

Connected Mobility

Implementing a connected
mobility strategy for the North

Manchester Airport 2023



Connected Mobility

Delivering smarter and more integrated transport networks and seamlessly connecting passengers to the places that matter to them.



Theme 1:



The Future of Ticketing

(Media, retail, payment and fares reform)

Theme 2



Data and Infrastructure

(Enabling connections and information confidence)

Theme 3:



Future Mobility

(Integrating new modes, micro mobility and First/Last Mile)



TfN's Connected Mobility Strategy

A placed-based, user-centric and outcome focussed strategy designed to reduce duplicated cost and energy in connecting people to the things that matter to them across the north

Endorsed by Northern leaders - it sets the vision for a seamlessly interconnected mobility ecosystem, where all transport modes are effortlessly accessible to passengers in networks relevant to local markets. This will be done by building on, and empowering, local successes and decision making across it's core themes.

It's not about reinventing the wheel; instead it's about helping the in-motion wheels move faster for the north.

A selection of thematic outcomes

Theme 1:

The Future of Ticketing



Multi-Modal
Ticketing

Barcodes and
new tokens

New & legacy
smartcards

Pay as You
Go / ABT

Fares and
retail reform

Fares across the North of England will be easier to understand, commercially viable and authorities confident in their relevance to their markets - enabled by a TfN fares modelling tool.

Multi-operator ticketing is available for passengers across the North and, if viable, for non-mayoral authorities this will be delivered through a collaborative region-wide scheme.

Passengers in the North of England are travelling across bus, tram and train with payment made via Model 2 Contactless Capping, or an equivalent account-based system.

Passengers have greater certainty on discretionary discount products across the North that are more uniform, such as a clear definition of a young person, with fewer regional variations.

Transport for the North, with a lead authority partner, has delivered a user-centric white-label ticket retail solution that can be accessed, and branded, by transport authorities in the North.

Passengers are benefiting from the integration of open across modes and regions to support modal shift, to better nudge decarbonisation behaviours and inform choice.

Passengers in the North have access to more tailored journey planning that allows them to mix modes, avoid busy periods and be presented with next best option mitigations to disruptions.

The North of England has the connectivity infrastructure required to enable better connections in rural areas - including increased 4G & 5G coverage enabling live systems.

Theme 2:

Data and Infrastructure



Standardised and interoperable data

Open data and open source

Journey planning and disruptions

Integrating across place and mode

Infrastructure and procurement

Enabling supplier and industry innovation

Authorities across the North are coordinated in the procurement of technical systems to maximise the spread and scale of funds and reduce duplicated effort in shared delivery.

Non-Mayoral authorities are working together, with a core fund of money secured through a Transport for the North business case, to develop and deliver white-labelled journey planners.

Passengers traveling into a region, where viable, can choose to travel and from a mobility hub via a demand responsive solution for the first/last mile element of their journey.

Transport users access cars via car clubs as an appropriate mode of transport, that can be selected and paid for, alongside mass transit options and mobility hubs.

Transport for the North's modelling and evidence has enabled local delivery of viable demand responsive transport as part of local transport plans where this was sought.

Theme 3:

Future Mobility



Electric Vehicle
charging & Car
Club Integrations

Demand responsive
transport

Integrating
micro-mobility

Connecting to
mobility hubs

Integrating and rewarding
active travel

Future facing and
innovation

Transport users travelling via micro-mobility, where this available, use journey planners to integrate this with other modes and pay with an integrated fare.

Inbound transport users pay for, and access, onward travel when planning their journey - be it by car, rail, plane or sea. with ticketing integrated at regional mobility hubs

Why is it Relevant Here?

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Inbound transport users pay for, and access, onward travel when planning their journey - be it by car, rail, plane or sea. with ticketing integrated at regional mobility hubs

- It can increase the convenience and satisfaction of travellers who need to use multiple modes of transport to reach their final destination.
- It can reduce the congestion and emissions at the airport by encouraging the use of public or shared transport options instead of private vehicles.
- It can enhance the competitiveness and attractiveness of the airport as a regional mobility hub that connects different transport networks and markets.
- It can generate new revenue streams and partnerships for the airport by offering value-added services and products to travellers and transport providers.

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Passengers are benefiting from public / private sector partnerships, rewarding, and supporting transport, enabled by TfN through open data and private sector innovations.

- Facilitate public/private sector innovations for connecting ports to onward networks across the North by providing strategic guidance, funding opportunities and best practices.
- Encourage cross booking of travel with destinations/events by creating partnerships with local businesses, cultural organisations and tourism agencies.
- Embrace open data to allow app innovations and integrations that enhance the user experience, increase accessibility and reduce environmental impact of transport.
- Support flexible collaborations among different transport modes, operators and stakeholders by establishing common standards, platforms and protocols.
- Define the 'art of the possible' by showcasing successful examples of innovation, experimentation and transformation in the transport sector.

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July 2023

Read the strategy & more at:

[transportfornorth.com/onenorth/
connected-mobility/](https://transportfornorth.com/onenorth/connected-mobility/)

Any Questions?