Mobility as a Service, Have we waited Long Enough?

A vision from Alex Thomas
Transport Planning Officer
Devon County Council
Not enough in Isolation

Strength in numbers
Cycling
Average cycling trips made and miles travelled per person per year

- Cycling miles \(\times 50\%\) since 2002
- Cycling trips \(\times 5\%\) since 2002

<table>
<thead>
<tr>
<th>Year</th>
<th>Cycling trips</th>
<th>Cycling miles</th>
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</thead>
<tbody>
<tr>
<td>2002</td>
<td>18</td>
<td>18</td>
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<tr>
<td>2006</td>
<td>39</td>
<td>39</td>
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<tr>
<td>2010</td>
<td>45</td>
<td>50</td>
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<tr>
<td>2014</td>
<td>58</td>
<td>60</td>
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<tr>
<td>2018</td>
<td>17</td>
<td>17</td>
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</tbody>
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Mode Split

- Car: 61%
- Walk: 27%
- Bus: 5%
- Cycle: 2%
- Other: 3%
- Train: 2%

16/17 Budget Split

- Train: 55%
- Local Roads: 19%
- National Roads: 15%
- Bus: 8%
- Other: 3%
“Anybody seen in a bus over the age of 30 has been a failure in life.”
EV’s the Solution?

Figure 5.13. Electric vehicle sales against our indicator

WHIM

When?

4 Years to become global standard

10 Years Later

BUS TRAVEL IS EVOLVING
PAY CONTACTLESS ON BUS
CASH AND MOBILE TICKETS ARE STILL ACCEPTED ON BUS TOO!
Public transport
Demand responsive buses / microtransit
Shared cars
Shared bikes
Shared rides
Taxis & ridesourcing
Walking & cycling
IT connectedness & home delivery

Good Mobility
Promoting understanding & awareness of emerging mobility lifestyles in order to maximise the social & environmental benefits

Co-mobility
Promoting awareness and understanding of the role, impacts and potential of shared transport (collaborative mobility)

Co-mobility services are essential enabling...
Future proof?

Funding mechanisms are changing

Expand the network of shared mobility options

Identify key Mobility Hubs
Unlimited Bus Travel
(Exeter MegaRider Ticket)

Unlimited Co-Bikes for Trips <30 min
(£0.75 per 30 min thereafter)

Two 90 minute Co-Car Passes
(up to 20 miles of mileage per week also included)
Strategic Importance

• Need for 240,000 new homes a year

= A new city the size of Manchester every 5 years.
Car Clubs

• Better **utilisation of space**: Private 3% vs Shared 20 - 50%

• Improved **financial case**

• Each Car Club vehicle removes 6 - 15 vehicles from the network

• **Behavioural** 25% - 50% Growth in use of sustainable modes by members

• **Greener option** 20 – 40% less carbon per km from more efficient vehicle mix

• Improved efficiency for **Public EV charging**
“Wait and see approach” set by the DfT is no longer fit for purpose

Need to be **Proactive** not **Reactive**
It's OKAY to start small..............
As long as we **START**
"Change has never happened this fast before, and it will never be this slow again"