



**Expanding Swift into
Mobility as a Service**



Transport for
West Midlands



**Michael Wevill,
Swift Development Manager**

Swift Progress to Date

- Range of season ticket products available to all - adults, students, children, concessionary pass holders
- Accepted for single and multiple operators and modes across buses, trams and trains.
- Pay as you Go for Irregular travelers
- Account Based Ticketing coming in 2020
- Wide range of retail options including:
 - Web
 - Travel Shops
 - Payzone
 - Kiosks



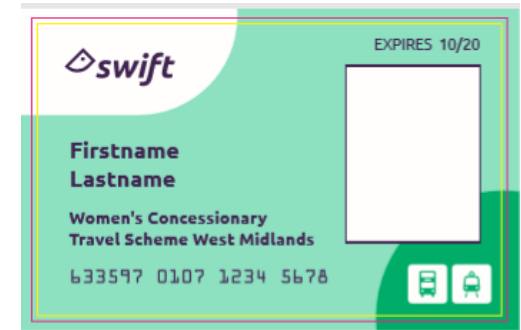
Transport for
West Midlands





Advantages

- Partnership arrangement with Euclid and Unicard
- Great co-operation with operators and suppliers
- Management and Political leadership with passion and vision
- Great Team!



Results:

- More than 50 million Swift Journeys in a year
- With concessions 1 in 3 public transport journeys are captured within our analytics system - Fareshare
- Bus Journeys increased in West Midlands





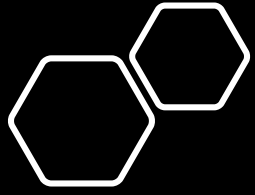
Congestion still a big issue



**A Clean Air Zone
for Birmingham**

Travel habits





Opportunities

- Less driving licences
- More city centre living with less parking spaces
- Clean Air Zone
- Parking prices increasing
- Social responsibility increased.



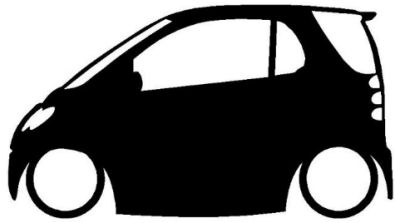
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Technical Capacity
+
Willingness to change
=

NOW is the Time



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AUTOMATIC
NUMBER PLATE
RECOGNITION



What?



What Technology?



Transport for
West Midlands



One App

- Seeking to launch a single app that combines:
 - Journey **Assistant**
 - Ticket Search
 - Ticket Purchase and fulfilment to card
 - Swift on Mobile
 - Car Parking
 - Car Hire
 - Cycle
-
- In fact everything MaaS related

Why us?

- 240,000 Swift customers of all ages
- Proven successful delivery capability
- Long history of working with public transport operators and other partners
- Closely involved with West Midland Authorities
- Regional Travel Coordination Centre
- Brand awareness very high.
- One App “go-to” application
- Dynamic Team

Just Us?

- We **want** partners
- We **need** partners
- Formally and informally via Open APIs and standards
- Ready to work with others on small scale pilots and larger projects
- Together we can achieve anything





Wrap-up

Questions?