

# The Untold Story: Inside the First Annual Survey of Mobility as a Service (MaaS) in the UK

If you've ever wondered how the concept of Mobility as a Service (MaaS) is shaping the transportation landscape in the UK, the wait is finally over. In a groundbreaking initiative, the first annual survey of MaaS in the UK has shed light on the transformative power of this innovative approach.

With the rapid advancement of technology, traditional modes of transportation are being revolutionized. The concept of MaaS, which integrates various forms of transport into a single platform, has emerged as a game-changer. This means that users could easily access and pay for multiple modes of transport, such as buses, trains, taxis, and bikes, through a single app.

As the interest in MaaS continues to grow, it became essential to gain a comprehensive understanding of its impact and potential in the UK. The first annual survey, conducted by a team of experts in the field, aimed to unravel the intricacies and challenges associated with MaaS implementation.



## Mobility as a Service: First Annual Survey of MaaS in the UK by Jan Fennell(Kindle Edition)

★★★★☆ 4.4 out of 5

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Screen Reader : Supported  
Enhanced typesetting : Enabled  
Print length : 183 pages



## **Survey Methodology**

The survey, spanning over a six-month period, collected data from transport operators, local authorities, and users across various cities in the UK. The aim was to assess the current state of MaaS adoption, identify barriers to implementation, and uncover its perceived benefits.

Participants in the survey included transport authorities, mobility app developers, private companies, public institutions, and individuals who utilize MaaS services regularly. The survey team utilized a combination of online questionnaires, interviews, and focus groups to gather both qualitative and quantitative data.

## **The State of MaaS in the UK**

The findings of the survey revealed an encouraging picture of the current state of MaaS in the UK. Over 70% of local authorities and transport operators have either implemented or are in the process of implementing MaaS solutions. This indicates a high level of interest and recognition of the potential benefits MaaS offers.

Furthermore, the survey highlighted the positive impact of MaaS on reducing car dependency and promoting sustainable travel. Over 60% of survey participants reported a decrease in private vehicle usage, with an equally significant increase in the use of public transport, cycling, and walking.

## **The Benefits of MaaS**

One of the key takeaways from the survey was the multitude of benefits that MaaS brings to both individuals and society as a whole. Participants identified

improved access to transportation options, reduced travel costs, and increased convenience as the primary advantages of using MaaS.

Beyond personal benefits, MaaS has the potential to transform the urban landscape. By integrating various modes of transport, MaaS can help reduce congestion, lower greenhouse gas emissions, and create more livable cities with enhanced mobility options for all.

## **Challenges Ahead**

Despite the promising outlook, the survey also highlighted several challenges that hinder the widespread adoption of MaaS in the UK. One major hurdle is the lack of interoperability between different transportation providers, making it difficult for users to seamlessly switch between modes in a single journey.

Another challenge relates to data sharing and privacy concerns. Participants expressed the need for standardized data sharing protocols and safeguards to protect user information while ensuring the efficient functioning of MaaS platforms.

## **The Way Forward**

The first annual survey of MaaS in the UK provides valuable insights into the unfolding story of this transformative concept. As both government bodies and private enterprises recognize its potential, efforts are underway to overcome the challenges and unlock the full value of MaaS.

Building on the survey findings, experts recommend the establishment of strategic partnerships between transport operators and app developers to enhance interoperability and provide a seamless user experience. Additionally, they emphasize the importance of collaboration between the public and private

sectors to standardize data sharing practices and enact regulations that promote the responsible use of personal information.

, the first annual survey of MaaS in the UK has shed light on the transformative potential of this emerging concept. As the demand for efficient, sustainable, and convenient transportation grows, MaaS offers a promising solution that can reshape the way we move in our cities. The challenges identified in the survey pave the way for collaborative efforts to ensure the realization of this vision, creating a future where transportation is seamlessly integrated and accessible for all.



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This report has been prepared for Landor LINKS/LTT to provide a state of play survey and analysis across the transport planning, operations and industry supply sectors on how the concept of Mobility as a Service is being developed in the UK and the likely implications for traditional transport provision.

The Landor LINKS First Annual Survey of MaaS in the UK is based on a survey of transport professionals conducted by Landor LINKS in June 2017 with

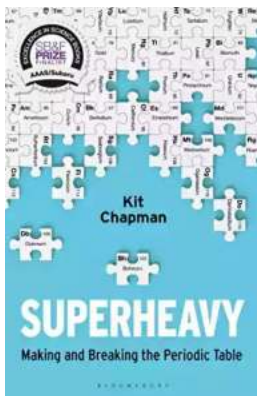
additional interviews, submissions and case studies from transport professionals in the UK and beyond.

It has been edited by independent consultant Beate Kubitz and LTT Editorial Director Peter Stonham as an industry evidence report prior to discussion at Smarter Travel LIVE! 2017.



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