

The Urban Transport Group brings together public sector transport authorities in the UK's largest urban areas. Our members aim to support sustainable and inclusive economic growth by promoting, planning and providing efficient urban transport networks.



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# Our Vision



Smart Futures  
for Urban Transport

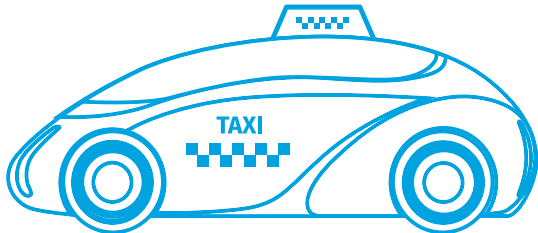
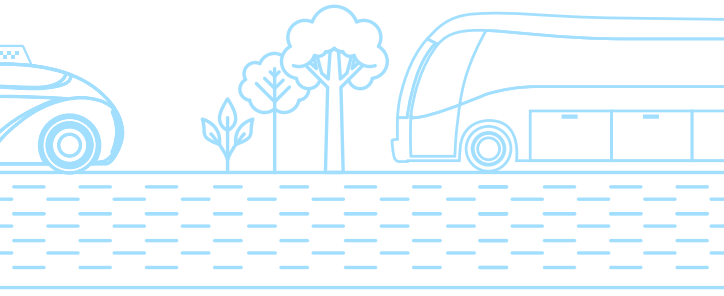
# Rapid Technological Change Transforming the Transport



**New and emerging data sources can help travellers make better informed choices about their journeys, and help transport planners make better decisions about how to run and develop transport networks and services.**

The illustration features a hand holding a tablet with a red screen. The background is a stylized cityscape with various buildings, trees, wind turbines, and a taxi. The overall theme is technological advancement in transportation.

# Change is Transport Sector



***A proliferation of new vehicle technologies means that cars, buses and freight vehicles are becoming greener and cleaner as well as smarter and more connected. This includes the potential for semi and fully autonomous vehicles.***

The means by which people pay for, and access, public transport is rapidly moving from paper tickets to smart media (including smartcards, bankcards, watches and smart devices). Beyond that 'Mobility as a Service' options are opening up whereby travellers can buy packages of mobility which could include the full range of available travel modes. A single app on a smart device could provide information about all the options for making a journey as well as facilitate payment to make those journeys, be it by public transport, car hire, bike hire, ride share or taxis.

***Technological change is also combining with social change and new business models in a way that has significant implications for transport. In particular the shift from ownership models to sharing or rental models is one reason why attitudes to car ownership are changing – particularly among younger people.***

Meanwhile new players (from Californian tech giants to local start ups) are offering new services which capitalise on wider transformative technological and social change. These include companies which provide information about transport services and payment via apps, as well as new taxi and private hire operators.

# Key Issues, Opportunities

## As city region transport authorities our roles encompass:

- ✔ Helping ensure that people can make informed choices about how they travel and making those journeys as safe, seamless and convenient as possible – whilst at the same time seeking to manage and reduce congestion.
- ✔ Supporting inclusive growth in our areas so the benefits of economic growth are widely shared across our urban areas and communities.
- ✔ Addressing wider environmental goals including improving air quality and reducing carbon emissions.
- ✔ Contributing to improved public health including the rising costs of dealing with the effects of physical inactivity.
- ✔ Providing good value for money by making the right choices about which transport schemes and interventions will result in the most benefits.



42% of Londoners use apps powered by TfL's open data to navigate the city. TfL is using its data to plan services, predict demand and improve customer experience.

# and Challenges

## Technological change can contribute to all these goals:

- ✔ Better information and payment mechanisms for travel can help people make better journeys, automatically obtain the best fare and avoid congested times and places.
- ✔ Improved vehicle design can better accommodate the needs of an ageing society and more flexible formats for transport provision can help give the workless access to work.
- ✔ New vehicle technologies can radically reduce vehicle emissions and information technology can make the most efficient use of vehicle fleets.
- ✔ The profusion of data, and the ability to rapidly process that data, means that transport planners are better able to analyse and present the implications of choices that can be made about transport systems and schemes. There is also the potential of open data to stimulate new products and services for travellers, helping to make joined up travel information easy to access.



**Nottingham City Council**  
Park and Ride services are now provided by an all electric bus fleet – the largest in Europe. Some of those services will be using a planned 'Eco Expressway', a six mile route into the city centre with priority for bikes, buses and electric vehicles.

**Transport for West Midlands** is partnering with Maas Global and transport operators on 'Whim' – the UK's first Mobility as a Service platform. The Whim app will provide information as well as payment for access to public transport, taxis and car hire.

# Key Principles

**No one can say with any certainty exactly what the future will look like in terms of how these transformative technological and social changes will play out. However transport authorities have a critical role to play in capitalising on the benefits for both transport users and the future of our cities whilst at the same time seeking to mitigate or avoid the potential downsides.**

Transport authorities also need the leeway to take different approaches depending on their priorities, resources, outlook and ambitions. This includes the role they might play in collaborating with new private or public sector initiatives and whether or not they look to use regulatory and policy frameworks in seeking to shape or intervene.

Having said that as a network we also want to play a fuller role on what we have called 'smarter futures' and in doing so we have adopted a set of common principles.

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Our members are rolling out smart ticketing schemes – including M-Card in **West Yorkshire**, get me there in **Greater Manchester** and Pop Card in the **North East**.

**Merseytravel's** new fleet of metro trains will have step free access through 'intelligent sliding steps' making the Merseyrail network the most accessible traditional network in the UK.

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- ✓ **We recognise the pace of change and the benefits that it can bring** for transport users, the future of our cities and in making our organisations more effective and efficient.
- ✓ **We seek to ensure that technological change makes travel simpler and easier** for all travellers and we seek to avoid fragmented, inaccurate or exclusionary outcomes.
- ✓ **We have a key role to play on trust, assurance, privacy and impartiality** on the collection, holding and provision of data as well as the integrity, comparability and accuracy of data and the information services and other uses it is put to.
- ✓ **We will reflect the implications of change for our organisations** including the skills we need to attract and develop, how we work, and how we communicate and collaborate with both transport users and our stakeholders.
- ✓ **We recognise the role that we can play in facilitating and supporting change** which can include opening up the data we hold, entering into partnerships with the private sector in areas like Mobility as a Service or supporting start ups in our areas through collaborations on new services and apps.
- ✓ **We will look for opportunities to adopt common standards and regulatory frameworks** to make it easier for the private sector to engage with us, and to offer new products and services more rapidly and at less cost.
- ✓ **Given the rapidity of change we will put the internal networks in place that will help us to learn from each other** about how the different approaches, products and developments that our members are involved in – or are promoting – work out in practice, and the lessons that can be learned and applied elsewhere.
- ✓ **We want to share our data where this best serves: the interest of travellers; the efficient and effective operation of our transport systems; and the wider goals of our cities** (environmental, economic and social). We have set up an internal 'emerging data' group which is charged with making faster and further collective progress on four key issues for us on data sharing and integration; ownership and privacy; quality and standards; and building the skills needed to make use of it.
- ✓ **As public sector transport authorities we seek to ensure that change does not result in sectors of society being left behind;** that we meet our obligations to improve air quality and reduce carbon emissions; and that congestion is managed and reduced in a way that promotes healthier streets and places.