West Yorkshire Combined Authority

West Yorkshire Future Mobility Draft Strategy Summary

August 2020

What is Future Mobility?

- Where we want to go and how we want to travel to get there is changing. Advances in technology, changes to how we work, and a shift in the way we access services and buy goods have all influenced how we travel.

- Future Mobility looks at how innovation, technology and new ways of travelling can help to create a better, fairer, and greener transport system that meets our changing travel and transport needs.

- This includes new modes of transport, such as e-scooters, new public transport services, such as on-demand buses, and new technology like autonomous cars. It also considers new ways of accessing transport, for example through apps, and innovative ways of getting the goods we need into our town and city centres.

Source: Traffic Technology Today

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Developing the Future Mobility Strategy

- We have been working with our partners alongside academic, transport operators and industry to explore how technology and innovation in transport can help the region meet our wider goals.

- The Future Mobility Strategy is the result of this work and sets out how new forms of transport and services can help us to build a more prosperous region, improve people's quality of life, and reduce carbon emissions.

- The strategy sets out the principles and priorities for our work on future mobility to meet our wider ambitions over the next ten years. The strategy is designed to support the delivery of the West Yorkshire Transport Strategy 2040 as well as our emerging Local Industrial Strategy.

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Our ambitions

Our objectives are to:

- **Supporting and enabling inclusive growth** and positively contributing towards productivity

- Contributing towards ambition of becoming **zero carbon by 2038** and helping to make a positive **contribute towards tackling the Climate Emergency**

- **Helping achieve modal shift targets** for bus, rail, walking and cycling outlined in the WY Transport Strategy 2040 whilst **reducing car use.**

- Help to better plan and manage all of our transport networks to **transform the affordability, ease and experience** of the people using it

- Contributing towards the **economic recovery from the COVID-19 crisis**

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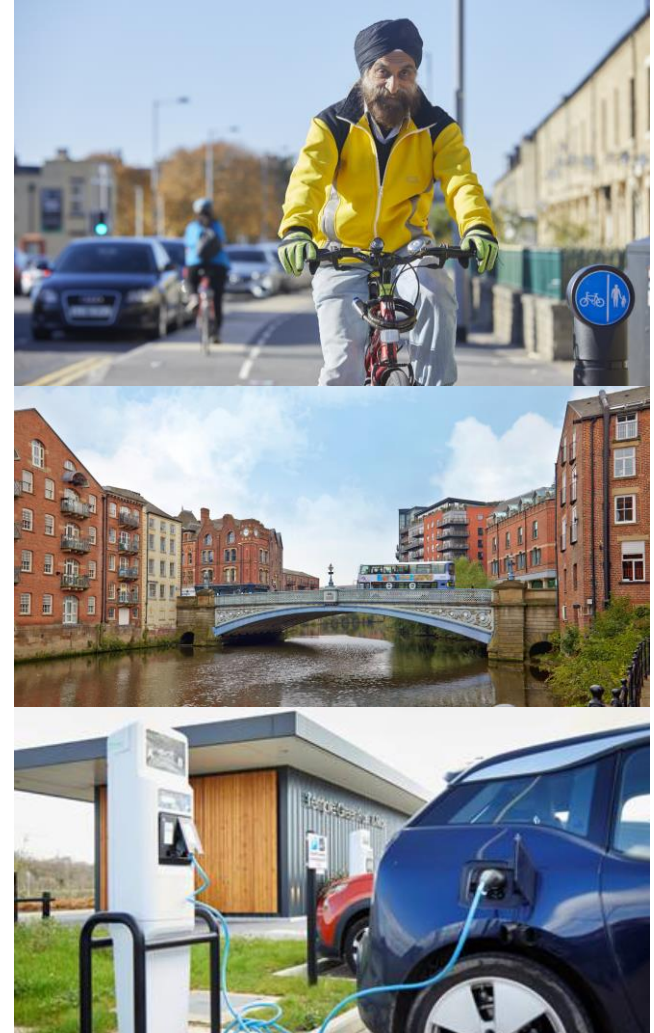
Our 8 Future Mobility principles

To ensure new technology and innovation brings the best outcomes in West Yorkshire, the following principles have been drafted to guide our approach:

1. New modes of transport and new mobility services must be **safe and secure by design**

2. The **benefits of innovation in mobility must be available across society**, including those who have limited access to technology.

3. **Public transport and active travel should remain the priority** for meeting travel demand, in line with the West Yorkshire Transport Strategy

4. New mobility services must be **part of a wider transition to zero emissions**

5. Mobility innovation must help to **promote more efficient uses of limited road space**, for example through sharing rides, increasing occupancy or consolidating freight

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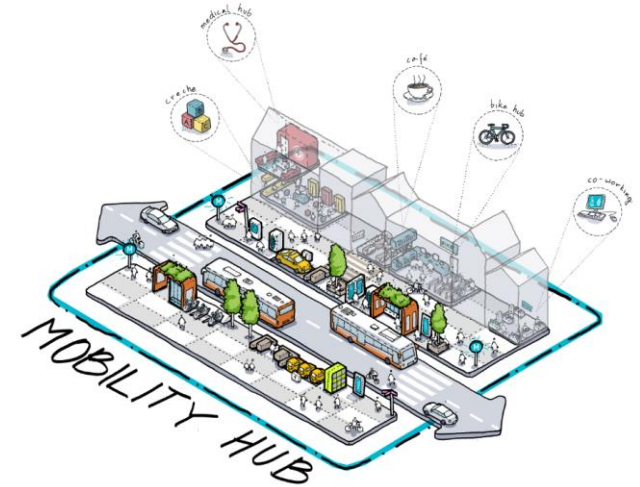
Our 8 Future Mobility Principles

6. New mobility services should seek to **improve affordability, ease of access and user experience of travel**

7. **Data from new mobility services must be shared where appropriate** to further knowledge and understanding of travel in the region and improve the operation of the transport system.

8. New mobility services should **support inclusive growth ambitions, improving access to jobs, training and community services**

These principles are based on Department for Transport guidance for Future Mobility and developed for West Yorkshire in collaboration with stakeholders

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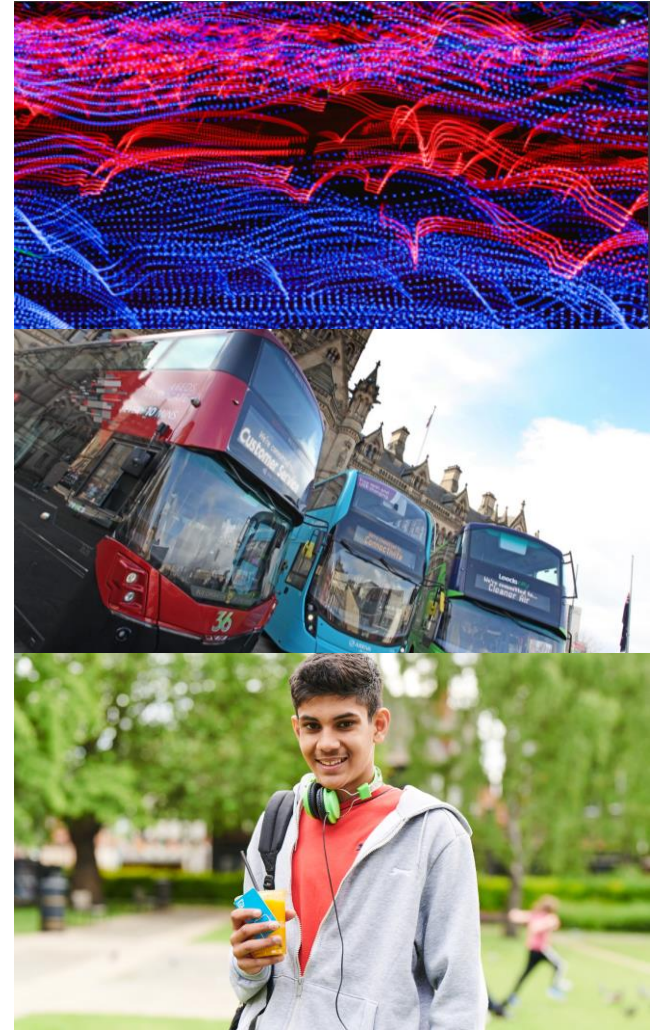
Future Mobility themes

1. Digital Demand Responsive Transport

For this strategy, Digital Demand Responsive Transport is:

- ✓ Available for the general public
- ✓ Available on-demand (i.e. for immediate departure)
- ✓ Accessed digitally (e.g. through an app)
- ✓ Flexible services (time and route)
- ✓ Offers shared rides
- ✓ Pick up location to drop off location service
- ✓ Typically using vehicles larger than cars

For this strategy, Digital Demand Responsive Transport is not:

- × Only bookable in advance (e.g. day before)
- × Using only fixed route timetabled buses
- × A personal ride
- × A door to door service
- × Provided exclusively using cars

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Future Mobility Themes

2. Shared Transport

For this strategy, Shared Transport is:

- ✓ Shared vehicles driven or ridden by the user
- ✓ Shared trips with other drivers
- ✓ Available on-demand
- ✓ Located across a defined area for public use
- ✓ Available for one-way or round-trip use
- ✓ Pay per trip or membership-based pricing

For this strategy, Shared Transport does not include:

- ✕ Traditional daily rental services
- ✕ Traditional taxis and minicab services
- ✕ Public transport
- ✕ Demand Responsive Transport

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Future Mobility themes

3. Mobility as a Service (MaaS)

For this strategy, Mobility as a Service is:

- ✓ Digital journey platform
- ✓ Multi-modal journey planning & real-time information
- ✓ Booking, payment, ticketing and validation

Mobility as a Service might also include:

- PAYGO travel or subscription bundles
- Payment and booking for public transport, taxis, car hire
- Payment and booking for bike share, car clubs, scooters, peer-to-peer car club, ride sharing
- Mobility credits, active travel and incentives

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Future Mobility themes

4. Connected and Autonomous Vehicles

For this strategy, we are considering:

- ✓ Autonomous vehicles of level 4 or greater (e.g. where the vehicle performs all driving tasks all or part of the time)
- ✓ Operation on private land and public highways
- ✓ Pilots and trials
- ✓ Shared fleets
- ✓ Public transport or taxis
- ✓ On-demand services

For this strategy, we are not considering:

- × Privately owned CAVs
- × Freight services
- × Urban Air Mobility

Future Mobility Themes

5. First and Last Mile Freight

For this strategy, First and Last Mile Freight considers:

- ✓ First / final stage in the supply chain of goods or services, between the distribution hub and the start / destination
- ✓ Handling relatively small / light goods
- ✓ Usually serving a smaller size areas
- ✓ Preferably made by sustainable modes (i.e. on foot, cycle or electric vehicle)
- ✓ Visit both business and residential properties

For this strategy, First and Last Mile Freight is not:

- ✗ The final part of a single longer trip
- ✗ Carried out using HGVs
- ✗ Handling large / heavy goods

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Future Mobility Action Plan

- Based on the principles for Future Mobility, the strategy looks at the following for each of the five themes:

  - How it can contribution towards our objectives

  - Benefits and risks of implementation

  - Key factors for successful implementation

  - Recommended actions over short (0-2 years), medium term (2-5 years) and long term (5-10 years)

- The Future Mobility Strategy contains details of all our proposed actions within the five theme areas. A summary of the proposed key actions can be found on the following pages (full details can be found in the Strategy document and in the Action Plan Summary).

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Future Mobility Action Plan Summary

Short Term: 0-2 years

Digital Demand Responsive Transport (DDRT)

Work with partners to identify opportunities for DDRT within tendered and supported bus services as well as through new development through planning process to support sustainable travel

Develop integrated ticketing options via MCard with the aim of creating a multi-journey and multi-modal ticket offer for DDRT

Shared Transport

Identify early shared mobility priorities based on WY objectives, feasibility analysis and market engagement

Work with partner council and industry to identify opportunities for regional shared mobility models, including joint procurement and service delivery

Mobility as a Service (MaaS)

Develop the business model and specification for a MaaS platform in consultation with providers and stakeholders to meet wider regional goals and objectives.

Develop a comprehensive transport data policy and data audit to support MaaS development and develop the commercial agreements required to deliver MaaS

Connected and Autonomous Vehicles (CAV)

Test our policy objectives for CAV and assess the potential impacts of technology through modelling of adoption scenarios on the transport network in the region

Explore opportunities for CAV technology to support the objectives the Connectivity Plan and Mass Transit

First/last mile freight

Identify areas with the highest potential for micro-consolidation in the region and explore delivery options

Explore opportunities to incorporate micro-consolidation facilities and collection points for deliveries within planned schemes in collaboration with partner

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Future Mobility Action Plan Summary

Medium Term: 2-5 years

Digital Demand Responsive Transport (DDRT)

Based on analysis of DDRT service outcome trials in region, identify and develop opportunities to widen DDRT network to support regional priorities, with an emphasis on areas with lower public transport accessibility

Shared Transport

Undertake shared mobility trials to explore business models, public acceptance, impacts and ability of services to help meet our goals

Develop models to ensure shared micromobility is available to a wide range of social groups, including those who do not have access to bank accounts / smartphones.

Develop policy guidance on shared mobility, including planning guidance for new developments

Mobility as a Service (MaaS)

Develop MaaS platform based using phased delivery model, with functionality for those without access to technology

Undertake analysis of ticketing systems and potential interoperability of ticketing between operators across the region for further MaaS development

Connected and Autonomous Vehicles (CAV)

Investigate opportunities for CAV trials in the region to test adoption scenarios, technology feasibility, and infrastructure and regulation requirements, focusing on shared and public transport CAV technologies

First/last mile freight

Explore opportunities for delivering a trial micro-consolidation centre in the region

Develop programme to install collection points for personal deliveries at key transport hubs in region

Work with highways authorities and local businesses to develop guidance on parking/loading bay restrictions and micro delivery access design standards to support uptake of sustainable first last mile delivery practices

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