

Transport for
Greater Manchester

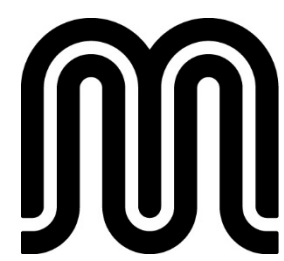
Regulations and Pricing for MaaS

A case study of Greater Manchester

Emily Cowling

Fares and Ticketing Officer, Transport for Greater Manchester





GDPR

State Aid

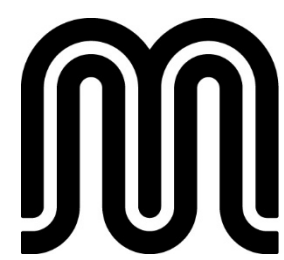
Transport Act
2000

Bus Services Act
2017

Anti-
Competition law

Deregulated Bus Market





Transport for Greater Manchester

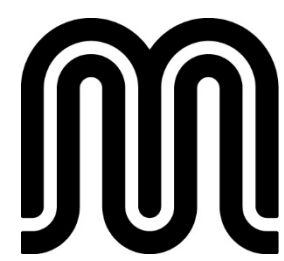


£4.80



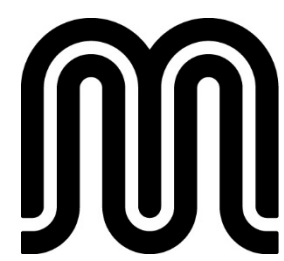
£4.50

~~£4.55~~



Transport for Greater Manchester

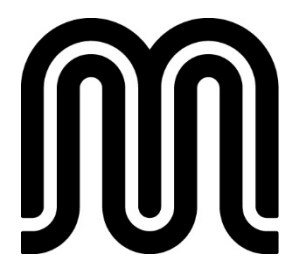




Transport for Greater Manchester

Ticketing Block Exemption





Transport for Greater Manchester

1994 -
present

Co-owned by: bus, rail,
tram and TfGM

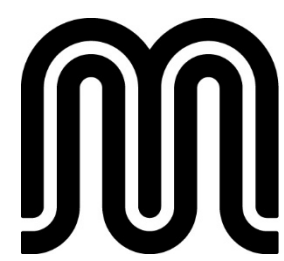


Greater Manchester
Travelcards Limited
(GMTL)

Multi-
operator
products

26 bus companies
accept GMTL products

Multi-modal
products



De-regulation as a barrier

Regulation as a barrier

What does this mean for MaaS?

Complexity as an
opportunity

Ticketing schemes as a
model

7 days of travel in Greater Manchester

£17



£16



£18



Varies by journey



£30



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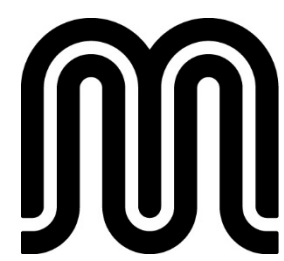


Varies by journey



Free if own a bike





Pricing Mobility as a Service

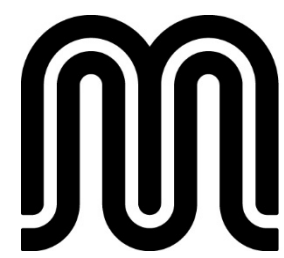
Legal

Competitive Offer

Value of journey planning

Willingness to pay

Algorithms and revenue apportionment



Transport for Greater Manchester

Any questions?

Emily Cowling

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