

## Virtual Final Conference



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October 29<sup>th</sup>, 2020 2:00 PM – 5:30 PM (CET)

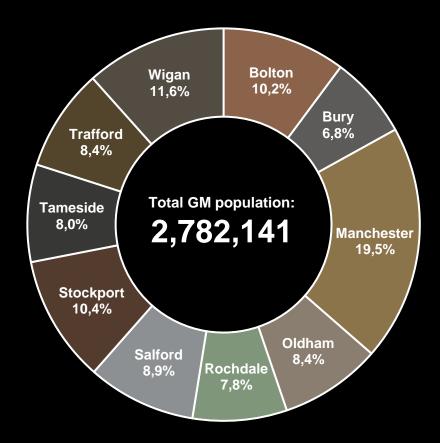


## **Greater Manchester Living Lab**

Sam Li – Senior Innovation Officer TfGM









Supporting sustainable economic growth

**Transport Vision World class connections** that support long-term, sustainable economic growth and access to opportunity for all

Protecting our environment

Developing an innovative city-region

Improving quality of life for all



## **Background of pilot area (2 slides)**

- Plan for the trial
- Priorities for the project
  - Engaging with Business as the achor customer for MaaS
  - Opportunity with the Tourism Sector
  - To understand the power of the journey planner within MAaS
- Expectations / match to some of the outcomes what each operator wanted to know
  - Business Models
- Key Objectives :
  - Understand the role of demand responsive to support an established public transport infrastructure.



## **Greater Manchester Wave 2**

- Process of recruitment of operators
  - Challenging to engage with operators in GM
- Key challenges in the setup



#### What's included

**Media**City**UK** 



A bespoke app that provides intelligent journey options, combining different modes



Personalised journey planner that suggests journeys based on your preferences



Unlimited travel on all buses and trams across Greater Manchester (All operators)



A seamless and integrated solution that combines public transport and ride hailing to provide "Smarter Suggestions"

### Making journeys



Use the app to enter your origin and destination.

You can also add filter on the modes you would like to travel on which modes to exclude.



For Buses and Trams, click on the journey and it will begin to navigate. Use the Get Me There card to tap on and off buses and tram.

When Uber is involved in your journey, click on the link and it will redirect you to the Uber app to make and complete your booking



Use Getmethere card provided to tap and validate bus and Tram journeys. This will be provided free to each participant



Where Uber journey is required, use your personal Uber account to book and pay for journeys

Go!

#### How to pay?

#### Buses and Tram

The Get Me There card you are provided will be fully paid for and will give you unlimited access to all buses and trams within Greater Manchester for a 28-day period

#### Uber

When you are suggested an Uber journey and you book it, you will have to pay for it through your personal account.
At the end of the pilot, any Uber journeys up to £50° booked through the MaaS4EU will be reimbursed with High Street Shopping Vouchers.

\* You would need to complete an exit questionnaire to be eligible for uber journey reimbursement

## **Impact of COVID**

- What was the extent of the restrictions as a result of COVID in each pilot area
  - Full National Lock down
- Some of the statistics and impacts on travel behaviour
- Key impacts on the project



## 'You must stay at home'

PM declares national emergency Meetings of more than two banned Fines for flouting new curb

Francis Elliott Political Editor

Boris Johnson declared a "moment of national emergency" last night as be finally imposed a near full lockdown of Bottam to protect against the spread of communicum.

Police will enforce now quantitize des under which people will be lowed to leave their home only for mential supplies, one form of daily oricles, medical care or "absolutely coenary" work.

usting "non-ensential goods, plangrounds, libraries and charches hallgrounds, libraries and charches hallly be a surport of the commander of the hall have been a surport of the comletes in societisting around the globe. He said that pointer what it not, which has been been a surport of the composition to enforce the roles, which more than two people. Advisors cought floating the measures faces a fine of six between 130 and 13000 from Thurston behen a bill containing new legislation to add with connaction in expected to a deal with connaction in expected to

The regulations, which him Britain largely into line with most be European notions, will last at least the works and could be reserved, or ever toughered, depending on the progres of the disease.

France this evening I must give the finish people a very simple instruction — you must stay at home? the prime minister said in a believised address. Without a buge national offers to had be growth of this varie, there will beam in mineral when no health service in the world could groundly cope because here world the enough verification, the world could groundly cope because here worth the enough verification.

"To put it simply, if too many people become seriously univeil at one time, the NHSS will be unable to headle it, meaning more people are block to die, not just from convarients but from other illnesses as well."

People were supped to reduce hopping trips to a monitorum and use loost delivery services where possible. All social events, including weildings, see now humend, with only funerals disaved. Public gatherings of noise than they are outlassed unless they are nombers of the same household.

"All present there are just no easy options. The way shread in hard, and it is still true that start less way threat transpires wall is safe; he ise," hit foliasson said, adding that "no prince mainter search to enact reconstructions of the still true that the saids he ise," his ages of crowds visiting open, squors across many garts of Beltain iver the weekersal had fuelfued calls for the Johnson to estatch action in France, Italy and Spain.

Those permones allowed to start open.

pet shops, hardware stores, petrol ons, hunks, good offices, haunders a sard undertrakers, Rouch and rai s will remain open to allow key sars to travel.

The measures were announced as: The coronavirus death toll in Britain seby 54 to 335 and recorded infections ent up by #13 to 6,650.

Daly's douth Inil stoneof for the condicensecutheedayto 64(2), with the other of new infections also falling. A consortium of manifesturers unissed to deliver \$5000 sentilation than a furringful as purt of effects to out a target of \$0,0000. The FTSE 000 the first time is more than the stoneous stoneous control of the property of the first time is more than the peace; it has told 35 per cert of its traveiling abroad were urged to take the first available flight horse as air trave started to shut down.

8 The limit on contaction payments was lifted to 645 from next month to

reduce the manther of cash transactions and risk of transmission.

Schools kept open for the children of local violates demanded clearers affectively solution including on whether pupils needed masks.

The government used emergency legislation to effectively nationalise the radioway temporarily to source that

cos kept surrivers to sensure that a tweetour cost kept surrivers (at five per decision to enforce a lockdown as are Nels kelen at a meeting of the Cubra. This is associated to the cost of the cubra that the cu

deta including on public transport to retail footfall and park use, showed like compliance rates were well below it 75 per cert deerned necessary to at the NHS from being overwhelmed. Mr Johnson said that the new rail

Mr. Administ and Wat the rever miss would "but time" for the health service. Minuteen are under intense pressure to explain shartage of betting equipment and protective clothing, especially for frontline stall. Jeveny Cothyn, the Labour leader. Develod "The name entitler is right to have been as a second of the con-

Aerenty Cotthyn, the Labour leads weeked. "The prime entrinster in right! all far people to stay at home, peake or NPES and save lives." He adde This is the right response to the outside and only a save lead only as are been calling for. There now once, to be clear guidance to employers an outlined on pape 2, cat 9. He spoke on a matter of life and death

Quentin Letts Political Sketch

ind, most, most. The inseparative shot like a knell through the a knell through the inseparative shot like a knell through the inseparative should be a knell through committee the receiving in the inseparative should be a with his underset, "I said through the inseparative should be a simple insertance in a with his underset," I said through the insertance in the insert

at home."

A flurry of sentences began "you should not." Should not meet friends. Should not shop, save for essentials. We were conscripts to a common cause and we must — that word again — stop "this invisible kallor."

killer." He spoke swillly, without the sort of gammony pauses one abways imagined this sort of crisis might require. How comprehensively imaginations word excuses have been super-seed by the mundone, deathy reality of all this. No martial meits, no military uniform, and just a single Union Jack hebeth bins, but this was medeen derenerated authority dragonating us to the

We have reached the point when our PM must speak is no inform a does in Domining Street, friedman does in Powning Street, friedmaning do fixes. The pace of his definery, ratifiling if our, accordanted that this was a leader working in overdrive. There was no him to loss. There was no him to loss. If the absence of medicinaria, paradoxically, made it all the nurre

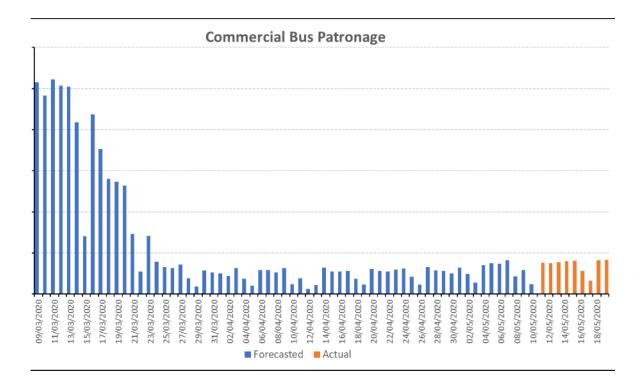
paradioically, made it all the mure striking and urgent.

The Commons had spent much of its day possing the Coronavirus Bill, the legislation strengthening

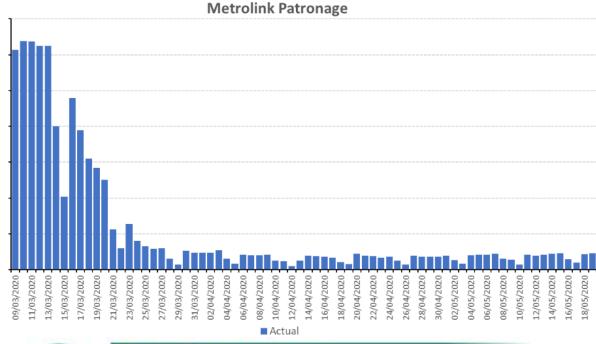


Grant Shapps
Secretary of State for Transport of the United Kingdom





#Add Cycling Data





#### Changes in travel behaviour

Questions in this category cover how the pandemic and the resulting lockdown altered the travel behaviour of respondents and how respondents anticipated travelling once travel restrictions were removed.

Chart 10: "After travel restrictions and social

distancing are removed how likely, if at all, are you to avoid using public transport if it is crowded?"

DfT Wave 4





## Final products (~1-2 slides, could be more with lots of images of products if appropriate)

- Recruitment of 50 participants
  - To download MaaS4EU app, read the virtual on-boarding materials, fill in the app screener and use the app in an organic way
  - To complete 2 questionnaires (15 mins each max)
- Virtual interviews qualitive interview
- Ethnographic interviews with COVID-19 persona archetypes.
  - Future of Work
  - Future of Tourism







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## **Lessons Learned**

### Key lessons learned from the project

- Traditional operator are very risk adverse due to lack of clear business model
- Traditional operator technology isn't ready for intergration to majority MaaS Platforms

### Recommendations for other MaaS Operators

- Clear business case for mobility service provider
- Engage with city region to align MaaS offering to city objectives
- Importance of Journey planner the power of the «default»
- Data sharing

### Next steps with MaaS in the pilot

- What are the opportunity for MaaS to help with econmics/ post-covid recover Mobility Credit Trial.
- How can MaaS be used to restore consumer confidence on public transport
- How can data collected from MaaS solution help with building future finance models for public transport
- How do we make some of the ActiveTravel presist in a post-covid evniroment as part of MaaS.



# THANK YOU

