey show the highest Intention to Use *SocialCar* (28%)

- Experience of regular congestion and delays outweighs experience of using carpooling or of using other journey planners or social media, in Intention to Use *SocialCar*

Data driven opportunities related to New Mobility Services

Local best practices for MaaS and shared mobility services integration should be established and promoted.

MaaS4EU

MaaS Alliance

Review PT tenders – 'gross cost' or 'net cost' contracts for PT services integrated into a MaaS system...... to enable cross service subsidies to support first and last mile new mobility operations.

Essential data on transport services included in MaaS should be made open.

SocialCar

London datastore

MaaS

Form partnerships with shared mobility providers and operators of MaaS digital platforms to build better analytical shared datasets that can inform service quality reviews and future service amendments.

MAASiFiE

Need for interoperability of ticket and payment systems - promoting strongly the access to data and ticketing for third parties.

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Conclusions (1): Critical factors affecting the delivery of MaaS: UK perspective

- MaaS Scotland (2018) identify five critical factors affecting the delivery of MaaS:

  - interoperability between ecosystems;

  - digital connectivity;

  - data and API sharing;

  - regulation and legislation; and

  - skills needs and opportunities.

- To which we should add:

  - A sufficient availability of transport services for consumers to choose from

Conclusions (2)

- The concept of *Mobility as a Service* is gradually becoming a market option in the UK

- Shared mobility options are increasingly prevalent – but we need more

- A structured approach towards planning new MaaS services is required - service design guidelines are still lacking

- Little attention to logistics – "Mobility on Demand"?

- The ephemeral nature of MaaS demonstrators is a major risk

https://www.google.co.uk/search?q=mobility+as+a+service+image&tbm=isch&tbs=rimg:

Suggested resources

- MaaS Scotland (2018) Mobility as a Service: Positioning Scotland for an emerging global market. MaaS Scotland White Paper, January. https://maas-alliance.eu/wp-content/uploads/sites/7/2018/02/MaaS-Positioning-Scotland-for-an-Emerging-Global-Market_PUBLIC.pdf

- Transport Systems Catapult (2016) Mobility as a Service. https://ts.catapult.org.uk/wp-content/uploads/2016/08/Mobility-as-a-Service_Exploring-the-Opportunity-for-MaaS-in-the-UK-Download.pdf

- Transport Systems Catapult (2015) Traveller Needs and UK Capability Study. Transport Systems Catapult, October. https://ts.catapult.org.uk/wp-content/uploads/2016/04/Traveller-Needs-Study.pdf