

MaaS in Greater Manchester





Transport for
Greater Manchester

Melissa Giusti

Intelligent mobility Officer

Contents

1. Innovation team activities within TfGM
 2. Why MaaS
 3. What MaaS is not for TfGM?
 4. MaaS portfolio
 5. Challenges and opportunities
-

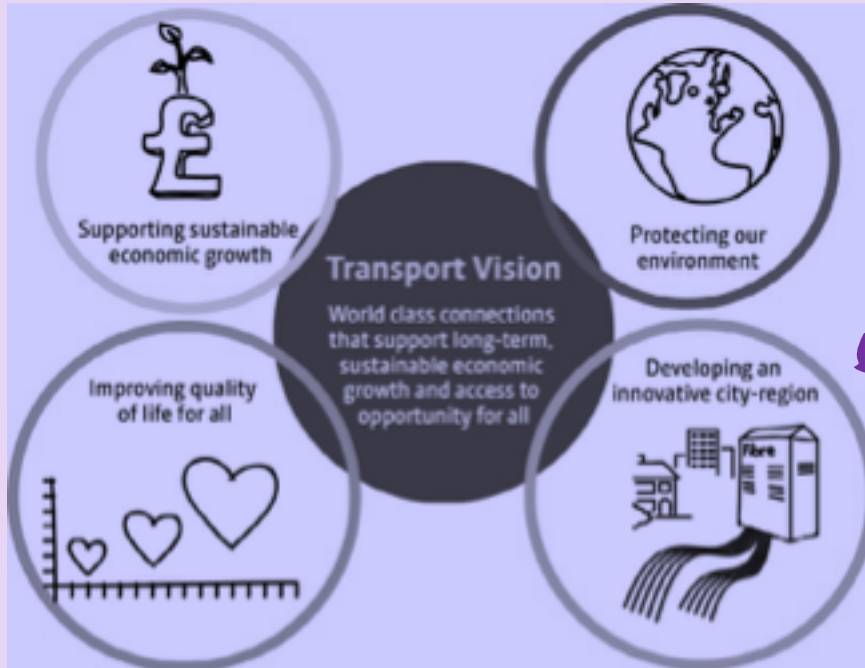
Innovation team activities - Testing

The Innovation team work is to **test** new mobility solutions and aims to understand which are **right** for GM.



- Develop
- Demonstrate
- Advance
- Embed

Why MaaS?



Make Travel easier and develop on CASE mobility:

- connected,
- autonomous,
- shared,
- electric

“MaaS has the potential to revolutionise the way we travel. In principle it brings together our increasingly diverse transport options and enables travellers to create their own accessible, integrated and agile journey plans with a single point of payment.”

Jon Lamonte

What MaaS is not in TfGM vision

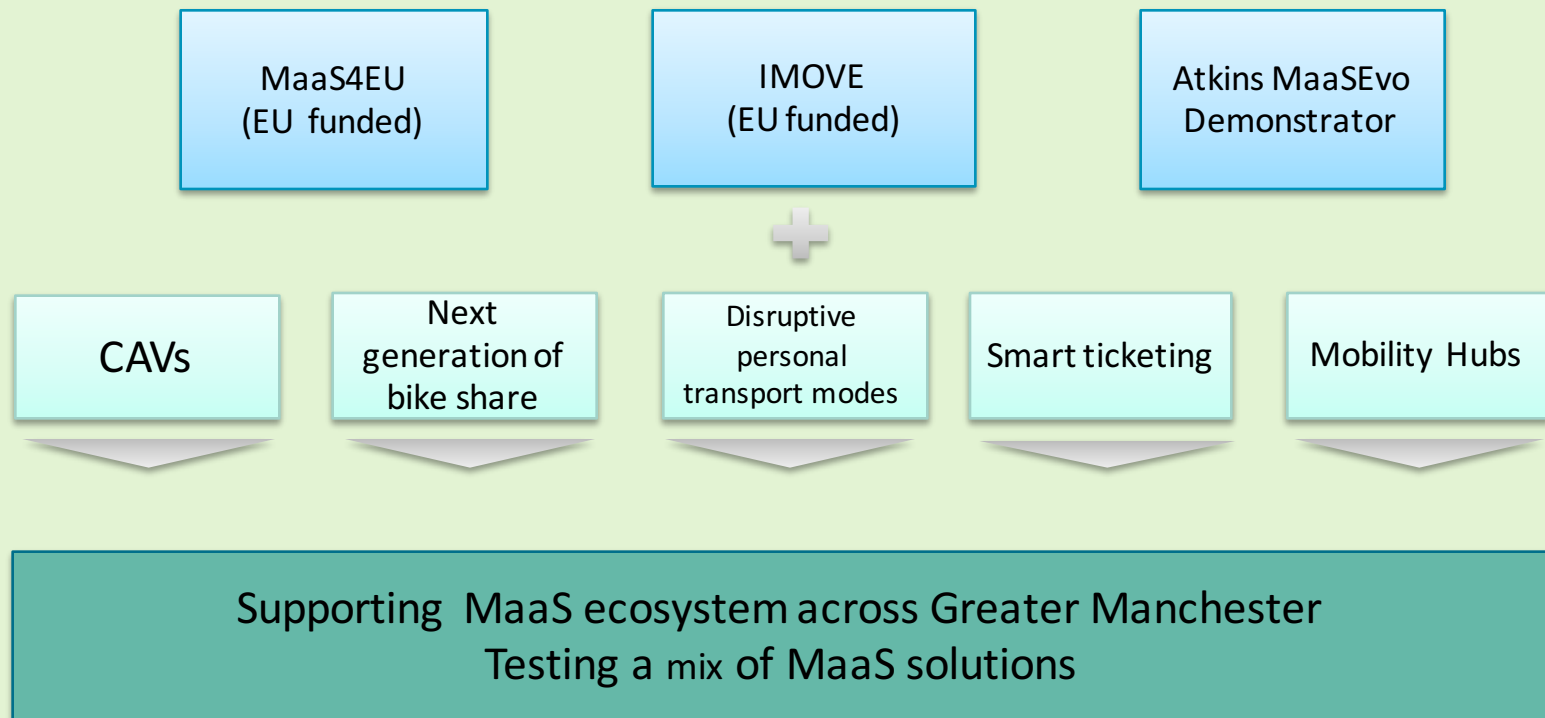
- × Just an app
- × A confined environment
- × A limited concept
- × A static concept

Transport offer in GM

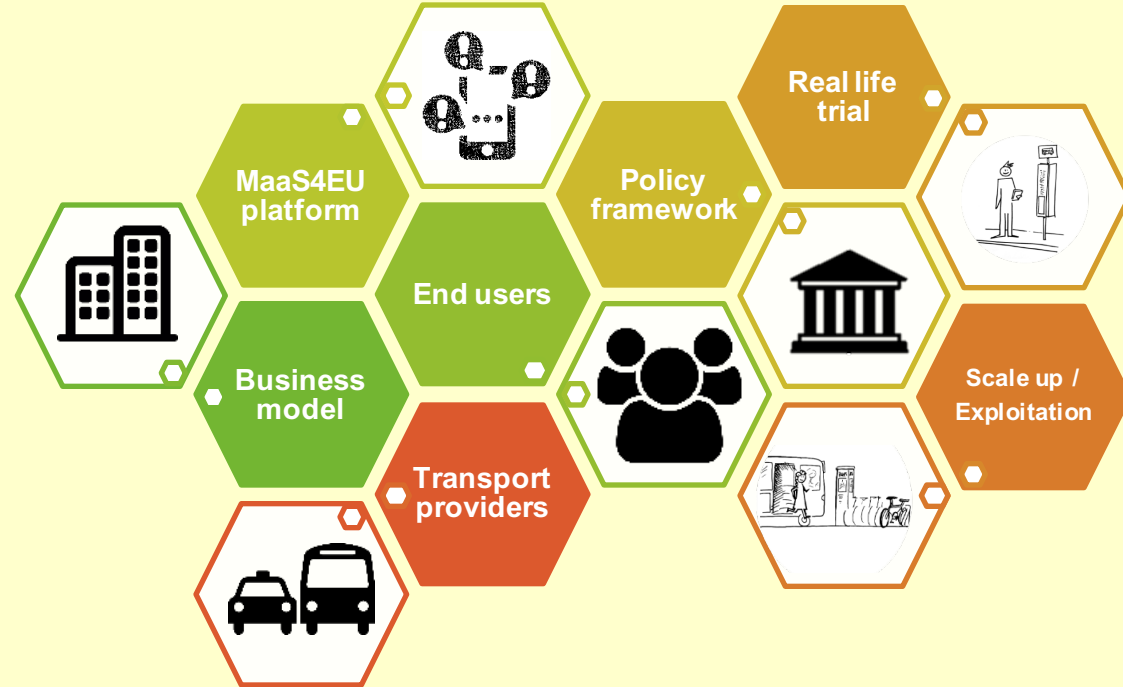
Current situation



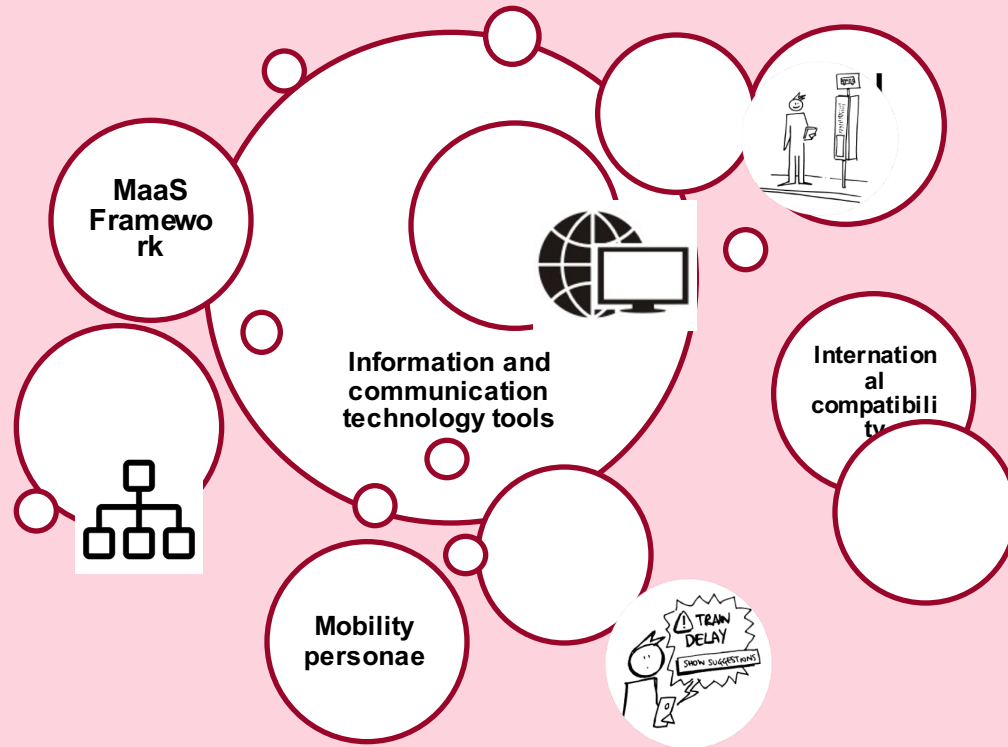
Portfolio of MaaS Projects



Maas4EU Project

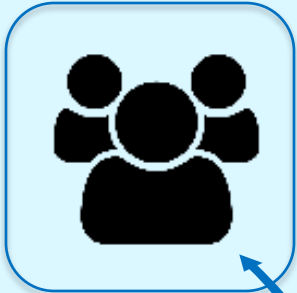


IMOVE Project



MaaSEvo PoC

End users



WHATSAPP

Back-end office

Key findings

73% of 626 journeys included 2 or more different transport modes

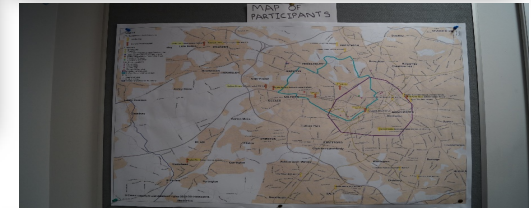
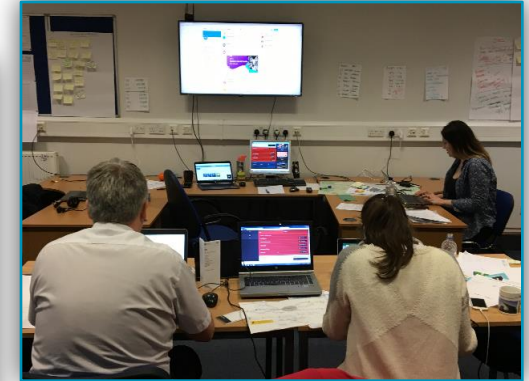
21% of participants are more willing use active travel modes post PoC

26% of participants more willing to use PT post PoC, users require good reason to change habit such as cost/ time saving

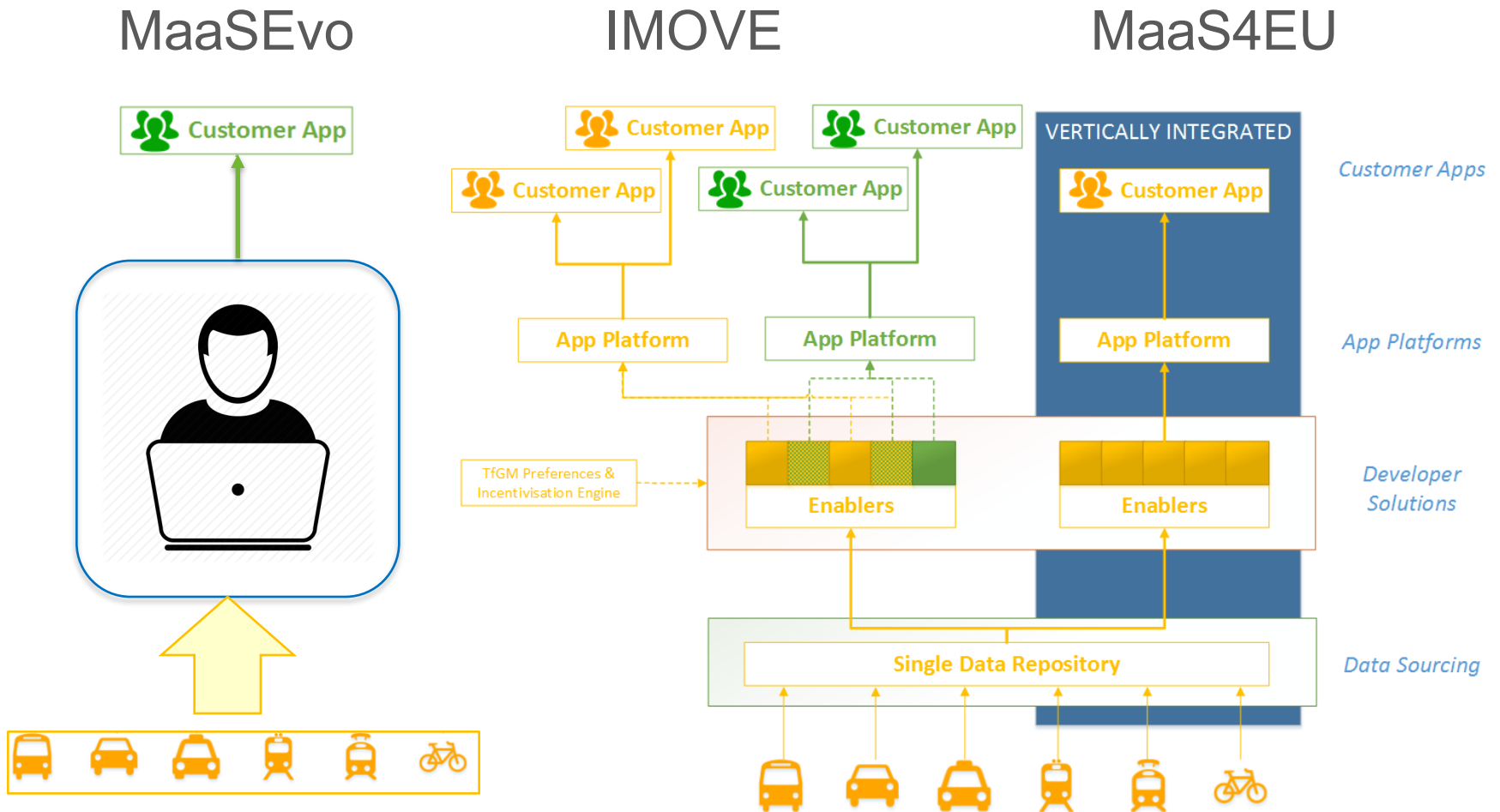
47% of all journey plans sent to participants, involved using the bus

6-months later and before the second iteration 20% have started more active travel; 22% would consider giving up personal vehicle; participants willing to pay £20 per week on top of their current spend for a like MaaS Service

MaaS Evolution - Operations



Projects comparison



Challenges and opportunities for MaaS in GM short/medium term

- Customer risk: data protection, satisfaction,
 - Commercial risk: packages composition, engagement with MSP
 - Legal risk: MaaS operator
 - Reputational risk: TfGM role
 - Understand TfGM role
 - Understand right mix of transport for GM
 - Flexibility: new MSPs to plug into the environment
 - Improve mobility offer
 - Support growth in the new economy
-

Is the way we travel going to change MaaSively?



Q&A

Please get in contact to know further:

melissa.giusti@tfgm.com

innovation@tfgm.com

*Some of the content is built on slides originally produced by Atkins
