travelspirit

CASE STUDY

West Midlands MaaS Openness Maturity Assessment

BASED ON THE TRAVELSPIRIT INDEX OF OPENNESS FOR MOBILITY AS A SERVICE

June 2017

Summary

The TravelSpirit Index of Openness for MaaS is simple and practical tool to help those developing MaaS systems understand their current position and their potential for developing an open MaaS model.

This case study applies the tool to the West Midlands model of MaaS being developed between partners and led by Transport for West Midlands. It is an initial assessment for demonstration purposes, which will be further validated and developed by UCL. Further developments will be published in late 2017.

TravelSpirit is championing the critical role of "open" in the delivery and development of scalable and sustainable new mobility services. This is necessary for the evolution of Mobility as a Service (MaaS) as a global resource rather than an individualised business.

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TRAVELSPIRIT UK PROJECT BOARD

Case Study: West Midlands

MaaS Openness Maturity Assessment

There follows an assessment for the West Midlands using the principles outlined in the TravelSpirit Index of Openness for Mobility as a Service. This assessment has been peer reviewed by members of the TravelSpirit UK Programme Board.

This assessment is based on the information available at the time which was obtained independently of the organisations assessed. This information is being published now to further TravelSpirit's goal to create an open MaaS eco-systems in the UK and in no way reflects an organisations competency or willingness to be involved in MaaS.

The model and the results will be further validated by University College London therefore the assessment of the West Midlands may change over time.

Three assessments have been made:

   i.   How the maturity of each transport operator compares to the others.

   ii.   The maturity of each category of the MaaS architecture.

   iii.   The current overall maturity of MaaS in the West Midlands.

TRANSPORT OPERATOR MATURITY

The transport operator maturity has been assessed as follows:

| Category	Transport Operator
National Express Buses	3.00
Midland Metro	3.00
Rail - through Silverail	3.75
Enterprise	2.75
Gett	3.00
NextBike	3.25

Transport operator MaaS openness
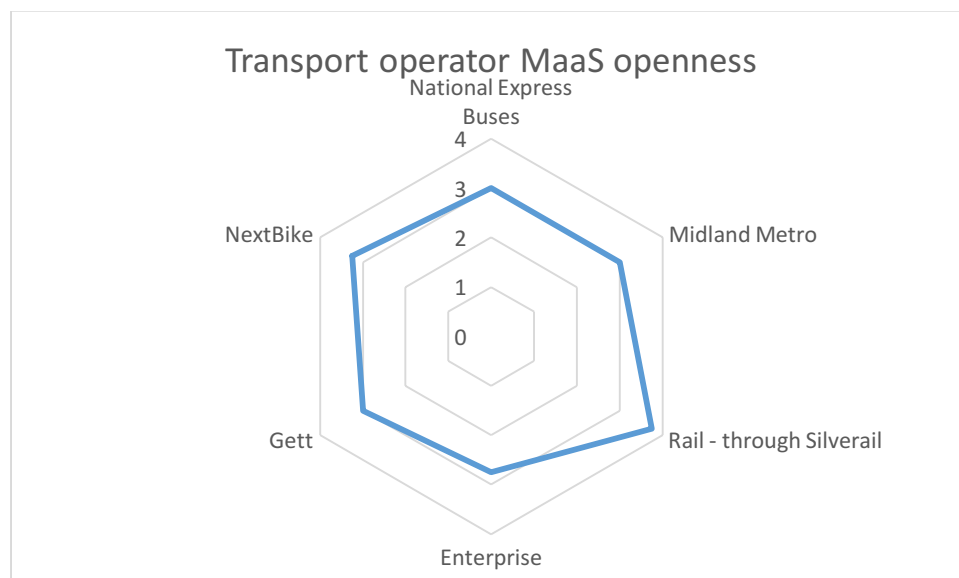
The assessment shows that all modes are very close however rail is the most mature. This is due to the extensive standardisation that's been undertaken across rail systems allowing new entrants to utilise services in a standard way.

MaaS Architecture maturity

Each of the MaaS Architecture categories have been assessed as follows:

Category	MaaS maturity
Transport Operators	3.13
MaaS provider	2.89
MaaS Customer	3.00

Due to the nature of the West Midlands implementation the role of data providers has not been included because this role is split between the other roles in the model.
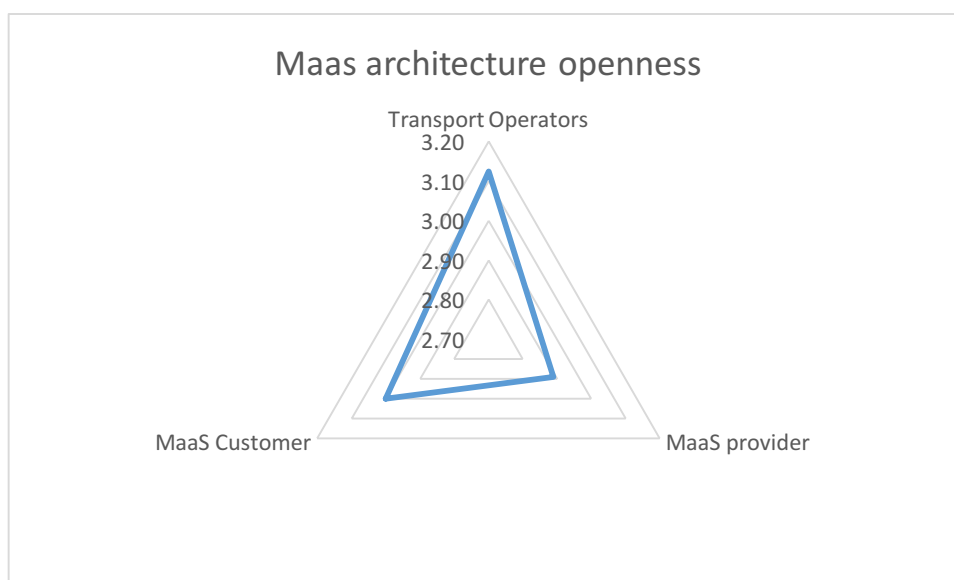
In the assessment the MaaS provider scores as the least open. This particular case (MaaS Global) illustrates the difference between the willingness and attitude to progress MaaS as a concept and service by sharing key documentation and best practice compared to having your actual APIs or source code open for others to use. Therefore the assessment should not be used to judge an organisations willingness to participate and promote MaaS. It should be use to encourage all organisation to share source code and APIs.

OVERALL MAAS MATURITY OF THE WEST MIDLANDS

The West Midlands has been assessed to have an overall MaaS openness score of 3.13.

This shows that when MaaS is live in the West Midlands it will have achieved Level 3.

This means MaaS in the West Midlands will be sharing some APIs and/or source code with a realization that open source/APIs approach is a two-way street and that you get the most out when you contribute back to the process, helping to improve the overall quality and making further savings on not having to bespoke solutions.

The West Midlands now needs to work towards Level 4 by developing all strands of the MaaS architecture; Transport operators, MaaS provider and Maas customer. When fully achieved this level sees organisations contributing to community APIs and championing specific projects, and the open source/API approach in general. Organisations begin to see and realise the full value of collaborating with partners and competitors in developing MaaS.