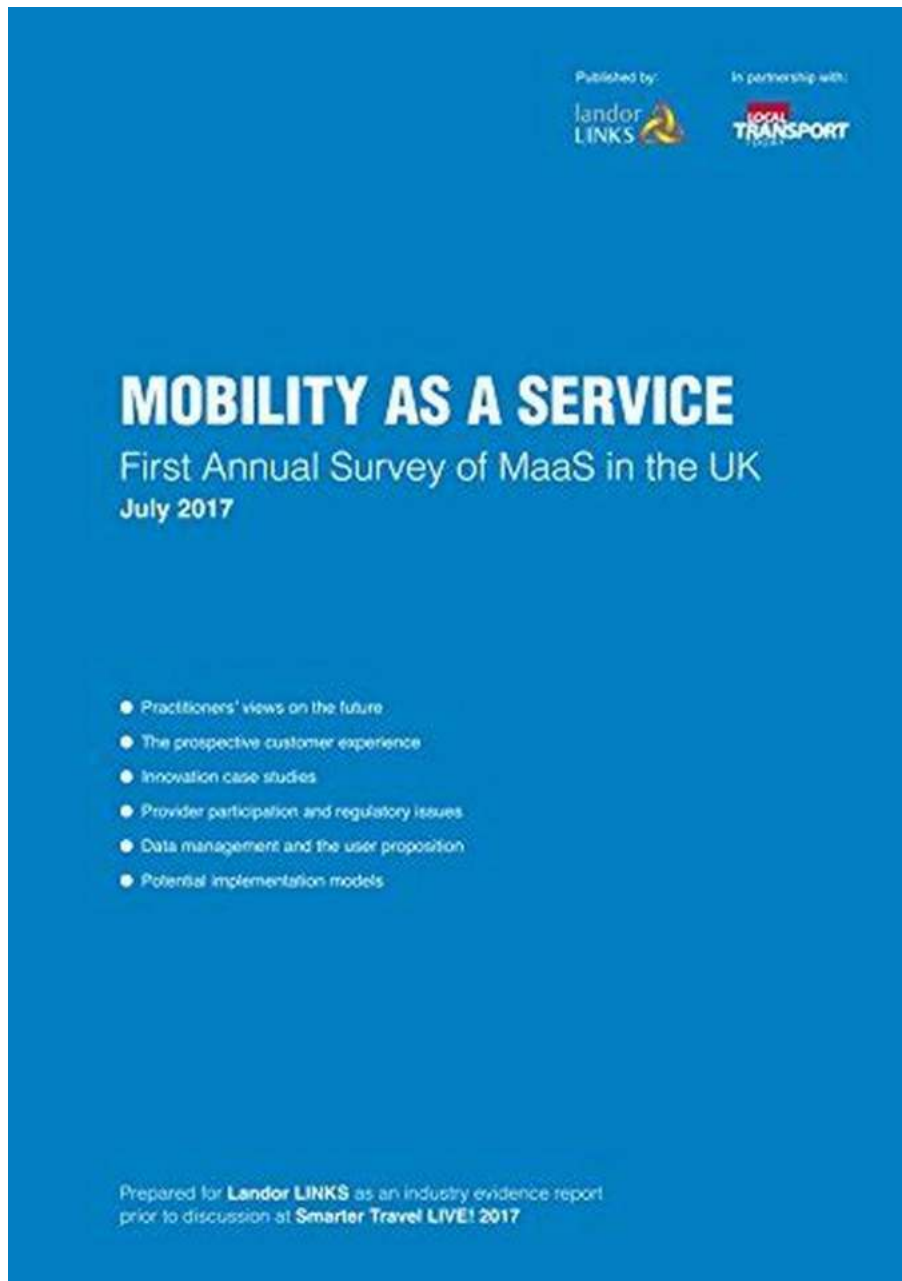


Revolutionizing Urban Transportation: The First Annual Survey of Maas in the UK



Are you tired of navigating through different transportation options to reach your destination? Let's face it, urban transportation can be a hassle, but there's good news! The first annual survey of Mobility-as-a-Service (MaaS) in the UK has arrived, bringing hope for a more efficient and convenient commuting experience.

What is Mobility-as-a-Service (MaaS)?

Mobility-as-a-Service (MaaS) is a revolutionary concept that aims to integrate various modes of transportation into a single platform, providing users with seamless access to public and private transportation options. It combines on-demand services, such as ride-hailing and bike-sharing, with public transit, allowing users to plan, book, and pay for their entire commute through a single app.



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

★★★★☆ 4.4 out of 5

Language : English
File size : 288 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Print length : 183 pages



In recent years, MaaS has gained significant attention and investment as cities around the world seek to improve transportation efficiency, reduce traffic congestion, and promote sustainable mobility options. The UK has been a frontrunner in embracing this innovative approach to urban transportation, and the first annual survey aims to evaluate the progress made.

The First Annual Survey of MaaS in the UK

The first annual survey of MaaS in the UK is a comprehensive assessment of the current state of MaaS implementation and usage across various cities in the

country. It aims to gather data on user experiences, preferences, and challenges faced in utilizing MaaS platforms.

This survey will provide valuable insights into how MaaS is transforming urban transportation in the UK and identify areas for improvement. It will help policymakers, businesses, and researchers understand the impact of MaaS on commuting patterns, environmental sustainability, and overall transportation efficiency.

Key Findings from the Survey

The first annual survey of MaaS in the UK revealed several key findings that shed light on the current state and future potential of this transportation model:

1. Increased Adoption:

The survey indicated a steady increase in the adoption of MaaS platforms among commuters. Over 60% of respondents reported using at least one form of MaaS during their daily commutes, highlighting the growing popularity of this seamless mobility solution.

2. Convenience and Efficiency:

Participants expressed high levels of satisfaction with MaaS platforms, citing convenience and efficiency as the primary reasons for their preference. The ability to plan and pay for multi-modal trips with a single app was particularly appreciated.

3. Integration Challenges:

Although MaaS platforms have gained significant traction, the survey highlighted the need for improved integration between different transportation providers. Participants reported occasional difficulties in accessing certain services through

the app, indicating the importance of a seamless and comprehensive network of transportation options.

4. Environmental Impact:

The survey showcased the positive environmental impact of MaaS adoption, with a substantial reduction in the use of private cars and increased reliance on public transit and shared mobility services. This shift towards sustainable transportation options is contributing to the reduction of greenhouse gas emissions and improved air quality in urban areas.

The Future of MaaS in the UK

The findings from the first annual survey indicate that Mobility-as-a-Service has the potential to revolutionize urban transportation in the UK. As technology advances and more cities embrace MaaS, we can expect even greater integration and connectivity between different transportation modes.

The government, together with private sectors, should collaborate to address the integration challenges highlighted in the survey. This includes establishing standardized protocols for data sharing, implementing supportive policies, and fostering partnerships between public and private transportation providers.

Furthermore, the survey underscores the need for continued investment in MaaS infrastructure. This funding will support the development of advanced mobility platforms, improve access to public transit, and encourage the adoption of electric and sustainable modes of transportation.

The first annual survey of Mobility-as-a-Service (MaaS) in the UK offers valuable insights into the transformative potential of this revolutionary approach to urban

transportation. The findings highlight the increasing adoption of MaaS platforms and its positive impact on convenience, efficiency, and the environment.

As MaaS continues to evolve, policymakers, businesses, and researchers must work together to address integration challenges and invest in the necessary infrastructure. By embracing MaaS, the UK can shape a future of sustainable, connected, and efficient urban transportation.



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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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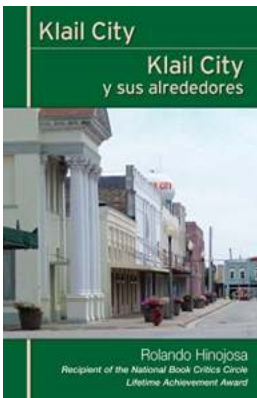
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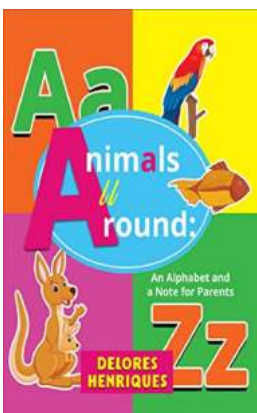
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