



Transport for  
West Midlands

# MaaS in the West Midlands Initial Findings

Chris Lane

# West Midlands the home of mobility



...and its pioneers



became the home...



...of the traffic jam

# Our Plan: Supporting world-class sectors and building the conditions for success

Advanced  
manufacturing



Life  
sciences



Professional  
services



Digital &  
Creative



Construction



Logistics /  
transport



Low carbon  
technology



Housing



Skills



Transport



# Why MaaS

- No MaaS service live at scale in the UK hence West Midlands pilot to achieve a minimum viable product.
- Monitoring the impact of MaaS on customers and on the use of public and private transport.
- Use this learning to continue to shape our future interventions (infrastructure, social support and policy).
- Public transport operators see this as a genuine opportunity to acquire new customers and feedback allows more efficient operations.

## Consumers

- Personalised
- Easy to use service
- 'Best-price'
- Efficient use of time
- Integrated -removes hassle
- Easier access to modes
- Easy subscription payment

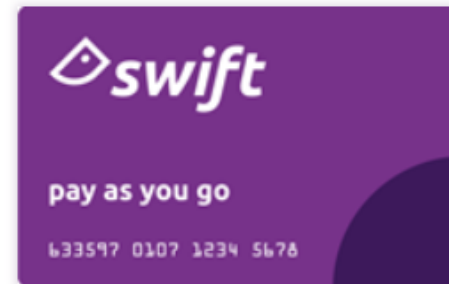
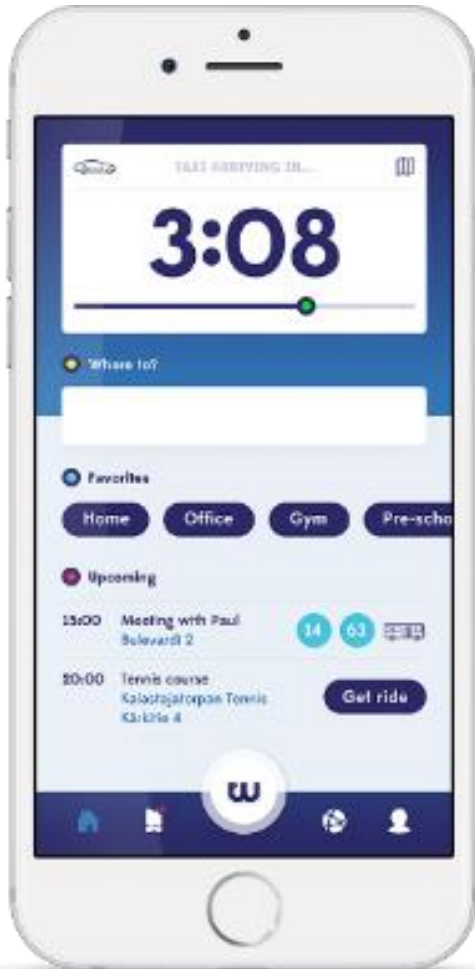
## Economic

- Efficient use of transport networks
- New business opportunities
- Mode operators gain revenue.
- Efficient management of operator

## Social

- Supports Policy goals
- Generate economic growth and job creation
- More reliable transport network
- Greater user generated data
- Public sector benefits

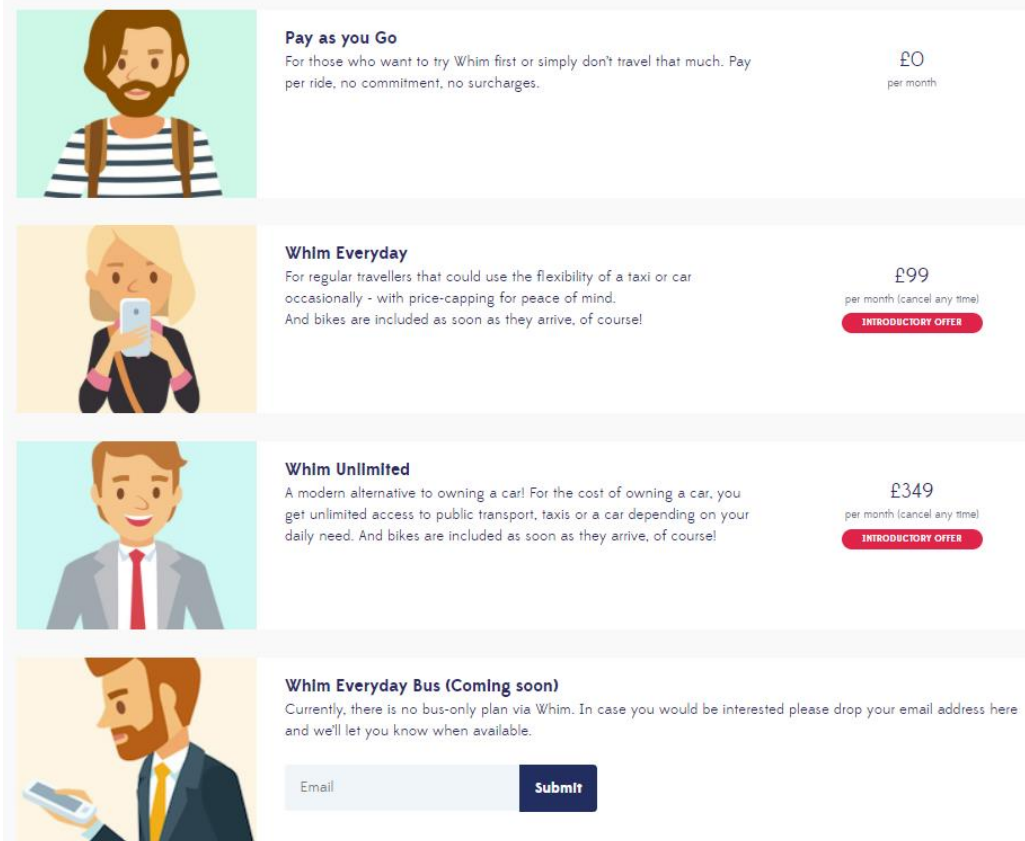
# What is MaaS in the West Midlands







whim.

# Whim now

- Brought together a commercial partnership.
- MoU and agreed to run a MaaS in the West Midlands (500 users) to April 2019.
- Not provided any public sector funding.
- Integrated public and private transport.
- Attracting interest from new transport options.
- Packages released in April 2018.
- “Friends of Whim” research initial feedback



	<b>Pay as you Go</b> For those who want to try Whim first or simply don't travel that much. Pay per ride, no commitment, no surcharges.	£0 per month
	<b>Whim Everyday</b> For regular travellers that could use the flexibility of a taxi or car occasionally - with price-capping for peace of mind. And bikes are included as soon as they arrive, of course!	£99 per month (cancel any time) <b>INTRODUCTORY OFFER</b>
	<b>Whim Unlimited</b> A modern alternative to owning a car! For the cost of owning a car, you get unlimited access to public transport, taxis or a car depending on your daily need. And bikes are included as soon as they arrive, of course!	£349 per month (cancel any time) <b>INTRODUCTORY OFFER</b>
	<b>Whim Everyday Bus (Coming soon)</b> Currently, there is no bus-only plan via Whim. In case you would be interested please drop your email address here and we'll let you know when available.	<input type="text" value="Email"/> <input type="button" value="Submit"/>

# Whim initial feedback

“Friends of Whim” research group to allow people to use Whim and give their feedback.

- Appetite in the West Midlands for a change in transport and a shift from car.

Shaping the next release of packages based on this first study.

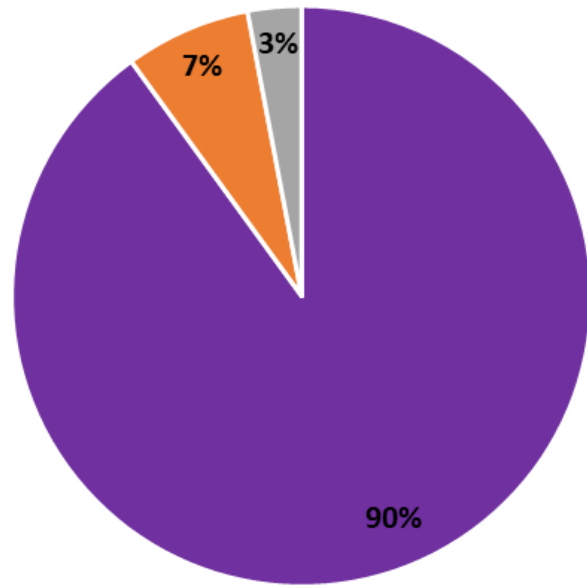
# Swift



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# Swift (2017)



■ Bus ■ Train ■ Tram

**200,000+**  
**customers a month**

**... and growing**

# Challenges

- Nothing in any regulations prevents a company establishing a MaaS service in the West Midlands.
- No regulation prevents operators leaving a MaaS service if they wish to do so.
- There are alternatives to mobile based solutions - Swift ticketing which is also complementary.
- Fares systems and structures are a barrier to innovative companies like MaaS Global

# Difficult Choices

- How can we make access to systems easier and quicker to keep them available for MaaS solutions?
- How can we better structure fares to reflect this changing trend?
- Who has the ownership of, or better put, rights to the customer and their travel data?
- Is it OK for the commercial sector to set the pace and what role should the public sector take?
- Are we excluding people by using a digital platform?

# Future Mobility

Building on what we have already done, Whim, Swift, CAV, 5G

- Single, “best price” payment system across all legs of a journey
- One common underlying pricing structure
- Integrate with other public services
- One central information point to tell users
  - exactly how long a journey will take
  - best route across all modes
  - Improving confidence.
- Future Mobility Zone is a rolling project – a way of thinking
- Will eventually look at radical changes like facilitating shared car journeys and developing autonomous vehicle services.



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# Restoring the West Midlands to the home of mobility





# Transport for **West Midlands**

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