

MaaS: the story so far

Vernon Everitt
Managing Director
Customers, Communication
& Technology

Transport for London



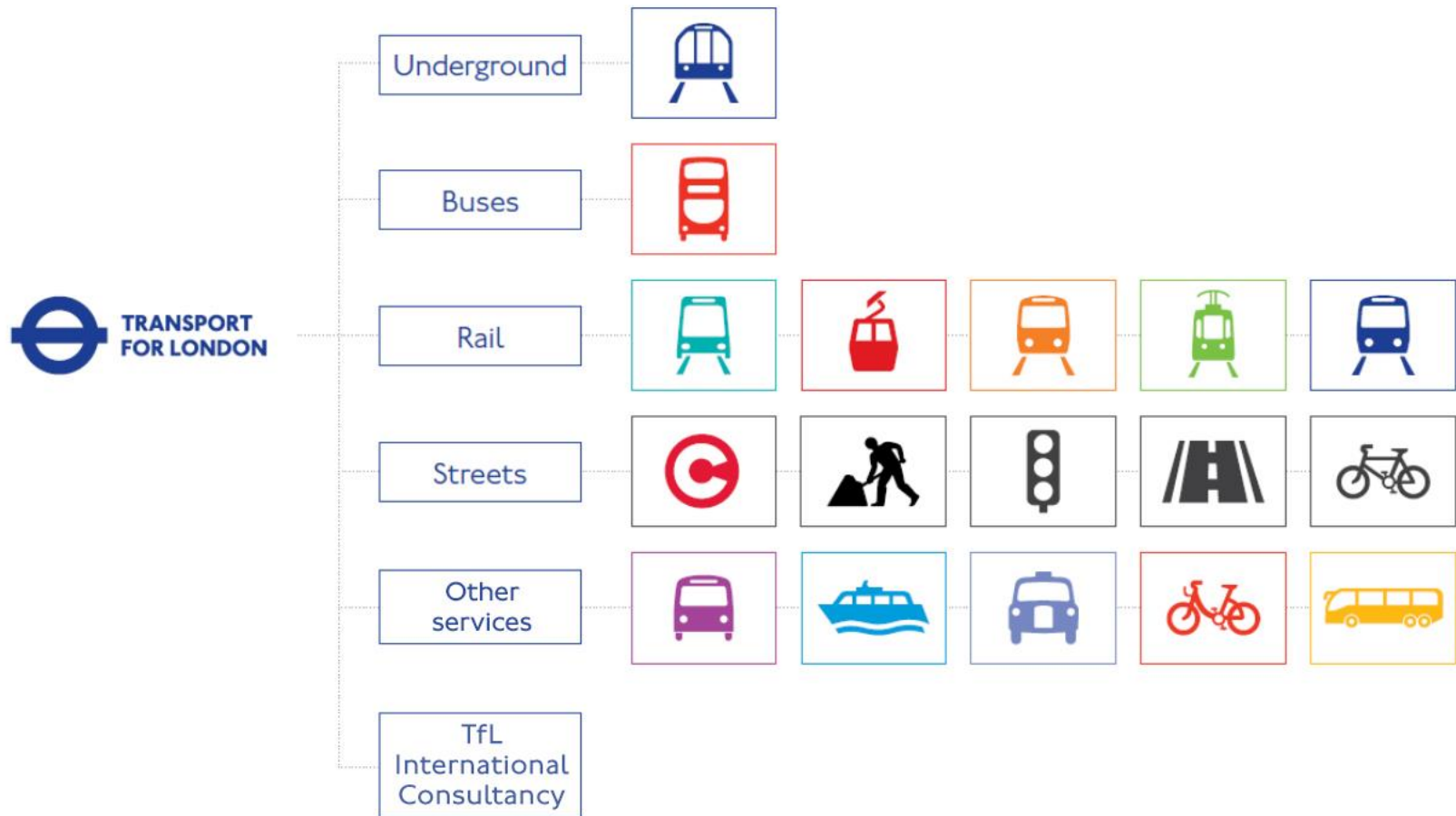
Charles Tyson Yerkes (1837-1905)



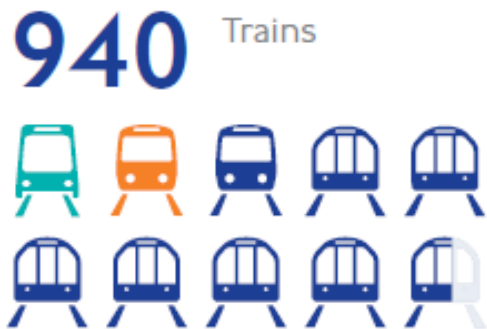
Colourful entrepreneur and saviour of the London Underground



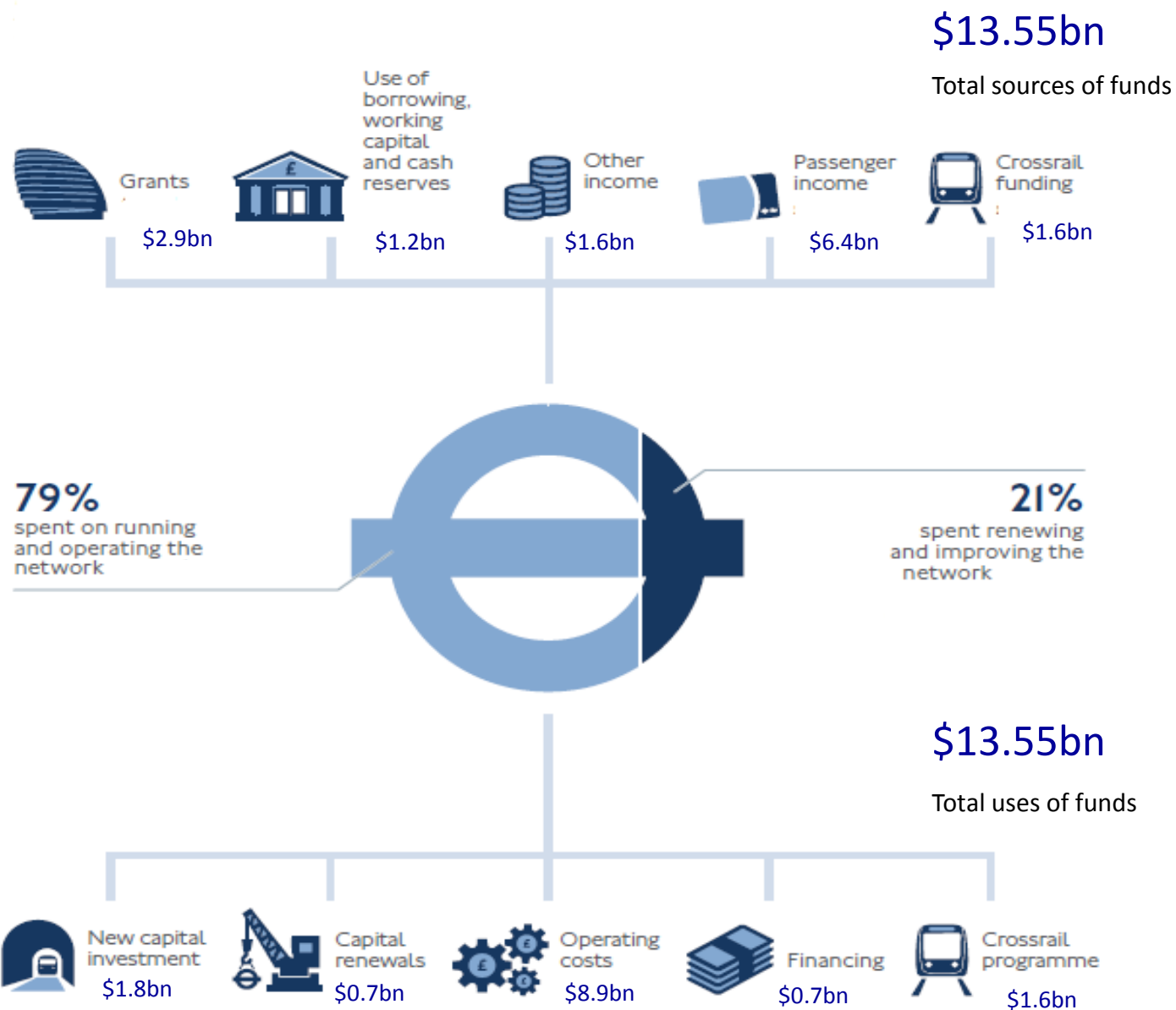
About TfL (1) – 26.8 million journeys a day



About TfL (2)



Funding



What our Customers want

Who we are, what we do



Trust/Care



Strategy

- 80 per cent of journeys by public transport, walking and cycling by 2041 (64 per cent today)
- Healthy streets and healthy people; a good public transport experience; supporting new homes and jobs

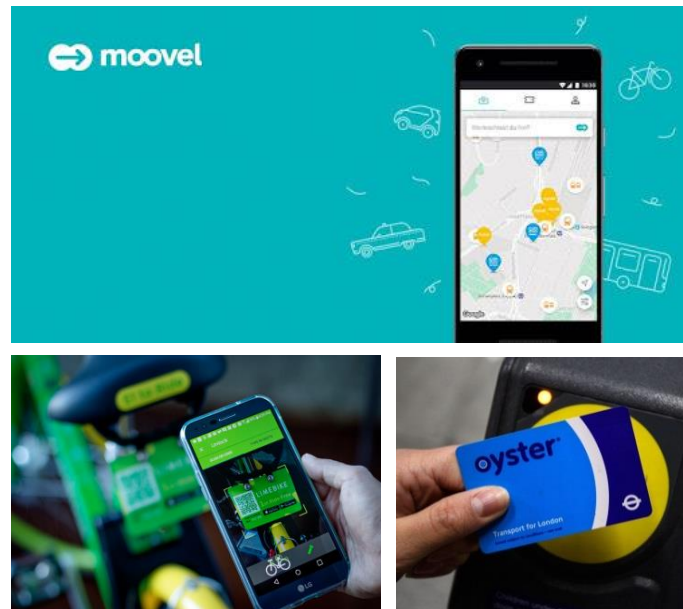
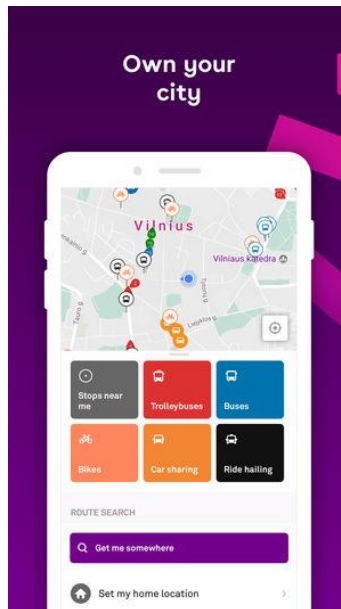


Challenges and opportunities

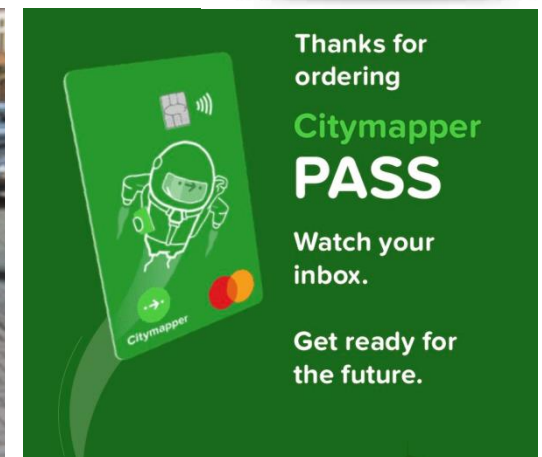
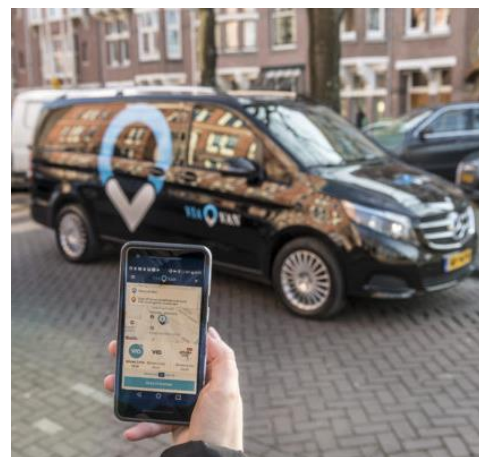
- Population: 8.8 million today; 10 million by 2040
- Changing travel behaviour: fewer trips (internet shopping / leisure)
- Changing city demographics: particularly age profile
- Road safety: delivering Vision Zero
- Air quality: a health crisis
- Accessibility: making public transport and active travel for all



MaaS - a definition



Whim covers all your journeys



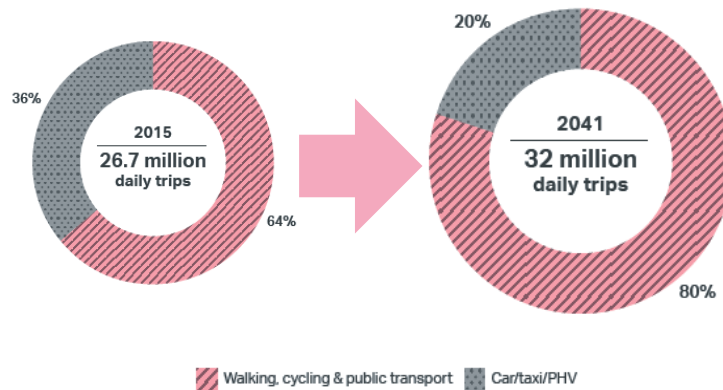
MaaS: some developments

- Small-scale trials so far
- Business model unproven
- Big mobility players entering
- Integration of planning and payment
- Work with the grain of city strategies?



London has a vision for the city, and it's not MaaS-specific

- To make London a fairer, greener, healthier and more prosperous city

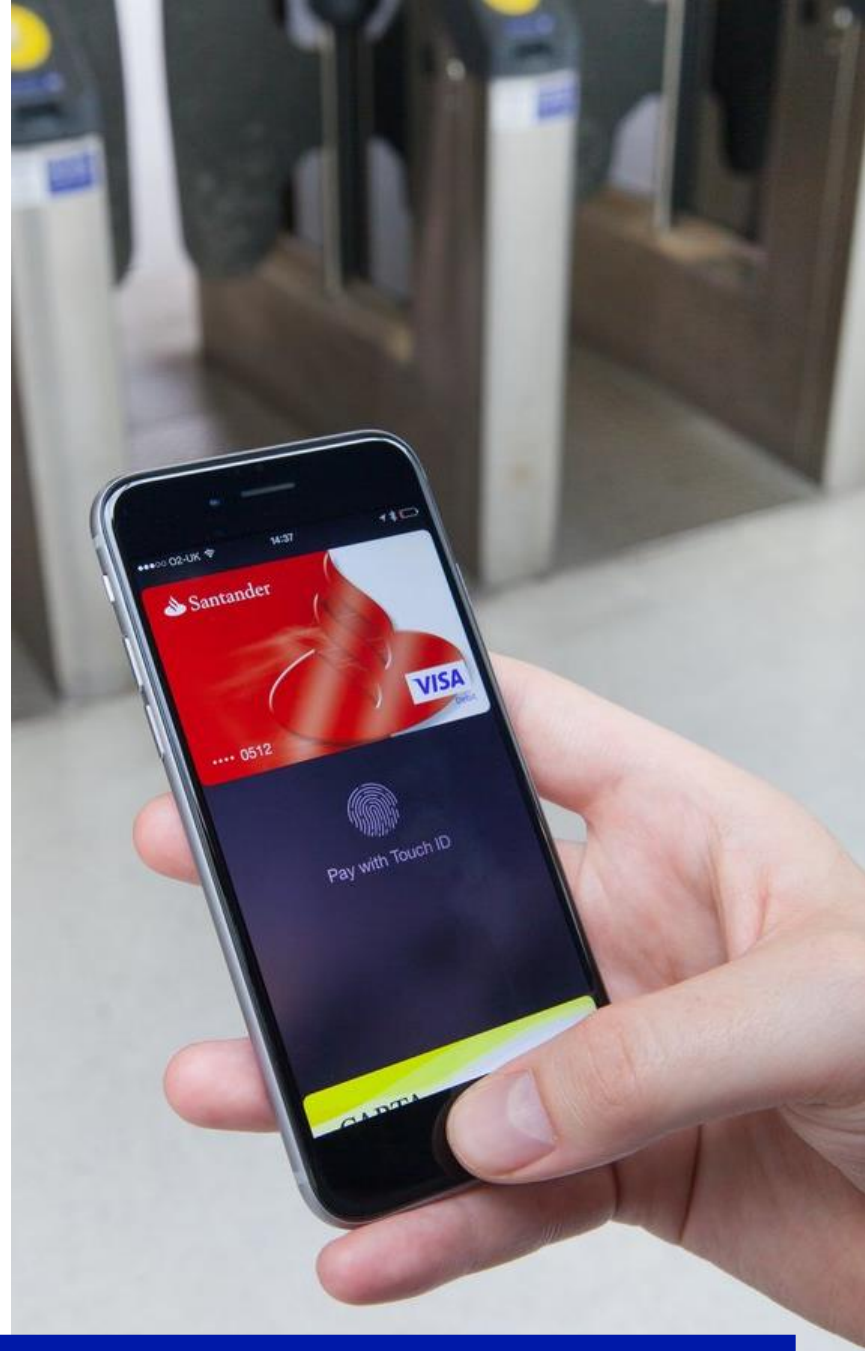


- MaaS is a tool for achieving policy goals, not an end state
- Transport in London is already well integrated – in a sense we already have a version of MaaS
- So how do we develop our current offer further in a way that helps to deliver our city goals?

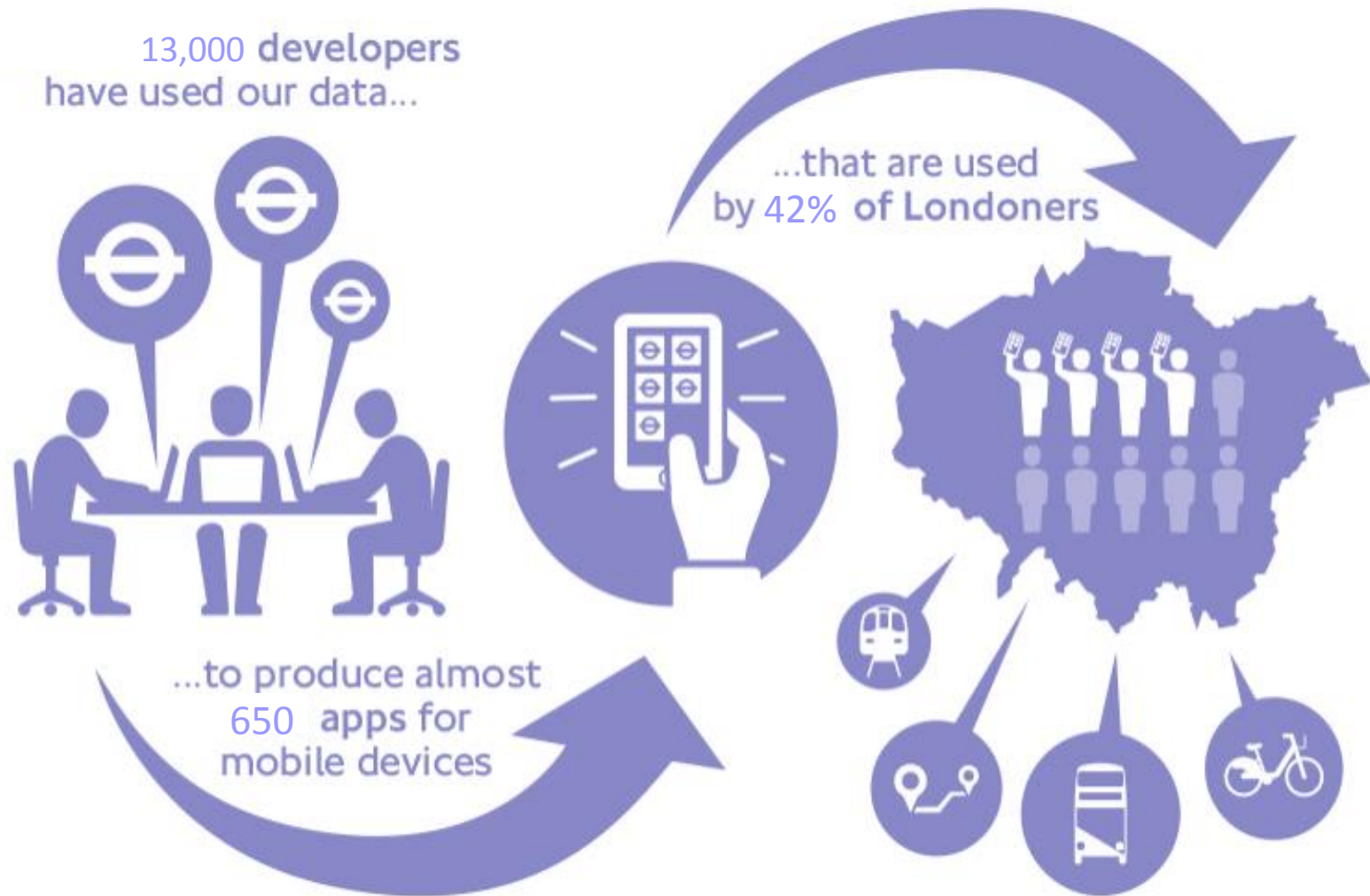


Ticketing: from paper to Contactless

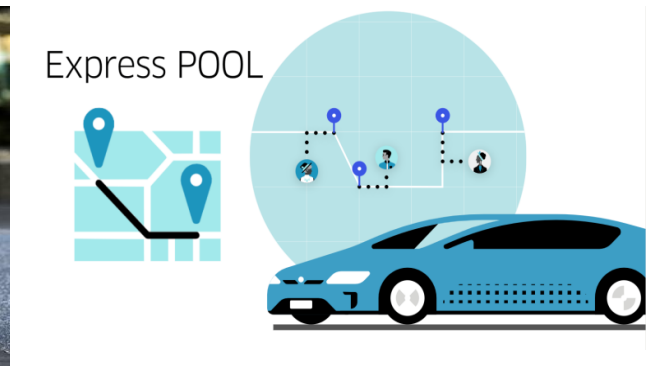
- Shift away from ticketing
- More than 2.5 billion journeys made using contactless cards since 2014
- 60 per cent of 'pay as you go' journeys in London using a contactless bank card or mobile device
- Oyster and contactless more than halved the cost of revenue collection



Open data policy



We recognise the mobility landscape in London is changing...



... and so we're changing it too




New infrastructure



New schemes

Press release

 **TRANSPORT FOR LONDON**
EVERY JOURNEY MATTERS

Wednesday 20 Feb 2019

TfL Press Release - On-demand bus services set to be trialled in Sutton

PN-015

- Passengers will be able to book a seat on the bus using an app
- Consultation launched to decide which area the trial covers

TfL has today (Wednesday 20 February) launched a four-week consultation on plans to trial an innovative 'on-demand' bus service in Sutton.

The new service will let people or groups use an app to book seats on a minibus that will stop at more convenient locations, including areas not currently served by public transport. The on-demand service is proposed to run from 6.30am to 9.30pm, seven days a week and would carry up to 14 passengers. They would benefit from a guaranteed seat, free WiFi and USB charging points and flexible stops within a certain area.

The consultation is asking Londoners for their views on the specific area of Sutton that the service should cover and suggested stopping points. The trial, which will last for a year, will help TfL gauge the level of interest for an on-demand service and assess how it would work alongside the existing public transport network in Sutton.

New policies



Our vision for innovation in London

- We welcome innovation
- Our approach is to engage with the market
- 3 step approach to innovation



Policy 23

The Mayor, through TfL, will explore, influence and manage new transport services in London so that they support the Healthy Streets approach, guided by the following principles:



Supporting mode shift away from car travel



Complementing the public transport system



Opening travel to all



Cleaning London's air



Creating a safe, attractive environment on our streets



Using space efficiently



Sharing data and knowledge





Questions?



Contact and further information

vernoneveritt@tfl.gov.uk

Mayor's Transport Strategy

www.london.gov.uk/what-we-do/transport/our-vision-transport/mayors-transport-strategy-2018

Travel in London Report 11

<http://content.tfl.gov.uk/travel-in-london-report-11.pdf>

Vision Zero Action Plan

<http://content.tfl.gov.uk/vision-zero-action-plan.pdf>

Freight and Servicing Action Plan

<http://content.tfl.gov.uk/freight-servicing-action-plan.pdf>

