

MaaSterminds

- ▶ ADAM STEAD,
- ▶ PRINCIPAL PRODUCT MANAGER (DIGITAL),
TRANSPORT FOR WALES
- ▶ ADAM.STEAD@TFW.WALES



Purpose

- ▶ The Mobility-as-a-Service (MaaS) “MaaSterminds” Group is a forum for public sector bodies to accelerate the introduction of MaaS in the UK.
- ▶ To our group, MaaS means empowering citizens to make sustainable transport choices through improving the integration between public transport, shared mobility, ride hailing, demand responsive transport and active travel.
- ▶ We believe MaaS can also deliver economic, social, and cultural outcomes and our members are exploring these opportunities in different ways.

Activity

90min meet-up every 6 weeks - to share progress, inspire, and seek opportunities collaborate.

- ▶ May
- ▶ July
- ▶ October

Lunch and Learn:

- ▶ June: Pete Dyson, Transport for Humans (DfT Principal Behavioural Scientist)

Group Membership

1. Nottingham City Council
 2. West of England Combined Authority
 3. Dundee City Council
 4. Cambridgeshire County Council
 5. Kent County Council
 6. Surrey County Council
 7. Tees Valley Combined Authority
 8. Plymouth City Council
 9. HiTrans
-
10. Transport for Greater Manchester
 11. Transport for West Midlands
 12. Transport for Wales
 13. Transport Scotland
 14. Solent Transport
-
15. Network Rail
 16. National Highways
 17. National Transport Ireland
 18. Crown Commercial Services

Known schemes in the pipeline

Finalising Business Case

Kent

Transport for Wales

Delivering

West of England
Combined Authority

Transport for West
Midlands

LNER

Live

GoHi (HiTrans)

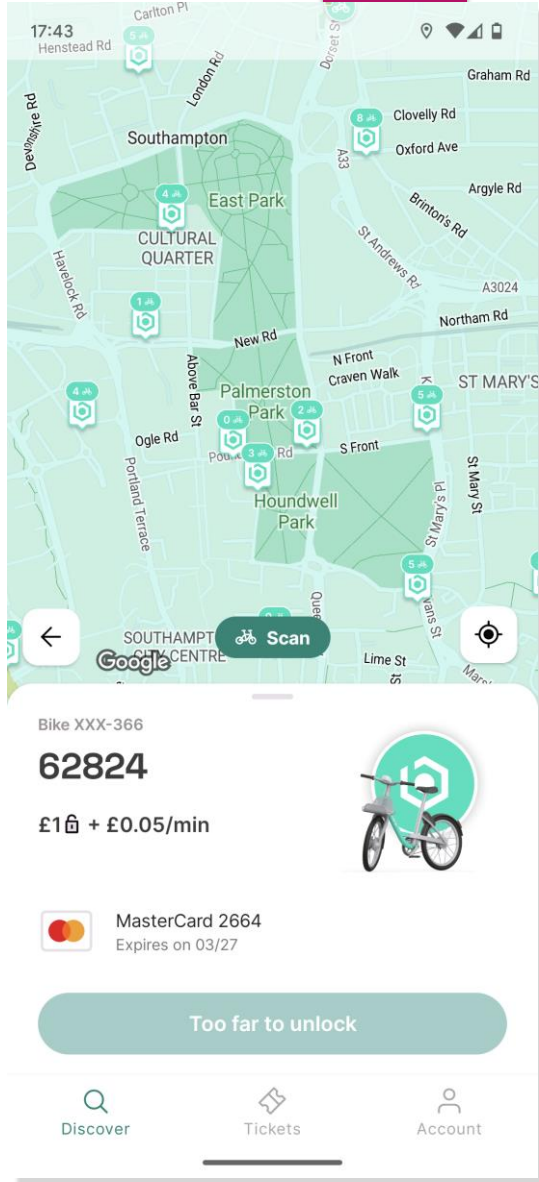
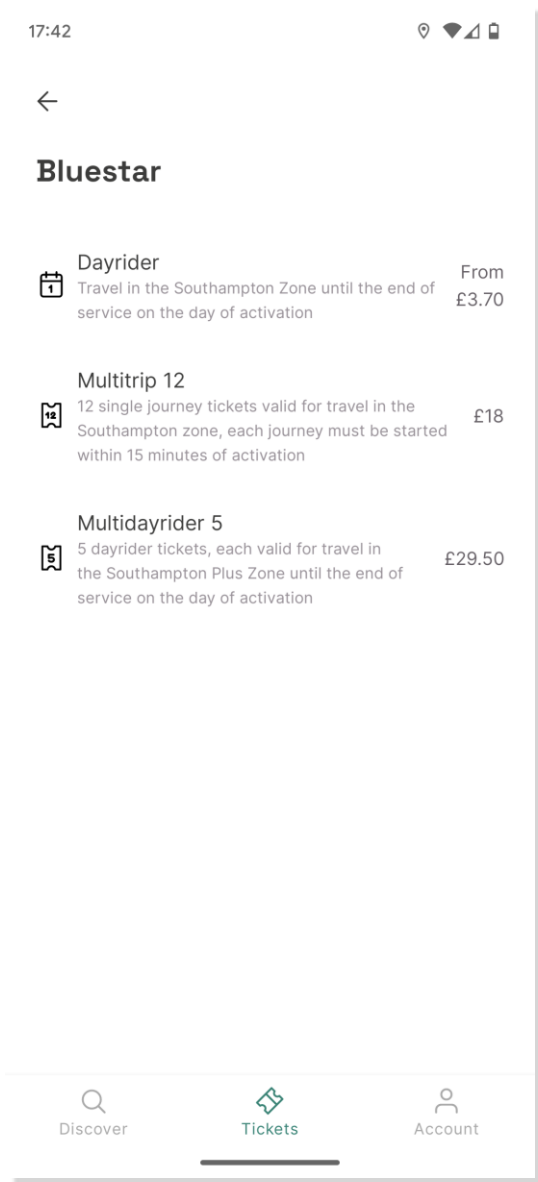
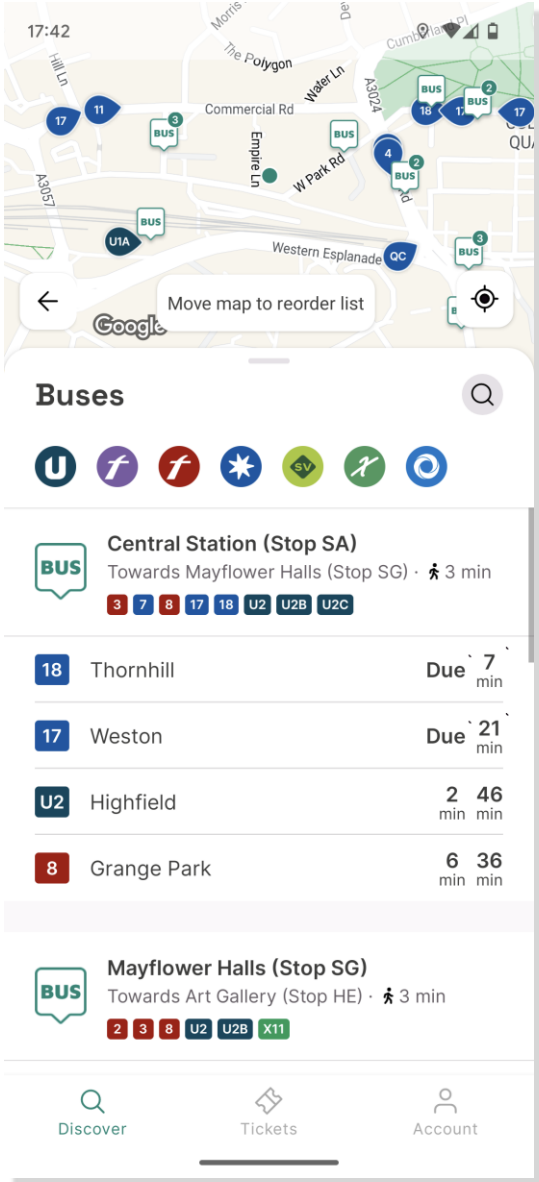
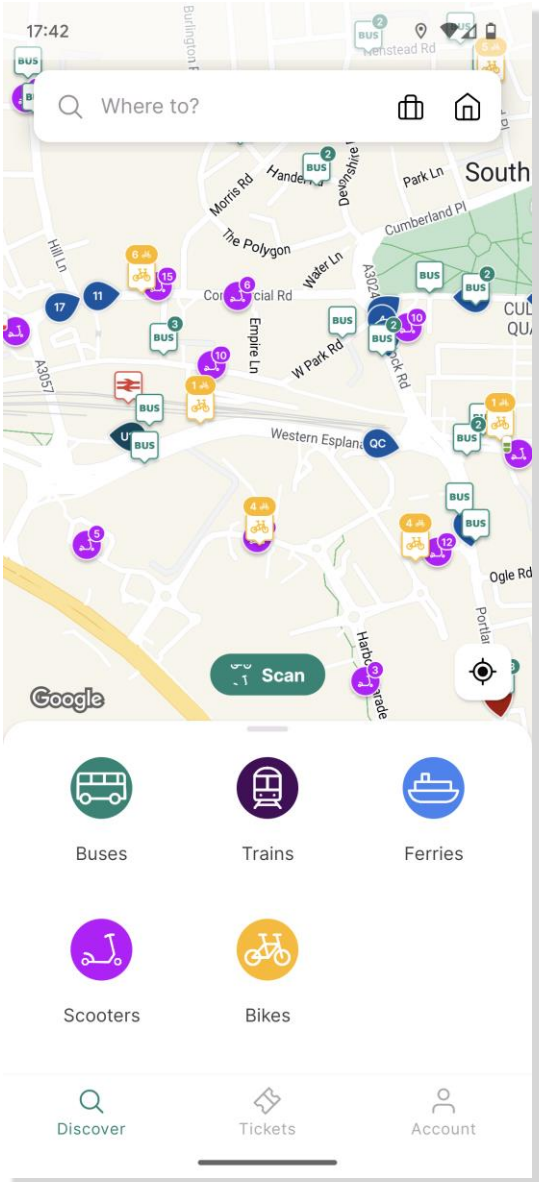
GetGoDundee

DerbyGo

Solent Transport Breeze

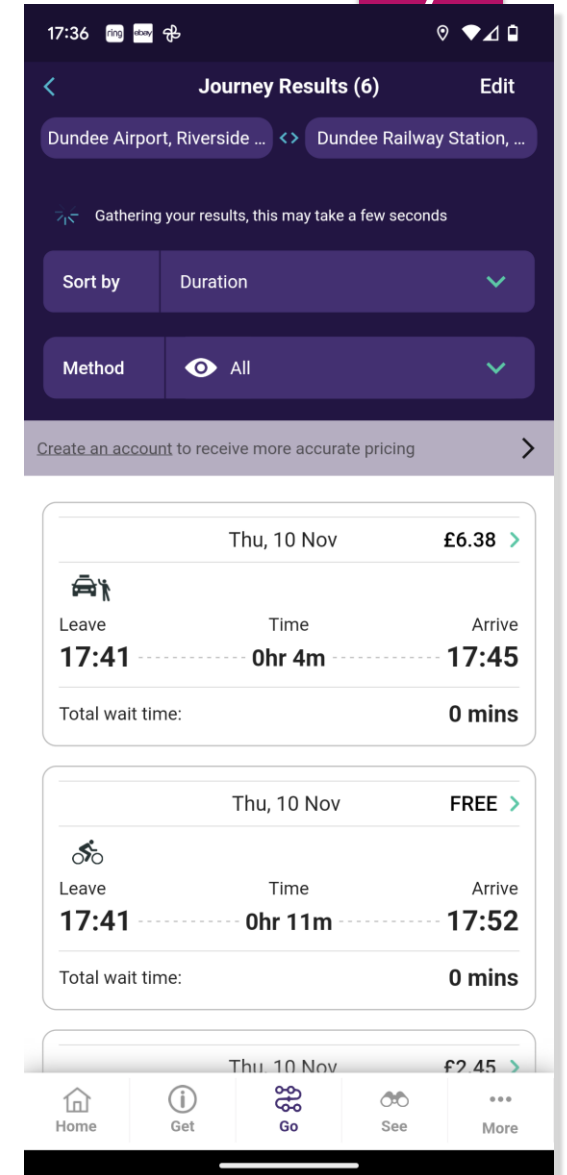
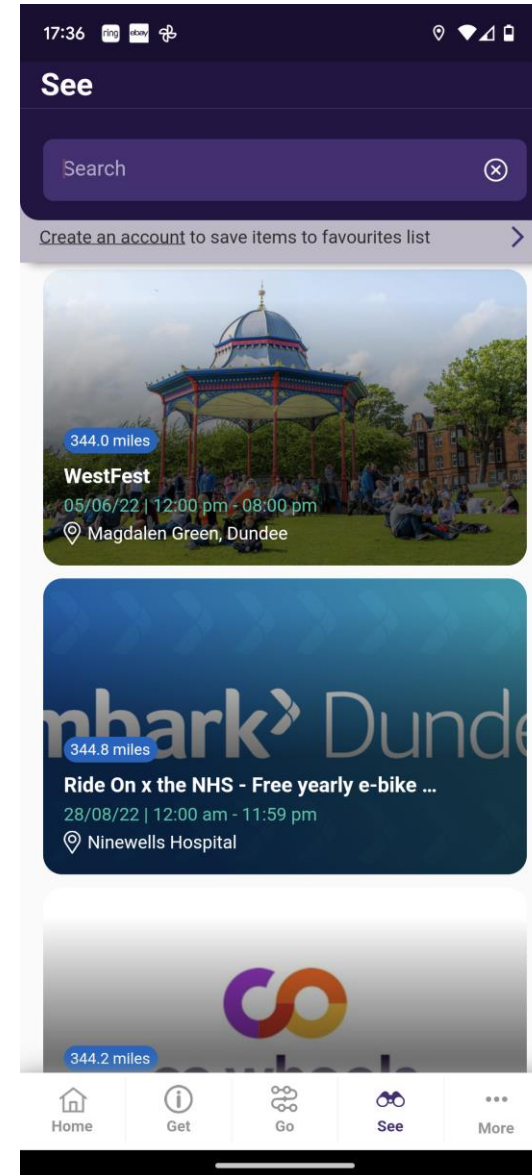
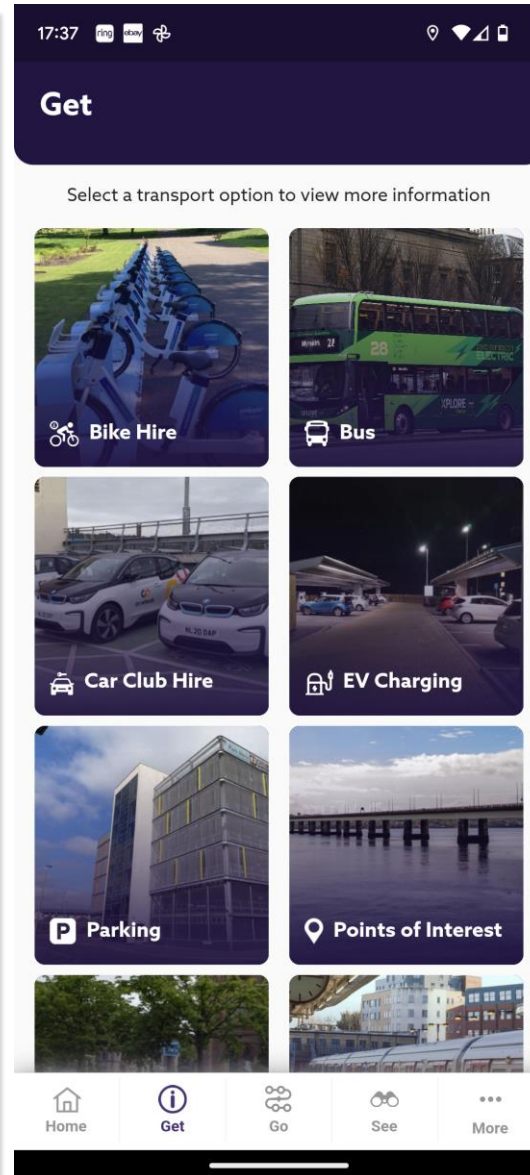
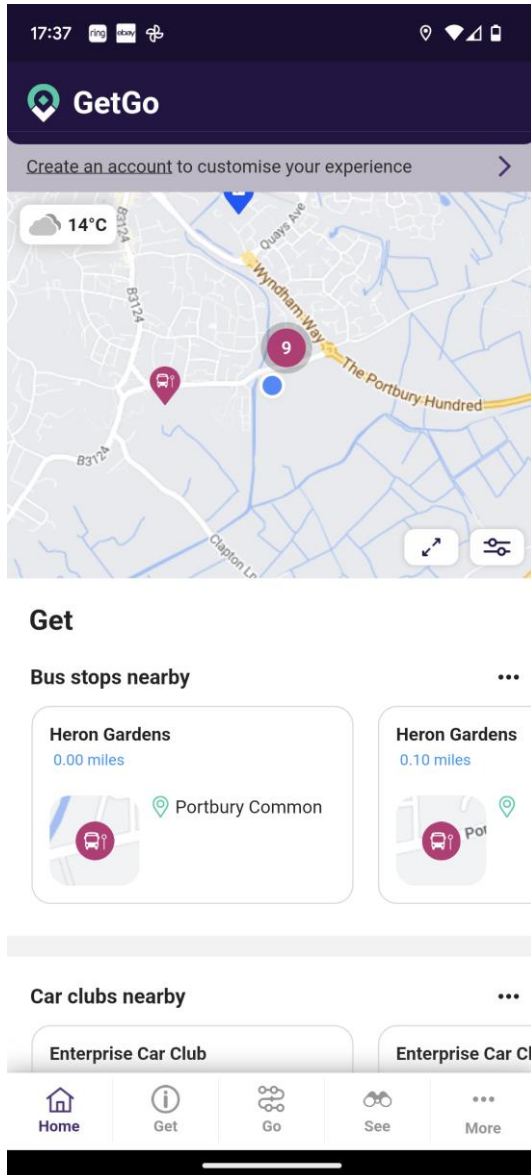


Solent Breeze



GetGo Dundee

7





TRAFNIDIAETH CYMRU
TRANSPORT FOR WALES

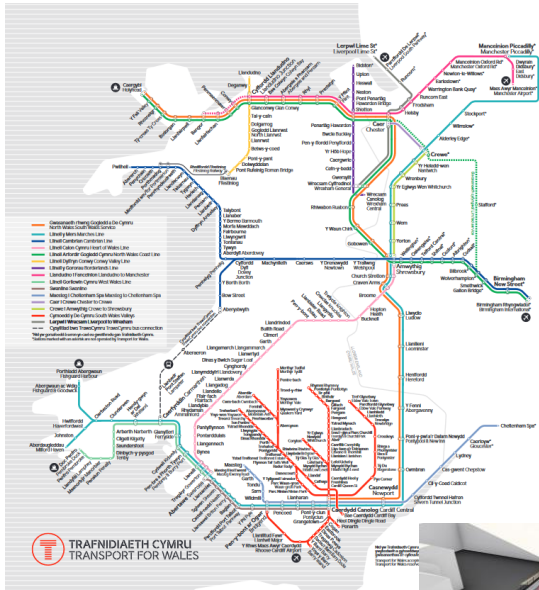
Future Multimodal Journey Planning and Digital Retail for Wales

“Mobility-as-a-Service”



Mae Trafnidiaeth Cymru yn eiddo i
Lywodraeth Cymru
Transport for Wales is owned by the
Welsh Government

Transport for Wales – a growing remit



TRAFNIDIAETH CYMRU
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Journey Planner Timetables Travel Map Disruptions Coronavirus Travel Info

All short-notice changes to timetables sent by operators will now be added to our 'Short Notice Service Updates' disruption page instead of our Covid page. Please double check before you travel. [View Page](#)

Journey Planner Timetables

Public Transport Walk Cycle Flight

Where are you going?

From

To

When are you travelling?

20 Mar 2022

Leave After Active By

Show more options

Plan my journey

Free bus travel across Newport during March

Short Notice Service Updates

Please check our 'Short Notice Service Updates' disruption for any timetable changes

All events

Public Transport Information People

fflecsi



Mobility operators in Wales



4

Train Operators

- TfW Rail
- GWR
- CrossCountry
- Avanti West Coast



76

Bus Operators

- First, Arriva, Stagecoach, Cardiff Bus, Newport Bus, Edwards, Etc.



4

Waterbus services

- Cardiff Cats,
- Cardiff Cruises
- Cardiff Boats
- Aquabus



2

Airports

- Cardiff
- Anglesey



11

Coach Operators

- Flixbus
- National Express
- Megabus
- Many local firms



Many

Car park operators plus

- Paybyphone at rail stations



3

Ferry ports

- Holyhead (Irish Ferries)
- Fishguard (StenaLine)
- Pembroke Dock (Irish Ferries)



Many

Local Taxi operators plus

- Uber
- Ola



27

Demand-responsive bus services

- fflecsi in 10 locations
- fflecsi Bwcabus in 17 locations



2

Car clubs

- Enterprise Car Club in Cardiff
- Co-Wheels in Gwynedd



3

Bike sharing

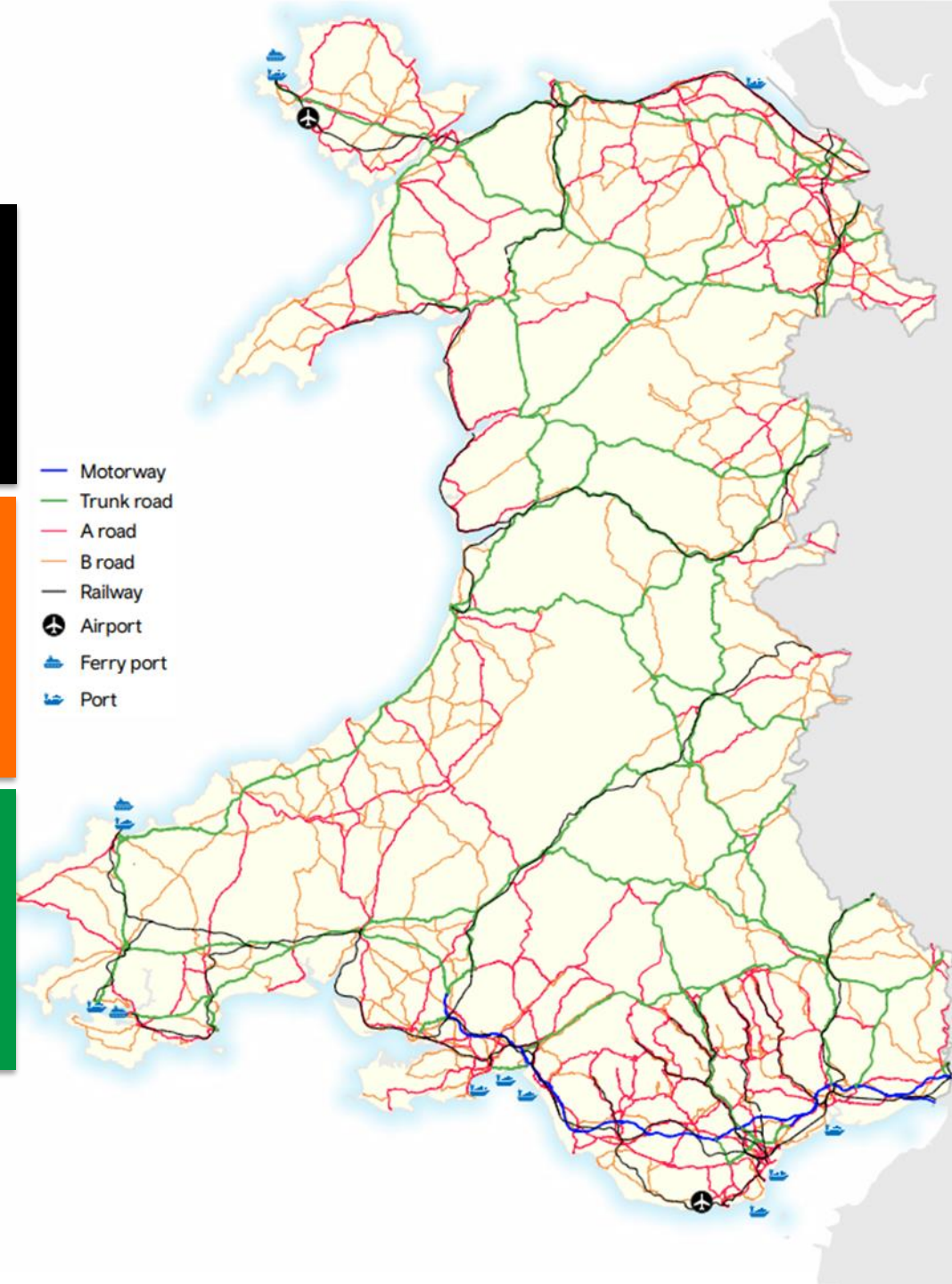
- Cardiff & Penarth
- Swansea
- Carmarthen (Brompton)



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Many E-scooters in England adjacent.

Voi, Zwings, Beryl, Ginger,



Levels of MaaS in Wales

Jana Sochor (2017), KTH Stockholm Technology Uni, Topology of MaaS identifies 5 degrees of MaaS Integration.



Today's TfW Mobile App Portfolio

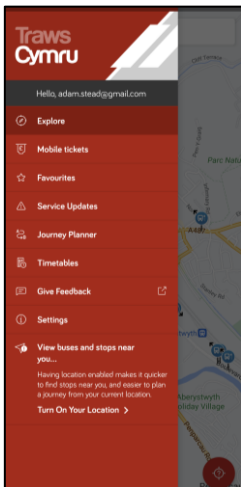


fflecsi

By Via



- White-label solution
- Provides requesting fflecsi trips and seeing journey progress.
- Gives alternative journey options by bus & rail
- Roadmap to expand fflecsi service areas

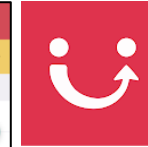
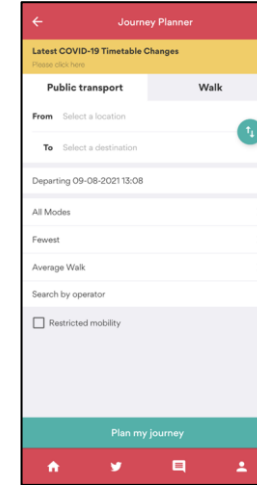


TrawsCymru

By Passenger



- White-label solution
- Provides mTicketing, timetable viewer, journey planning.
- Not scalable for complex multioperator landscape

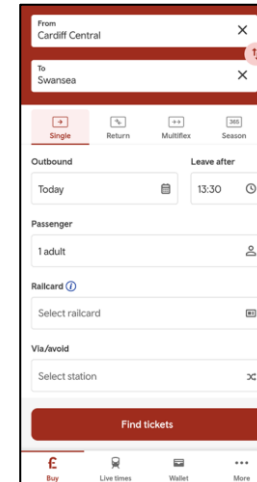


Traveline.Cymru

By Spindogs/SilverRail



- Bespoke solution built to our specification.
- Provides door to door journey planning on public transport and cycling, timetable browsing, and bus disruption information.



TfW

By Imaginet/SilverRail



- Bespoke solution built to TfW's specification focused on rail ticketing.
- Provides rail mTicket purchasing, departure information, smartcard integration, TrawsCymru and PlusBus
- Phase 2 Roadmap to improve ticketing options, refunds and PAYG.

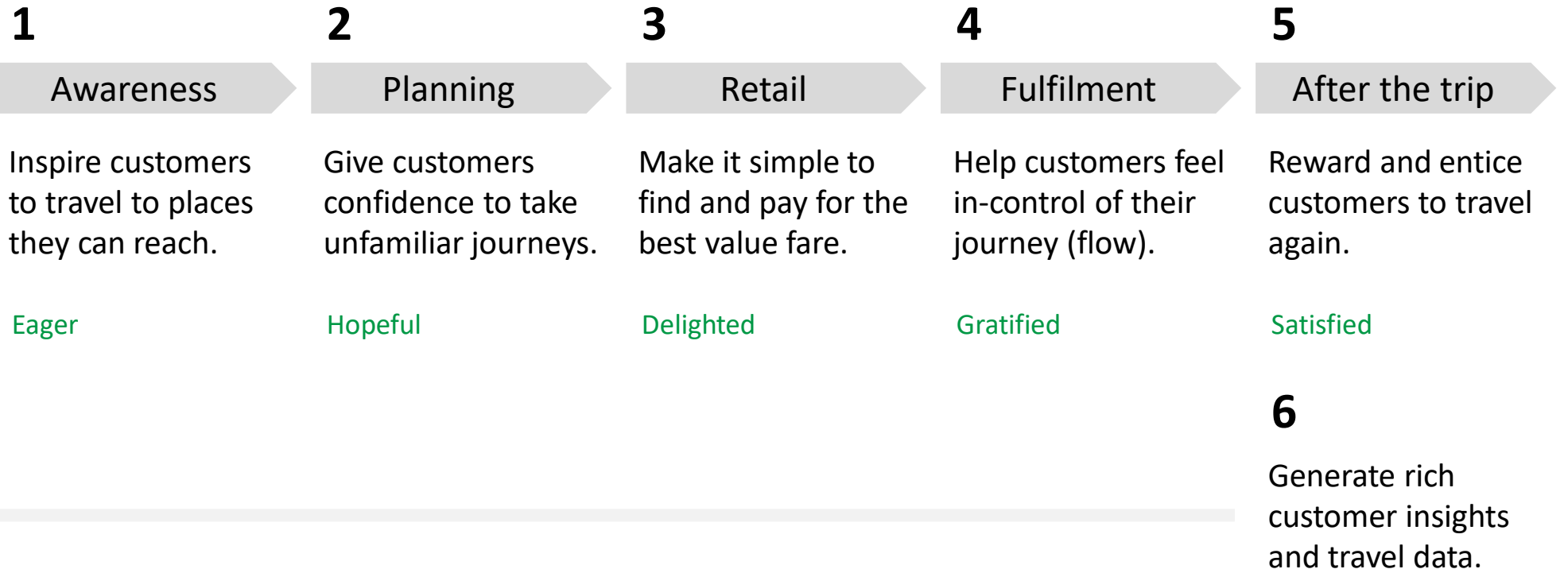
Wales National Transport Delivery Plan

45% of journeys to be made by public transport, walking and cycling by 2040 (an increase of 40%)

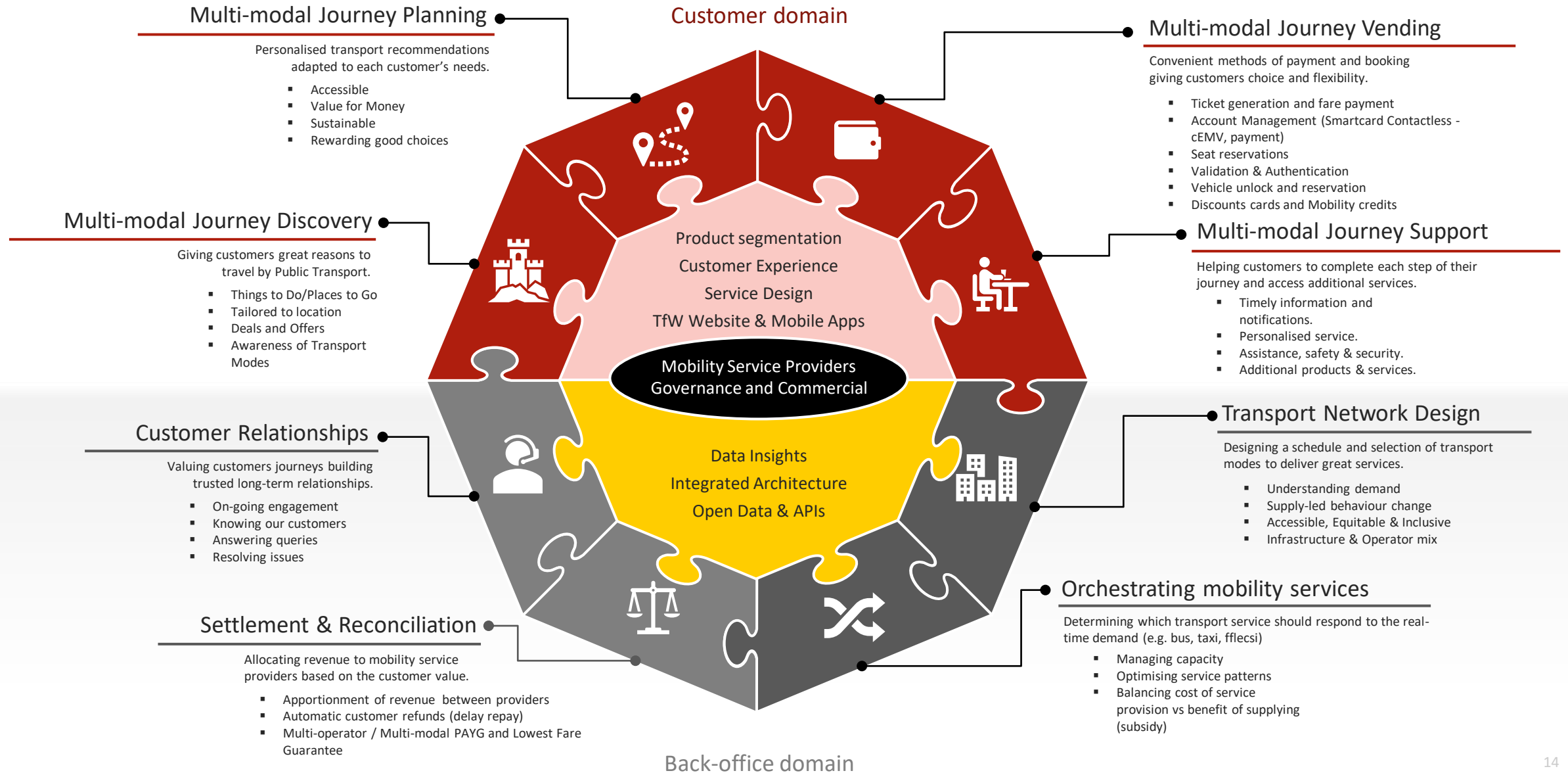
TfW Digital Customer Strategy:

An integrated digital companion for every journey in Wales

Create high-quality, affordable, integrated transport networks people want to use.



MaaS Outline Service Blueprint



Evidence-led research indicates strong customer need (Mar '22)



17 x Internal Stakeholders Interviewed



10 x Customer Interviews (2 rounds)



Survey with 469 responses



Prototype testing with 5 users in 3 scenarios

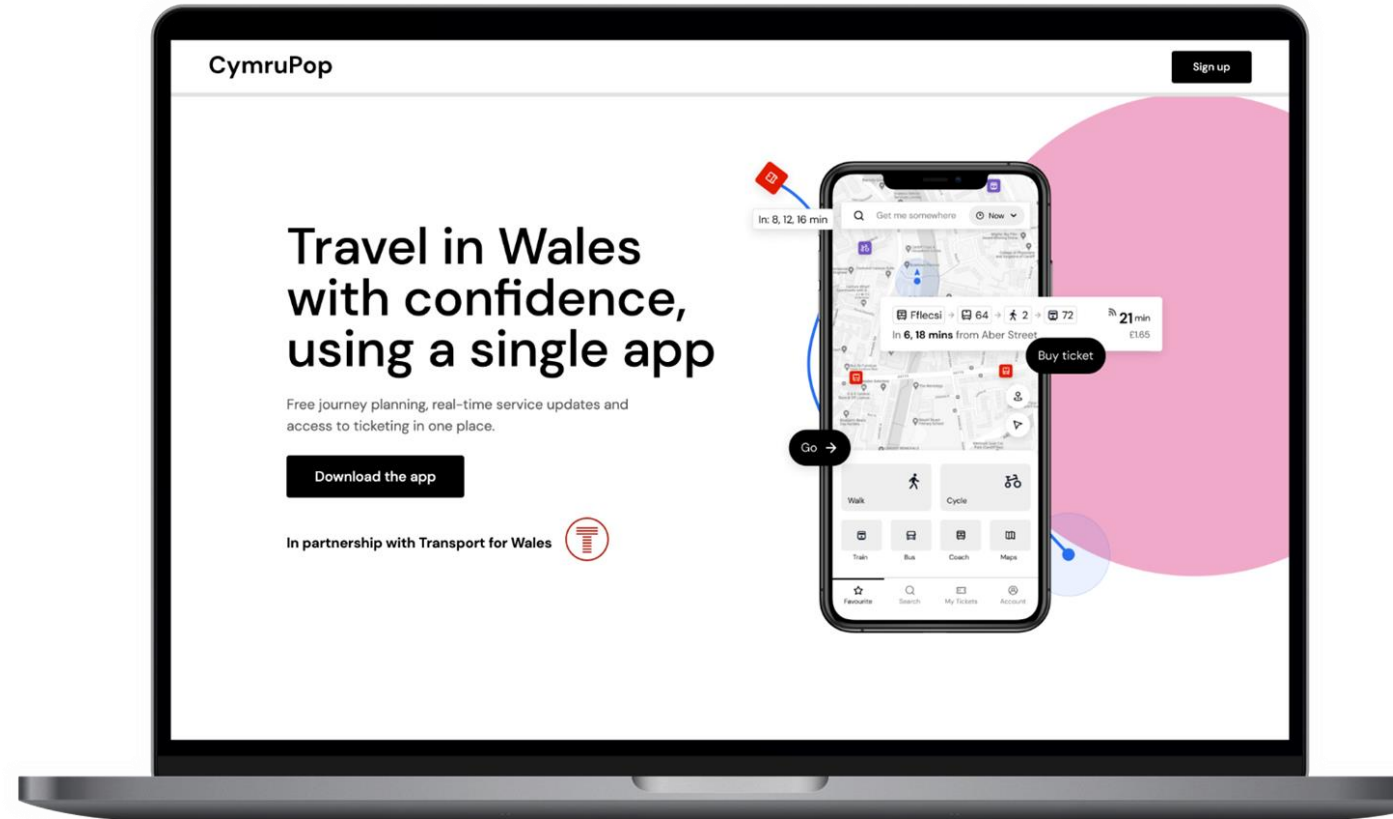


Ethnographic study of 38 bus users



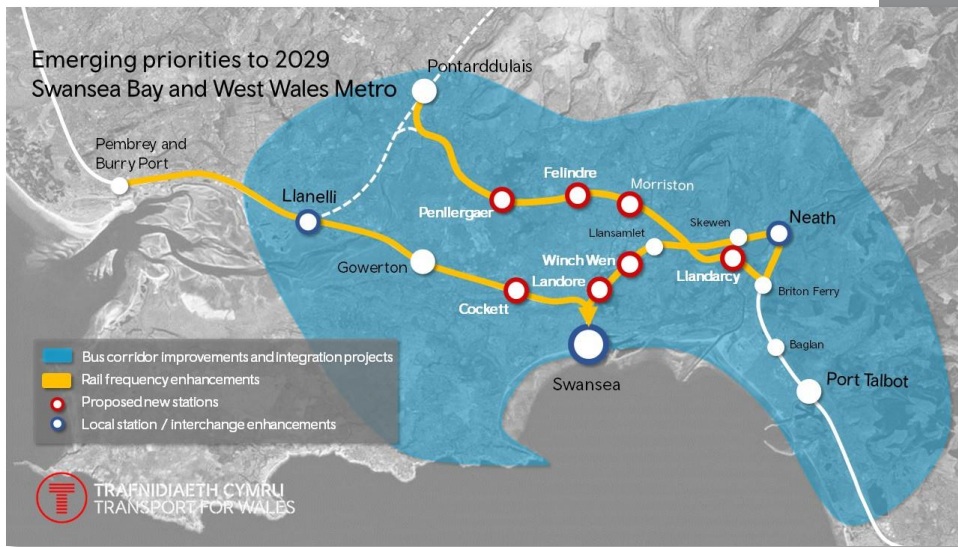
2 x Smoke tests (desirability)

- 5.3k impressions, 491 site visits,
- 23 sign-ups (4.7% conversion)
- 45% of website traffic from “bus timetable” searches
- 98% of site traffic on weekends in the morning
- Most site traffic from 45+ age groups
- 98% of traffic was from mobile devices
- Advert group targeting ‘disruption’ was best performing, responsible for 58% of traffic



Key conclusions show the need for an improved Digital Journey Planning and Retail solution.

Pilots being developed through 2024.



Future Digital Customer Experience

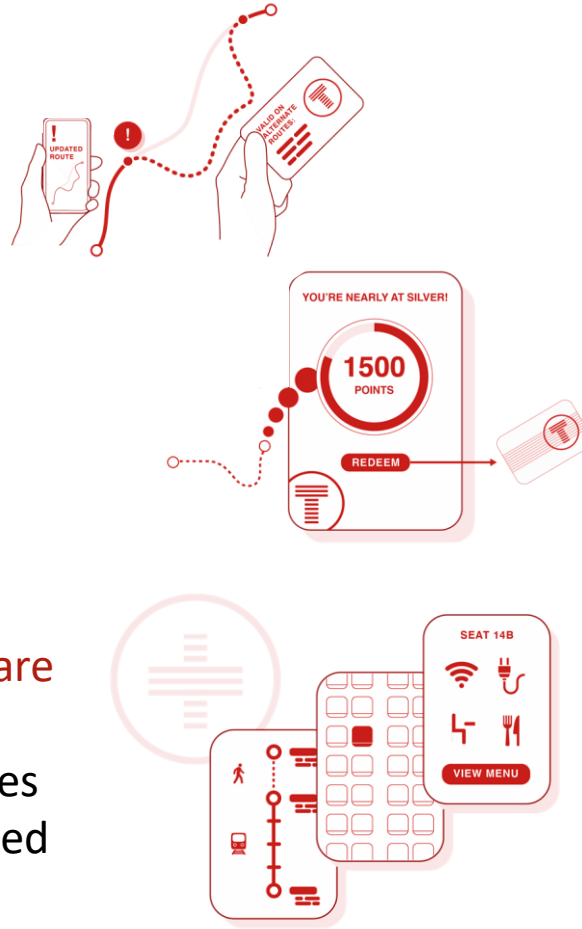
One Platform for every journey, in Welsh



A modern multi-modal journey planner complete information about transport options, fares, times and replanning during disruption.



Pay-As-You-Go Contactless with fare capping on Bus and Rail across Metro areas reaching 74% of Wales population – pilots being developed through 2024.



Retail of shared and on-demand mobility including bike share, car clubs, taxi and fflecsi integration for door-to-door journeys with rail.

