

Mobility In the West Midlands

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Agenda

- Swift Smart Ticketing
- Mobility as a Service
- Changing behaviours
- Use case: mobility credits



The **West Midlands** Combined Authority area has the largest **ECONOMY** of any combined authority area in the country with a **GVA of £92 billion**.

THE REGION AS AT THE **HEART OF THE UK**

with **90%** of the **UK's MARKET** in reach within **FOUR HOURS** drive time.



Connecting our places



Supporting Inclusive Growth



Healthy Streets and Spaces



IN THE LAST **FIVE YEARS** The West Midlands Combined Authority area has attracted over 675 Foreign Direct Investment projects, creating over **35,000 new jobs** and safeguarding over 6,000 more.



THE UK'S **FIRST 5G TEST BED**

rolling out **100% SUPER-FAST BROADBAND** coverage.



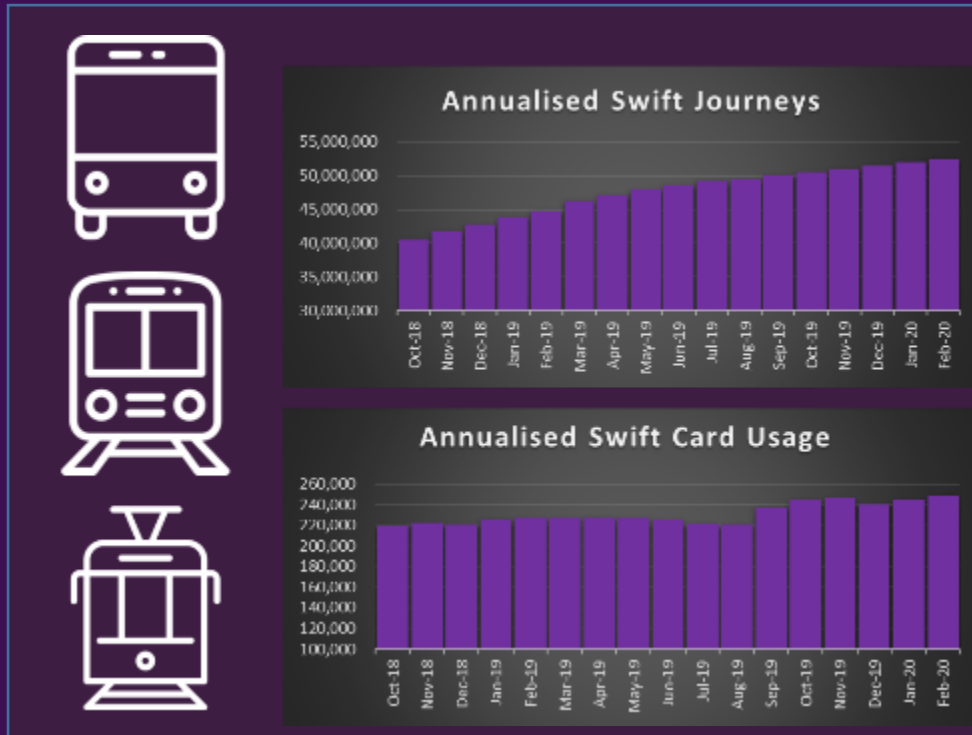
Creating Resilient Networks and Communities



Delivering a Green Revolution



Swift: the largest and most comprehensive smart ticketing scheme in the UK outside of London



- Over 1m Swift card holders with almost 250k regular users
- More than 52m journeys per annum and growing (pre-Covid)
- Wide range of ticket types offered including Pay-as-you-go, carnets and season tickets
- Auto-top-up, online retail solutions and over 1,000 newsagents to buy top-ups
- Targeting ticketing solutions including discounting and improved retailing part of the package of improvements that led to patronage growth in the West Midlands
- Data from Swift used to improve ticketing and wider network solution.



BEST VALUE CAPPING



cEMV CONTACTLESS PAYMENT



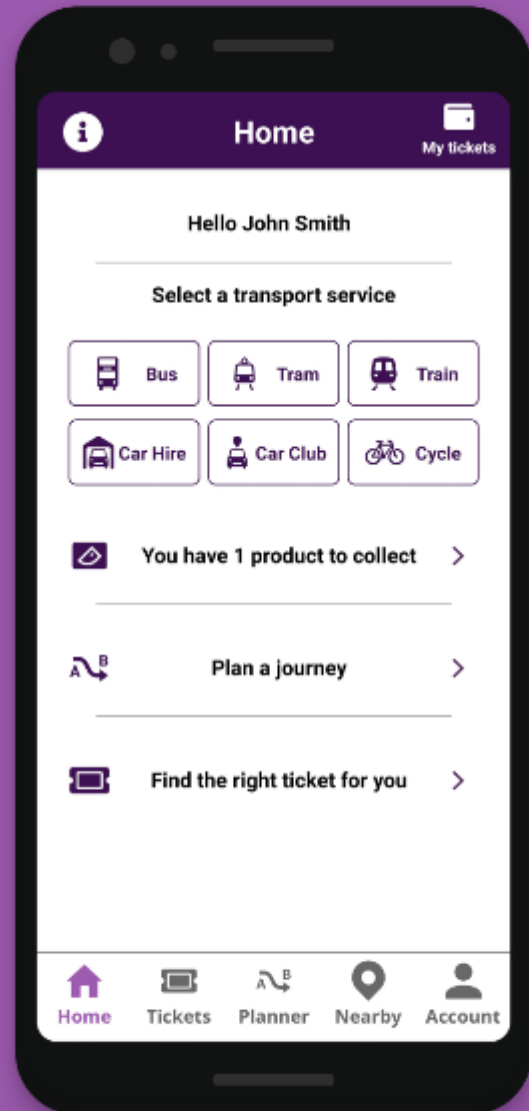
Swift Go
1 day,
3 day and
1 week capping
across bus and tram.

Travel more.
Pay less with Swift Go.

Enjoy unlimited travel
by bus or tram.

Start your
journey online
tfwm.org.uk/swiftgo

Everything you need to
travel around the
West Midlands



The TfWM App bringing together, journey planning, ticketing finding and purchasing, real time information, account management and information on other modes as our first step towards Mobility as a Service.

Tokenised Automatic
Number Plate
Recognition (ANPR)
allowing Swift customers
to instantly pay for car
parking by merely driving
in and out.



 West Midlands Network

Welcome to
Longbridge
Park & Ride Car Park

This car park is provided for public transport users only

Opening Hours:
05:30 - 00:30

7 days a week*

*For public transport users only

Please note the car park will be locked outside of these times to pedestrians and vehicles.

Vehicles are parked at owners' risk.

**PAY ON EXIT
Park Now,
Pay Later!**



West Midlands Network
1. This Car Park is provided for public transport users only. It is not intended for private use.
2. The Car Park is provided for public transport users only. It is not intended for private use.
3. The Car Park is provided for public transport users only. It is not intended for private use.
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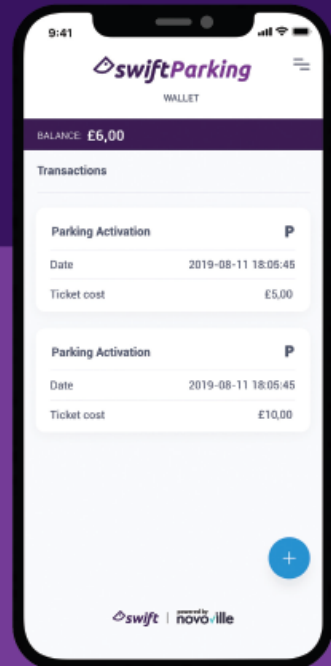


The **SwiftParking** app has arrived!

One less thing to worry about with SwiftParking

You can now use your smart phone to pay for parking at this car park. Quick, easy convenient and secure payments made effortless when you download the FREE SwiftParking app today.

Download for free today:



Why use SwiftParking?

SwiftParking is great for commuters who want a fast and convenient way to pay for their parking before continuing their journey. It only takes a few taps to pay on the app and it includes handy alerts to help you avoid tickets.



Hassle-free extensions

Get an alert when your parking session is about to expire with the option to extend it remotely from the app.



Say goodbye to cash

No need to carry cash or find exact change. Select the payment method that suits your needs and top up your app wallet 24/7.

For more information:

t: 0345 075 6006

wmnetwork.co.uk/swiftparking

Twitter: @myswiftcard



Swift Parking across all of the Coventry and Dudley Local Authority car parks –

A real game changer that helps us deliver behaviour change.

Welcome John

[log out](#)

Payment Authorisation

We need you to authorise charges to your Swift payment methods for partner applications.

Do you authorise Beryl Ltd to charge your Swift payment methods?




Beryl App

Yes - don't ask again

Yes - always ask for this partner

No - Return to Beryl app



Swift Payment for third parties and the integration into the Cycling App meaning a customer can hire a bike using their Swift credits.

Birmingham's air pollution problem

900 Premature deaths in which air pollution plays a role

200,000 Vehicles that pass through the city centre every day

80% Of NO2 emissions in city caused by road transport

25% Of all car journeys by residents cover less than a mile

The Clean Air Zone is here!

Get **FREE** travel on public transport for up to 3 years* when you scrap your car!

Visit brumbreathes.co.uk to apply for £2,000 worth of travel credits to use with Swift.

*conditions apply



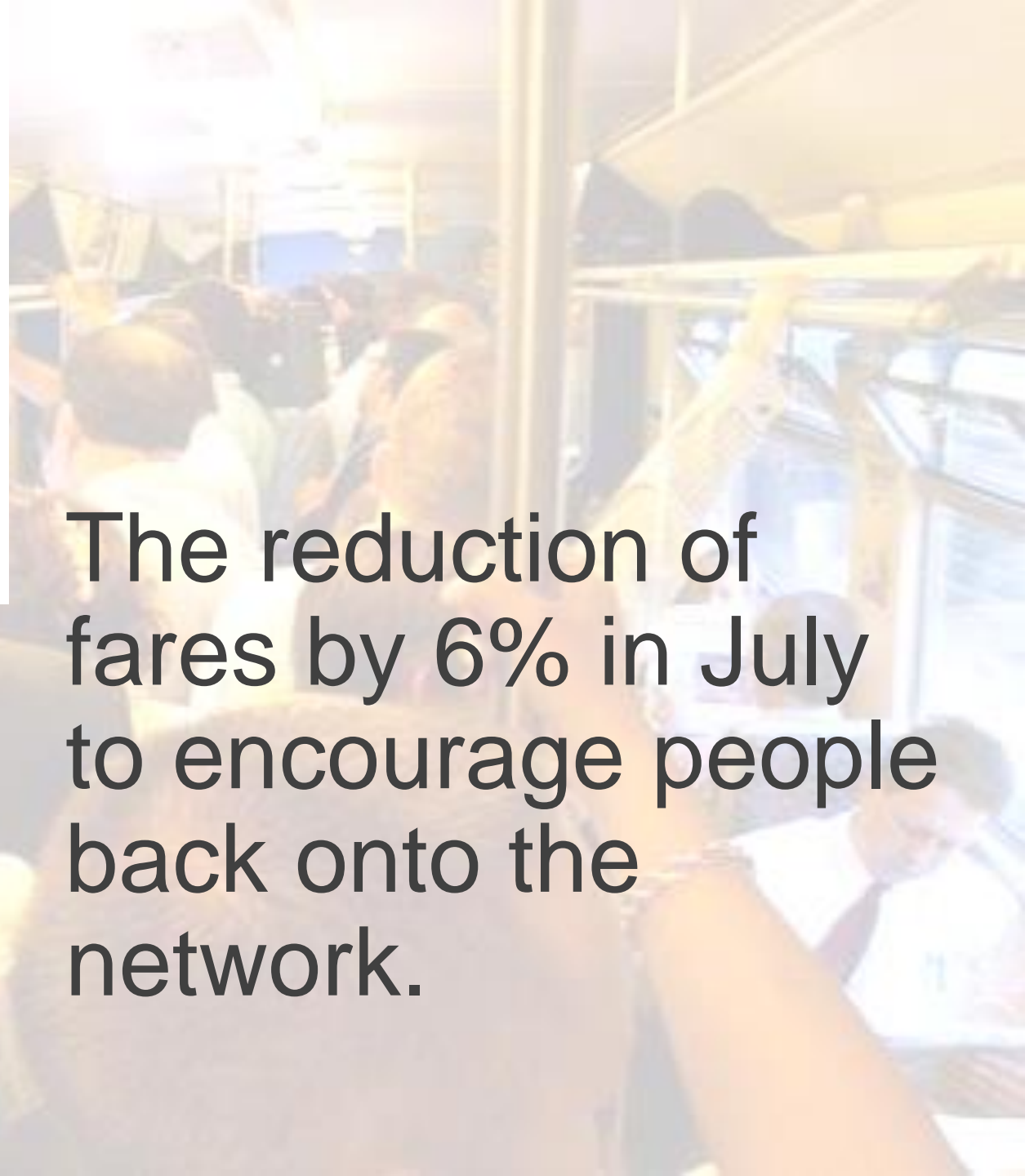
Swift integrated into the Birmingham Clean Air Zone so that customers are provided with £2000 of Swift credits when they scrap their car.



sale!
n bus
price drop

saving you
up to
18%!

Buy your ticket today by visiting
tfwm.org.uk/nbus-sale



The reduction of fares by 6% in July to encourage people back onto the network.



A revolutionary approach to ticketing through our Bus Service Improvement Plan which is supported by strong collaboration and partnership with our private bus operators.

Mobility as a Service

Mobility as a Service

All your public and private transport on one app.

Can Mobility as a Service be better than owning your own car?



Whim



Appetite in the West Midlands is for a change in transport and a shift from private car.

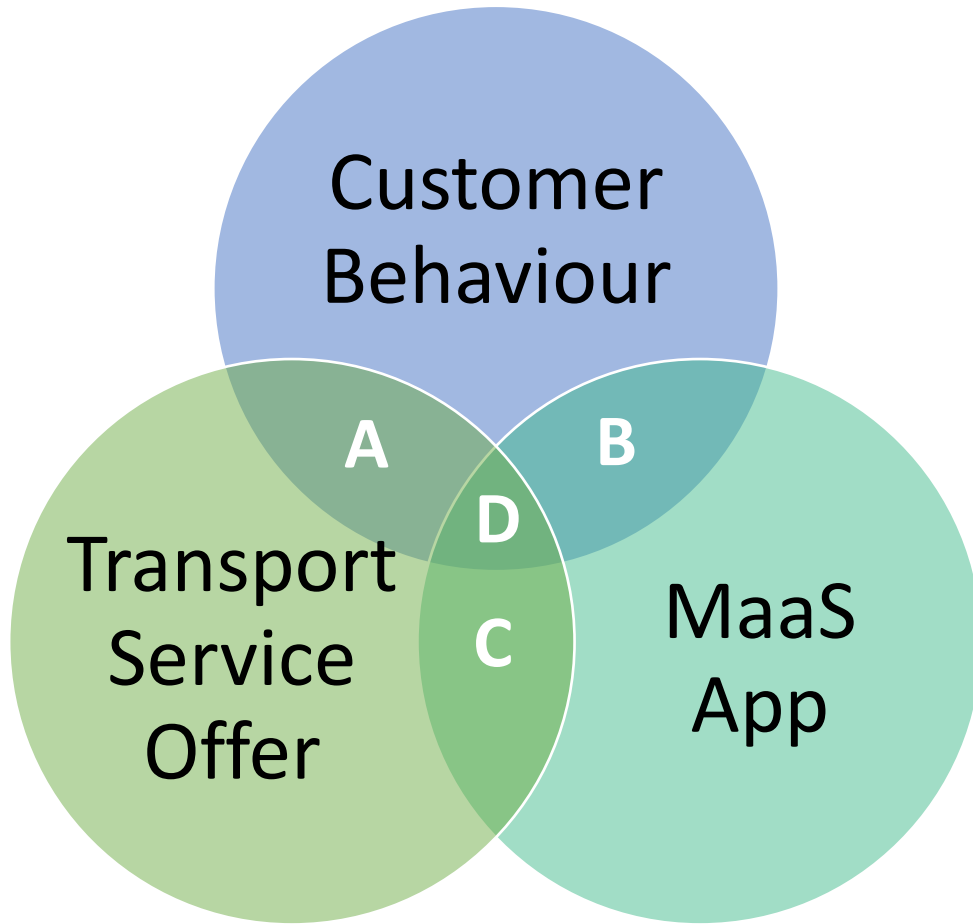


What did we learn

- People liked and used the app
- We saw some transfer from private car
- The app did not reach enough people to make a significant difference
- Some of the transport modes availability and reliability did not live up to the promise of the app

“We still believed MaaS had a significant part to play but needed more than just an app – a whole transport package.”

However: An app alone is not going to be enough



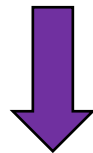
- A. Customers who's behaviour is already as desired e.g. regular transport users. **IN THE BAG**
- B. Customers who can be influenced directly by the presence of an integrated app. Their blockers were not transport; may just not have been aware of opportunities. **LOW HANGING FRUIT**
- C. Customers who depend on local transport and are influenced by the app to use transport more. **HARD TO SHIFT**
- D. Customers who depend on local transport and are maybe infrequent users who and have changed their behaviour as a result of a trusted app. **REQUIRE THE COMPLETE OFFER**

MaaS – WM Vision, Aim, Objectives

WMCA Vision – “Building a better connected, more prosperous, fairer, greener and healthier region.”



FTZ Purpose – “To enable and empower sustainable travel choice.”



WM MaaS Vision – “MaaS will support the delivery of the best possible experience for users travelling around the West Midlands and develop the tools needed to use data to encourage people to travel more sustainably”.

Aim of WM MaaS

The aim of WM MaaS is to develop a one-stop front-end interface where customers can **plan, book and pay** for their journeys across **multiple transport modes**, while also developing an **integrated back-office** and combining the two elements into a **data-led tool to influence behaviour**.



MaaS Support other measures

Data gathering, Insight, Monitoring and Evaluation
Communications and Marketing

Existing
services



Additional
services



YEAR ONE

One service
interface



Incentives



Infrastructure
improvements



Experience
amplification

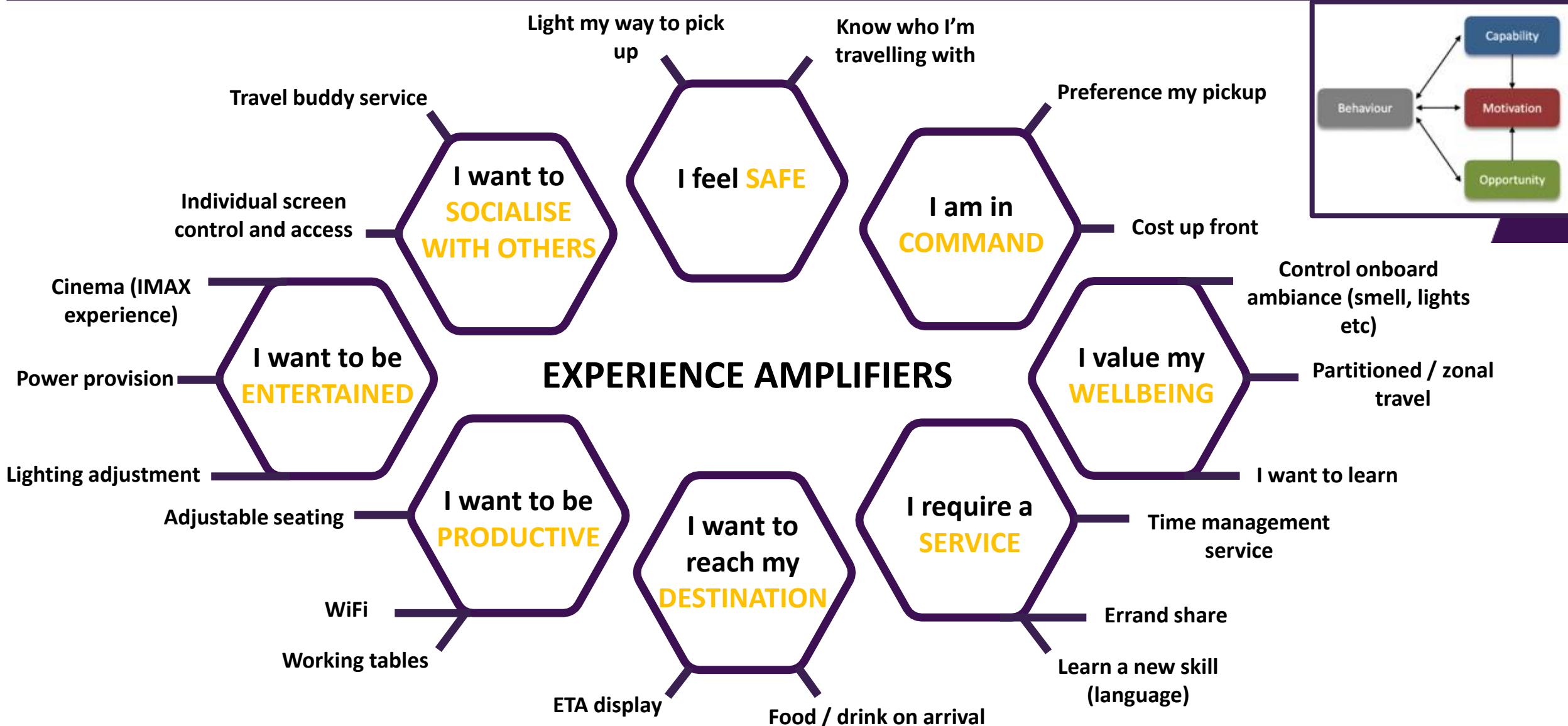


YEAR TWO

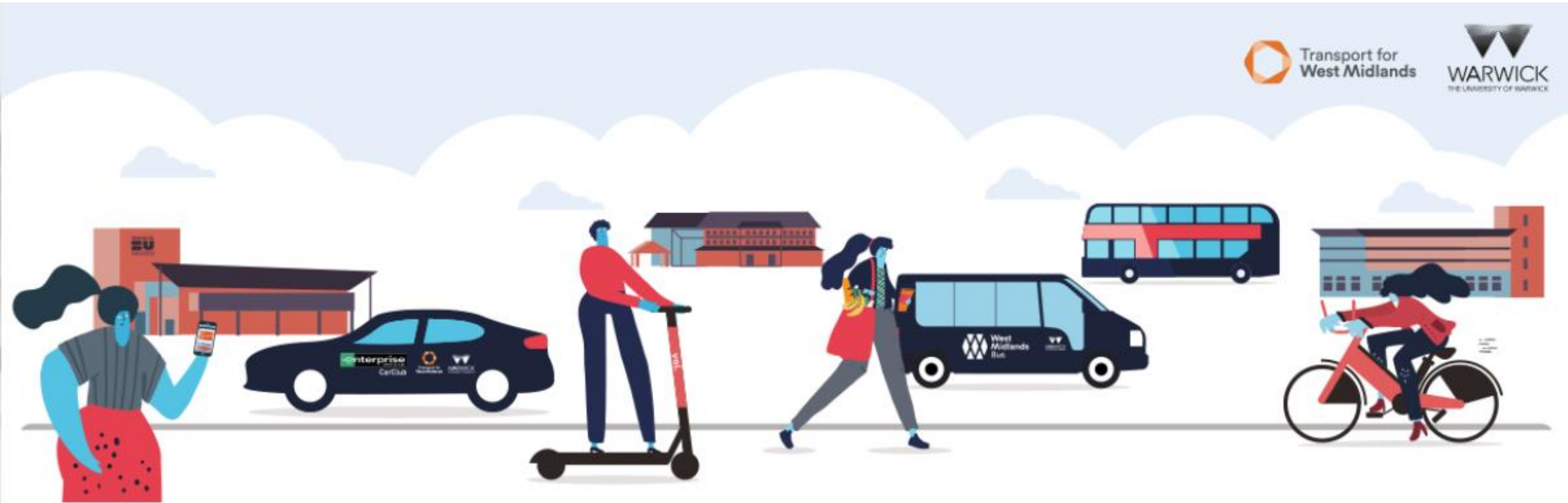
Disincentives



Experience Amplification – Year TWO



Create an excellent transport offer



We're proud to be working with Transport for West Midlands (TfWM) and partners in a collaborative two-year project titled: 'Choose Your Way Warwick'. Our campus is becoming a living lab, so we can test out new mobility ideas, approaches and technologies that could help to address the climate emergency.

We can now test if MaaS helps us drive our policy objectives

Policy led socio-economic outcomes



Swift smart ticketing and payments



Customer services



Data insight and analytics

Policy outcomes proven or changed with feedback



New innovative services



Transport network infrastructure and services



Network management and disruptions



Changing behaviours

Understanding our Population



Lack of understanding in terms of **WHY** people travel and access mobility in the ways they do. Critical for targeting changes and interventions.



Segmentation allows for division of the population in **groups of similar economic status, attitudes to different mobility options**, attitudes to change and technology etc. This activity has led to the identification of 8 population groups. Persona's allow us to get closer to understanding behaviours of individuals in each group.



Validated persona's allow for **the targeted communications**, incentives and changes that resonate with the intended recipient more clearly.

Step 1 is to understand the population in more detail through **SEGMENTATION**

Step 2 involves the creation of **PERSONA'S**

Step 3 involves the creation of the **MARKET RESEARCH ONLINE COMMUNITY**, allowing ready access to these groups when defining new services and understanding views.

STEP 1 - Segmentation

Transport for West Midlands

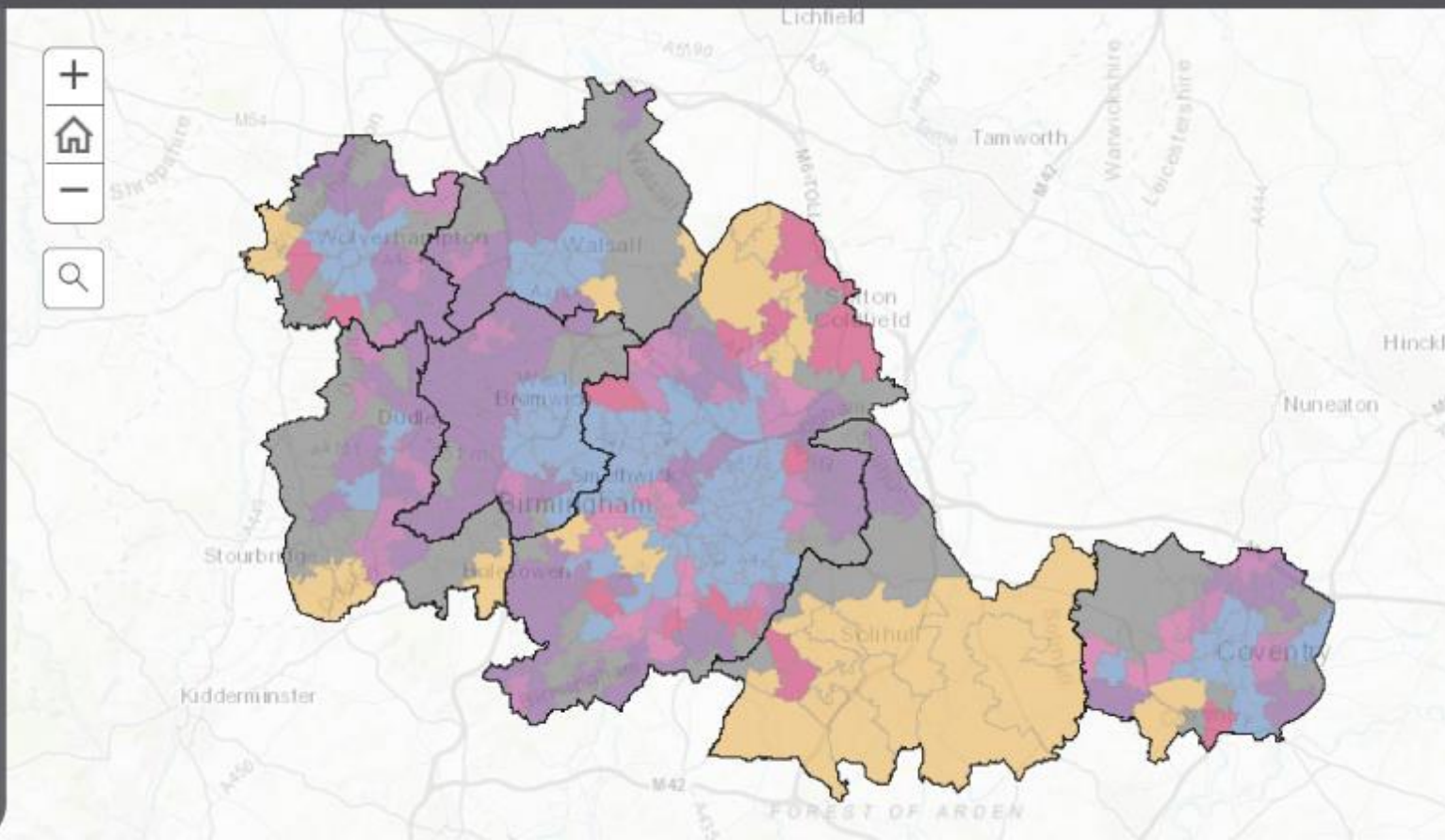
Home Metrics Travel Analysis ▾ Timeline Datasets RTCC Live View Transport Cell Corridors ▾ Monitoring and Evaluation

LSOA MSOA LSOA and ATF MSOA and ATF LSOA and Metro MSOA and Metro LSOA and Rail MSOA and Rail LSOA and Bus Data ☰

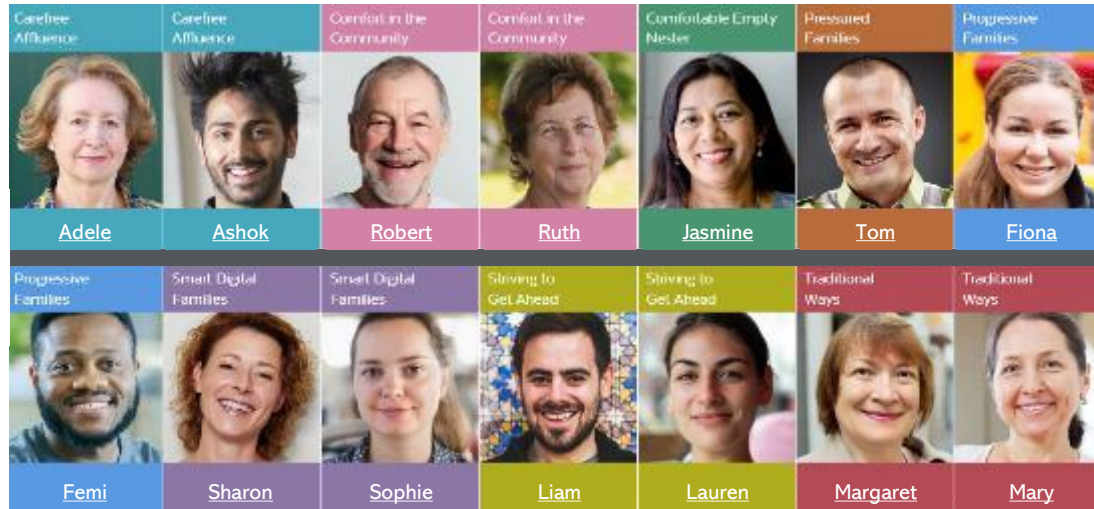
Most common segmentation within the LSOA. Click on a LSOA to find out the breakdown of each segmentation.

Travel Segmentation MSOA

-  Pressured families
-  Comfortable empty nesters
-  Striving to get ahead
-  Comfort in my community
-  Carefree affluence
-  Progressive families
-  Smart digital families

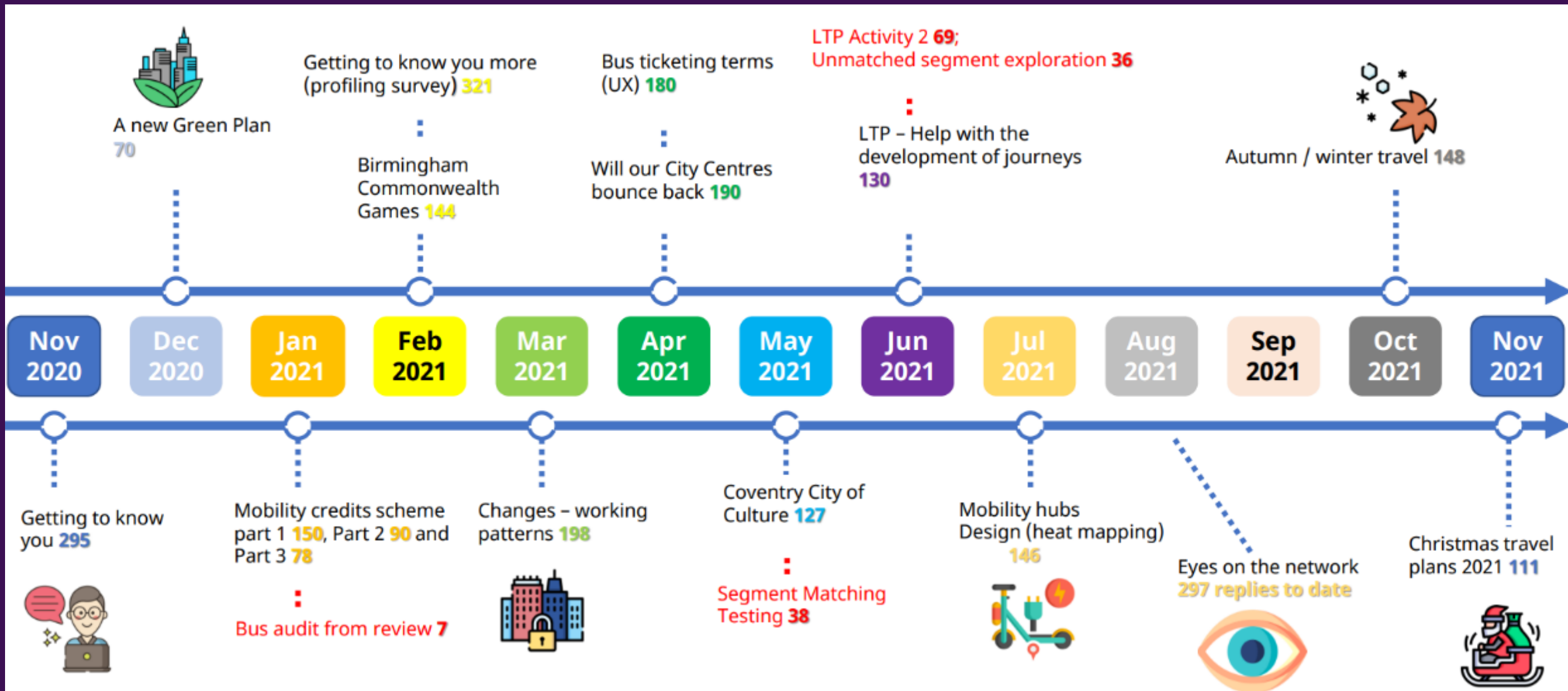


STEP 2 - Persona's



Persona development helps bring the segmentation to life. Exploration of **existing pain points** enables identification of new opportunities to do better.

STEP 3 – On line community



STEP 3 – Online Community



Positive comments:

- There are positive comments around the 'community' feel of the seating area. There are also positive comments around the roofing of the seating area, with residents liking that it adds coverage and a 'contemporary' design.
- The inclusion of E-bikes is seen as a positive (as well as the overall choice of transportation offered in the space).
- There are positive comments around the overall design of this hub – there are some fans of the 'open' and 'compact' style, as well as the subtle greenery throughout.

Negative comments:

- Again, there are numerous safety concerns regarding E-scooters.
- There are also comments around the provisions for E-scooters taking up spaces for bikes, with some saying there aren't enough spaces for bike users.
- Some note that there isn't much space between the main bikes and therefore worry that it could be difficult to access / manoeuvre them, or that accidental damage could be caused to the bikes. The lack of covering is also a worry for some.
- While some like the shrubbery near the bikes, others see them as unnecessary, and others wonder how the shrubbery will be maintained, and if overgrown shrubbery could have a negative affect on bikes and the

Other comments:

- There are many comments made around the cart – residents are generally confused about what it is. Some think it offers refreshments, some believe it to be a riskshow that families can fire out, and some have no idea.
- There were a number of other general queries such as whether there will be any CCTV in the area, how hire bikes / scooters will be kept safe, and the method in which they're paid for.

"I like the whole set up design with the scooters, bikes etc. A organised station where you could go and collect your choice of transport."
Female, 45-59, Birmingham

"The bikes and pot plants here look quite crammed in, would there be enough space for people to manoeuvre the bikes in/out of the stand?"
Female, 25-34, District 'Other'

"What's this supposed to be... ice cream seller?"
Female, 35-44, Birmingham



52%
Would like there to be a mobility hub close to where they live



74%
Would like there to be a mobility hub close to railway stations and bus stops

	Design 1	Design 2	Design 3
Total number of pins placed	299	238	197
Green (positive) pins (%)	33%	34%	31%
Red (negative) pins (%)	38%	37%	35%
Number of blue (something else) pins	29%	29%	34%

Use Case: Mobility Credits

The Coventry Mobility Credits Scheme



- £3,000 of mobility credits in exchange to cars that are non-compliant to Clean Air Zones
- Targeting areas with high-levels of air pollution and with adequate transport provision
- Credits are issued in a pre-paid debit card, usable only on transport services
- Participants can pay for own travel and travel of other household members
- The incentive offered to participants is typically higher than the market value of the vehicles that qualify

Objectives

1

Demonstrate the design and application of a mobility credits scheme that can be adjusted to different local area needs

2

Understand motivations and barriers to adoption

3

Understand the impact of mobility credits on attitudes towards car ownership and travel behavior

4

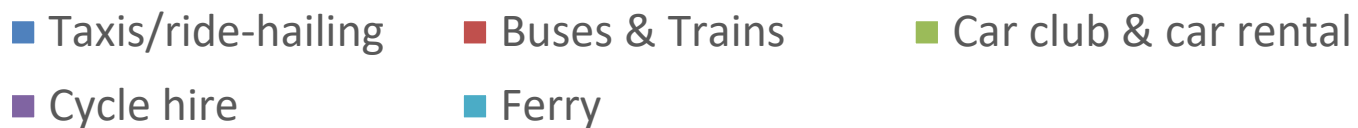
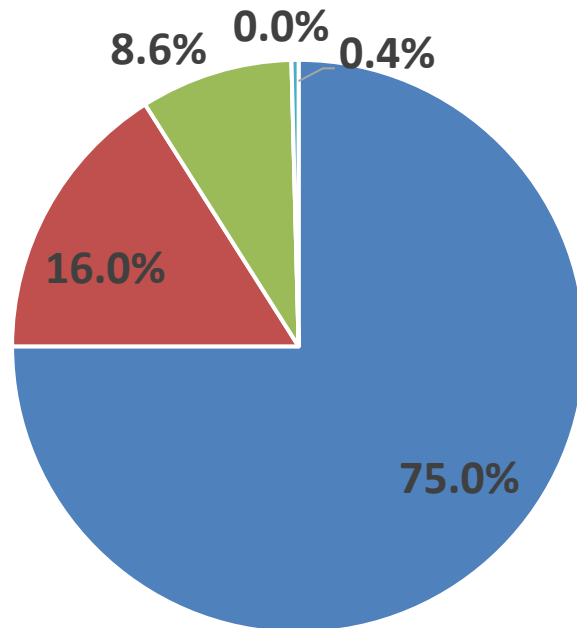
Remove older, highly polluting vehicles from the road

Availability of Transport Services



Mode share (%)

Percentage of credits spent (%)



Source: Transaction data, March – October data

Further M&E programme will use surveys and qualitative research with participants and non-participants to investigate:

- The influence of mobility credits on travel behaviour, attitudes towards car ownership
- Any differences among different groups (socio-economic)



Transport for
West Midlands