

TravelSpirit Foundation: Championing Openness in Mobility

Giles K Bailey

CEO & Director of International Affairs

TravelSpirit Foundation

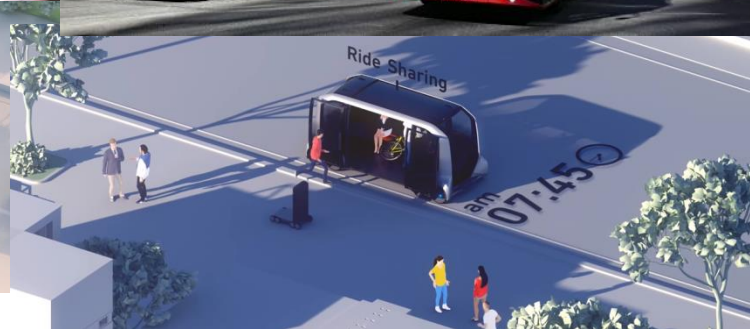
21st November 2018, SUITS Conference, Coventry

Contents

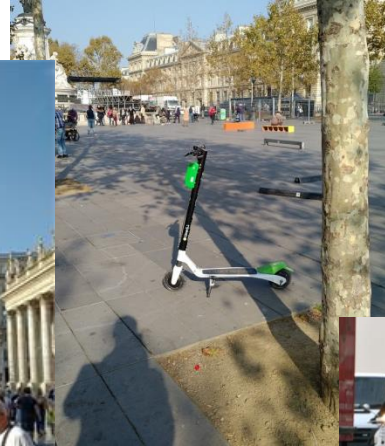
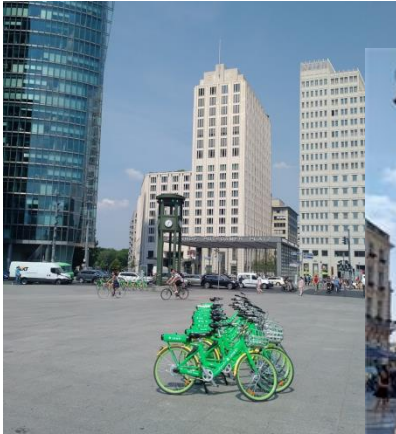
1. What could MaaS look like?
2. What is MaaS?
3. Visions for Delivery
4. TravelSpirit
5. The Need for an Open Eco-system
6. The Role of Local Authorities

What could “MaaS” look like?

MaaS?



MaaS?



A Definition

UCL's MaaS Mobility Lab has defined Maas as: Mobility-as-a-Service (Maas) is a user-centric, intelligent mobility management and distribution system, in which an integrator brings together offerings of multiple mobility service providers, and provides end-users access to them through a digital interface, allowing them to seamlessly plan and pay for mobility.



Transport Systems Catapult as: The Transport Systems Catapult has defined MaaS as using a digital interface to source and manage the provision of a transport related service(s) which meets the mobility requirements of a customer....



A Definition

MaasAlliance as: Mobility as a Service (MaaS) is the integration of various forms of transport services into a single mobility service accessible on demand...



Ford as: Ford's mobility strategy is to deliver a broad suite of products and services that enhance all layers of the transportation system – vehicles, infrastructure, connectivity and digital services – to alleviate the transportation drag on cities and help people move more freely in the City of Tomorrow.



Or, has **TfL** already delivered MaaS via its Oyster / contactless ticketing programmes?



MaaS in Operation

There are broad similarities, but differences between the primacy of the “App”, the need for a broad range of services, whether payment must be included and the level of integration.

Also, the expectations and capabilities of local transport systems determine the eventual shape of MaaS around the world.

MaaS shouldn't be considered a single one off deliverable, but an ongoing transport (r)evolution for your city/ community's lifestyle.

MaaS in Operation

So, in practice MaaS could be:

- More of what we have now
 - Pushed forward by an integration of existing (new) modes of transport into a service led by existing (new) operators / new integrators
 - Pushed forward by integration of existing (new) modes of transport, but led by the public sector – perhaps existing transport authorities
 - Enabled by the creation of an open eco-system of services where both public and private could transparently participate in its development and delivery.
-

A Vision for MaaS

TravelSpirit is a collaborative community championing and developing an open approach to future mobility

Our Four Key Values

- Universal Mobility as a Service
- Open Innovation
- Global Community
- Local Benefit

Our Four Key Functions

- Policy Think Tank
 - Members Services
 - Community Curation
 - Fundraising
-

Convergence in Transport



Customers



Mobility Integrators
& Aggregators



Internet of Mobility



Suppliers



Openness

There is an essential benefit to openness.

Sharing transport data is intrinsically necessary to a fully functioning community of transport services.

...enables effective public policy to be debated and developed. Allows for societies that are equipped to deal with sustainability, fairness, equity and equality.

Our Core values!



A Closed vs an Open system

Solutions only provided for one or selected operators

Knowledge of only single journey stages

Data outputs are proprietary



Solutions provided across operators

Operators can assess demand and tailor services across customer's entire journey

Data outputs are collaboratively shared

Openness

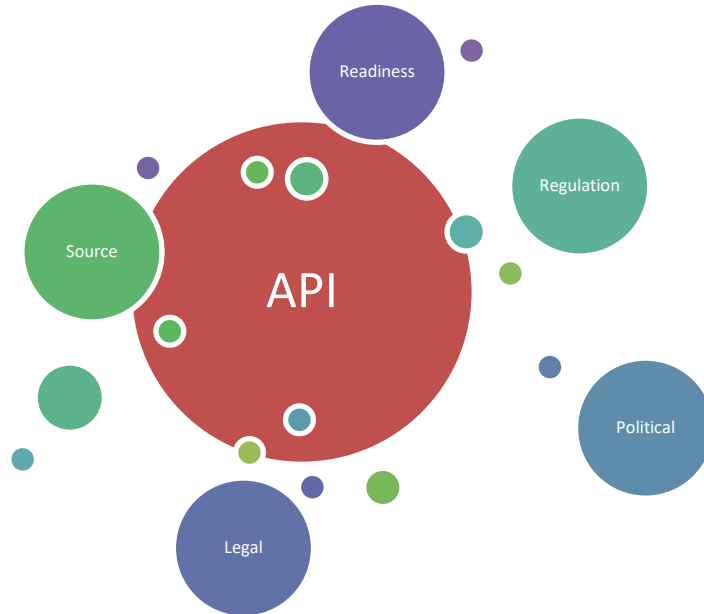
We have seen innovation and customer benefit develop as a result of Openness in a range of sectors.

- Mobile telephony
- Banking payments
- The Internet

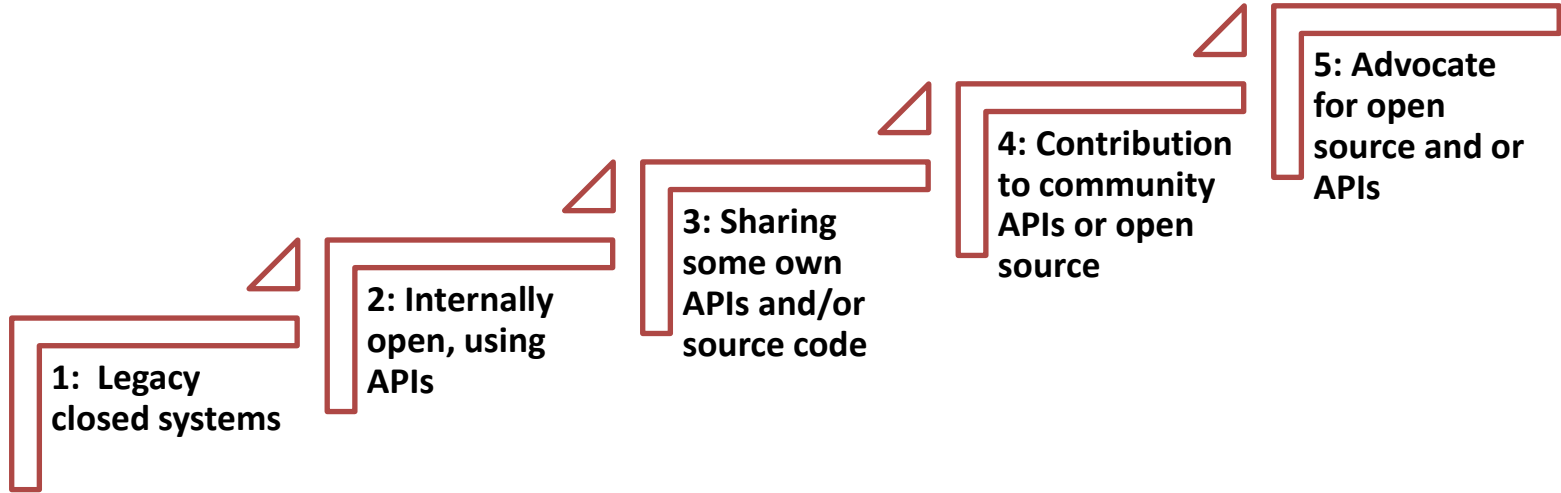
These sectors would be unrecognizable today without open thinking.



What is open?



Openness Maturity Index



Collaboration is key

- Enable innovation to be supported by a range of participating businesses of various sizes and outlooks.
 - Enable public and private innovators to be part of the challenge and the solutions.
 - Enable wider public policy to have a transparent view of the impacts of new innovations.
-

In Conclusion

- ❑ Transport is being disrupted by innovative new modes and concepts – globally!
 - ❑ Openness should be at the core of this debate
 - ❑ There are a range of steps we can take as a community in order to deliver openness in mobility.
-

The TravelSpirit Foundation



Thank You!

giles.bailey@travelspirit.io

www.travelspirit.foundation

@travelspirit_io

