



MaaS4EU

# Virtual Final Conference

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



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 723176

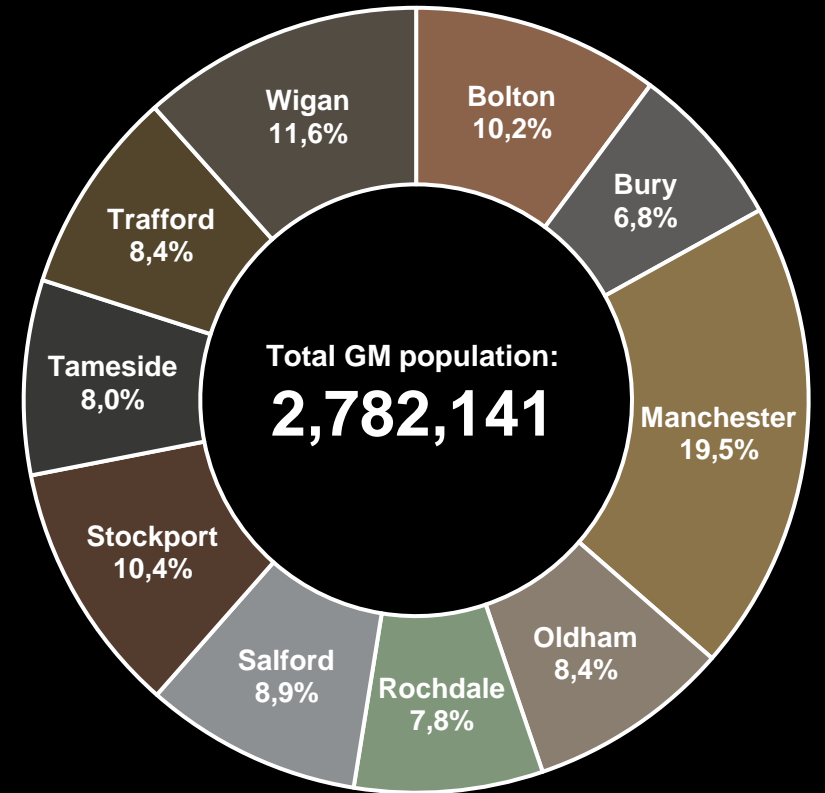


# Greater Manchester Living Lab

Sam Li – Senior Innovation Officer TfGM



**Ten districts**





Supporting  
sustainable  
economic growth



Improving quality  
of life for all



## Transport Vision

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

Protecting our  
environment

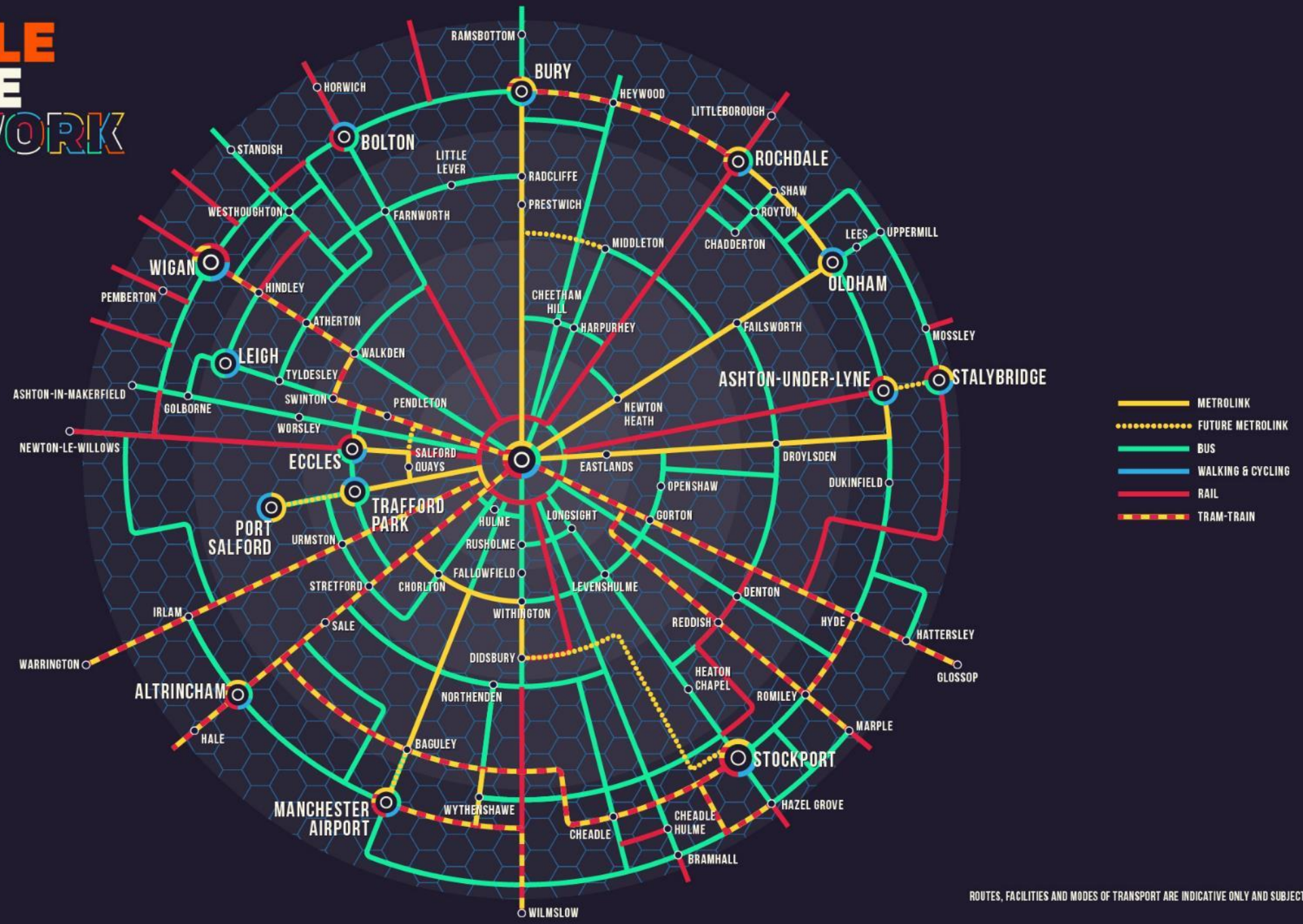


Developing an  
innovative city-  
region





# OUR PEOPLE OUR PLACE OUR NETWORK



- METROLINK
- ⋯ FUTURE METROLINK
- BUS
- WALKING & CYCLING
- RAIL
- TRAM-TRAIN

**GREATER MANCHESTER**  
DOING THINGS DIFFERENTLY

ROUTES, FACILITIES AND MODES OF TRANSPORT ARE INDICATIVE ONLY AND SUBJECT TO CHANGE.

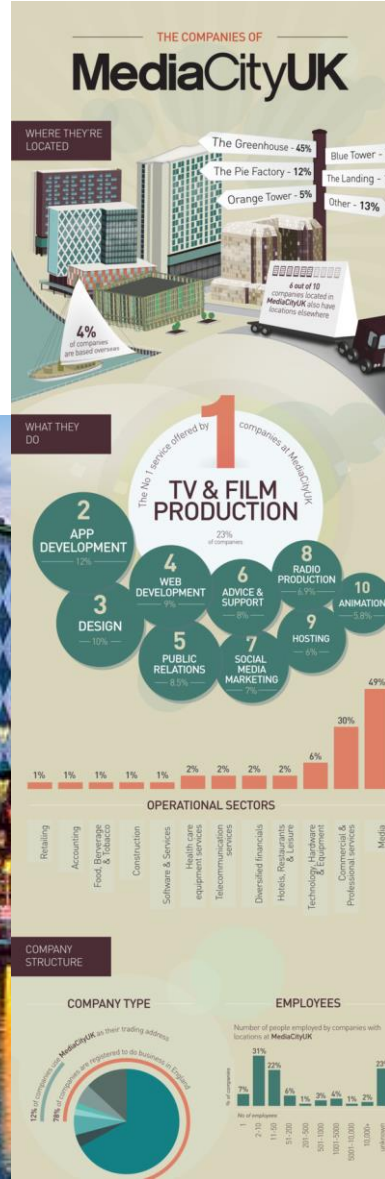
# Background of pilot area (2 slides)

- **Plan for the trial**
- **Priorities for the project**
  - Engaging with Business as the anchor 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
  - Engagemnet with Mobility Operator
  - Technology barrier for intergrated ticketing
- Difficulties faced in the setup
  - Educating participants what is MaaS



## What's included



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



Plan

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.

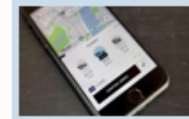


Book

- 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

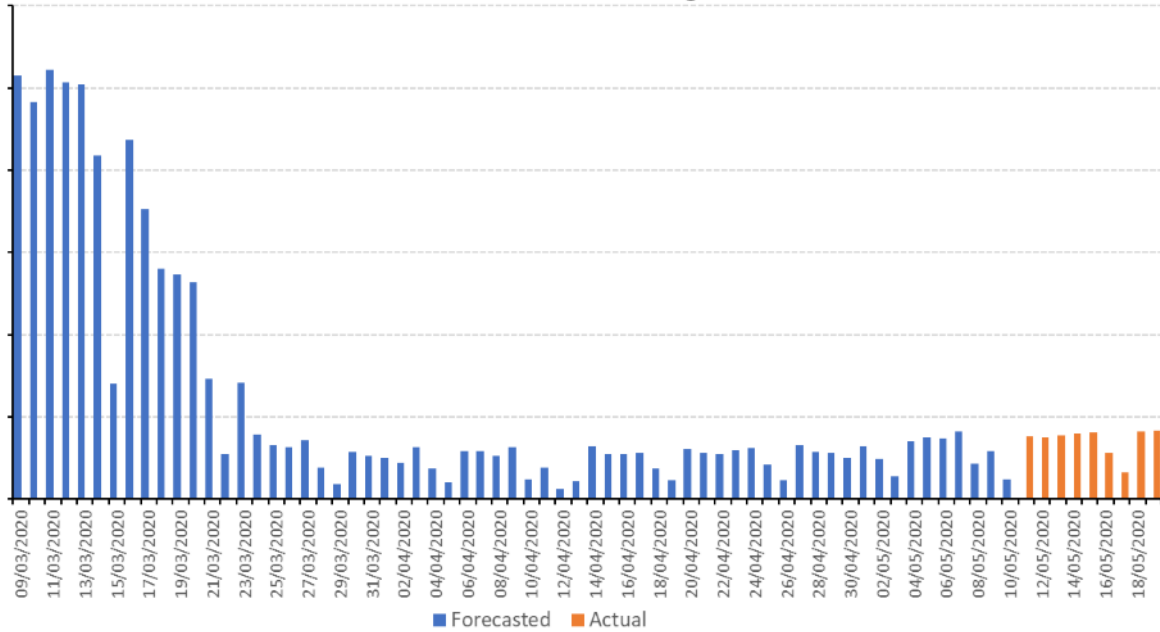
- What was the extent of the restrictions as a result of COVID in each pilot area
  - Full National Lock down
- Some of the statistics and impacts on travel behaviour
- Key impacts on the project



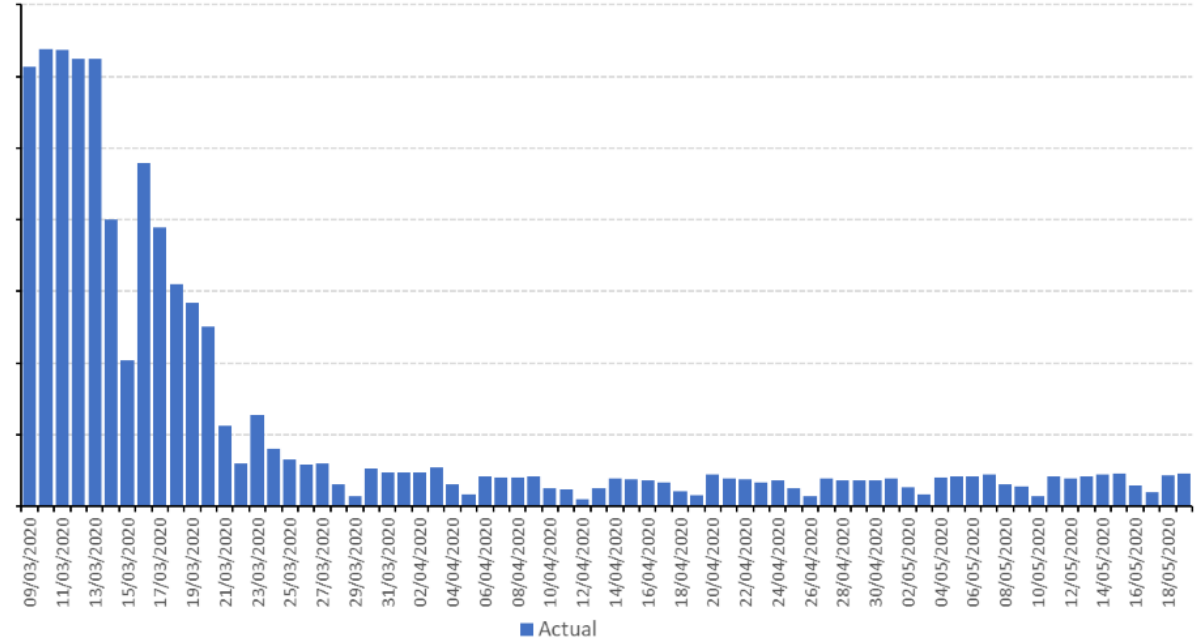
Grant Shapps  
Secretary of State for Transport of the United Kingdom



### Commercial Bus Patronage



### Metrolink Patronage



#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 qualitative 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 operators are very risk adverse – due to lack of clear business model
  - Traditional operator technology isn't ready for integration 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 opportunities for MaaS to help with economics/ 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 persist in a post-covid environment as part of MaaS.





# THANK YOU

