Cycle Hire: The Keystone for Equitable Mobility as a Service

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What is MaaS?

Mobility as a Service (MaaS) combines all modes of transport into one app, creating a seamless door-to-door travel experience for the consumer.

Why is it important?
What’s the difference between MaaS and Integrated Transport?

• MaaS provides real-time updates and travel packages
• Integrated Transport simply allows you to use same card for different modes of transport
closest station is 1.5km away - too far?

1.2km away - too far to walk from the station?
Increased catchment area

5 min cycling = 1.3 km
The importance of bike sharing

Increased coverage (1.3km = 5 min)
Can reach and extend reach of PT
Enables sustainable transport & reduction in CO2 emitting vehicles
Improves health
ONLY MoT GIVING YOU FREEDOM AND NO TRAFFIC JAMS
How can MaaS Progress

Top down initiatives!

Change from “nice to have” to “must have”
MaaS Case of Excellence

Helsinki, Finland
/Provides monthly mobility plans
/Single payment, real-time, data-driven
/Test stages saw huge success
/Launching in West Midlands in 2017
Special Announcement

Nextbike is proud to have become a partner of Whim

A World leading provider of MaaS
MaaS success without bike sharing?

Limited success as it fails to address long-term issues – sustainable transport. Bike sharing “glues” the MaaS concept together as it allows for flexible transportation.
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