



To share or not to
share...
are we prepared for
it?

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Is this the alternative?



Challenge 1: Willingness to share

- Recent research indicates that a significant number of people are prepared to pay a premium for privacy i.e. single occupancy;
- How can we realize the positive benefits of higher level of vehicle sharing in a context of a travelling public that still prefers its privacy on the move.



Challenge 2: Individualization megatrend

This trend describes consumer's disengagement from mass movement;

Traditional life patterns are being abandoned;

Across all social strata, the customer is relishing being non-conformist;

Customer increasingly expects mobility solutions adapted to their own personal attitude to life.

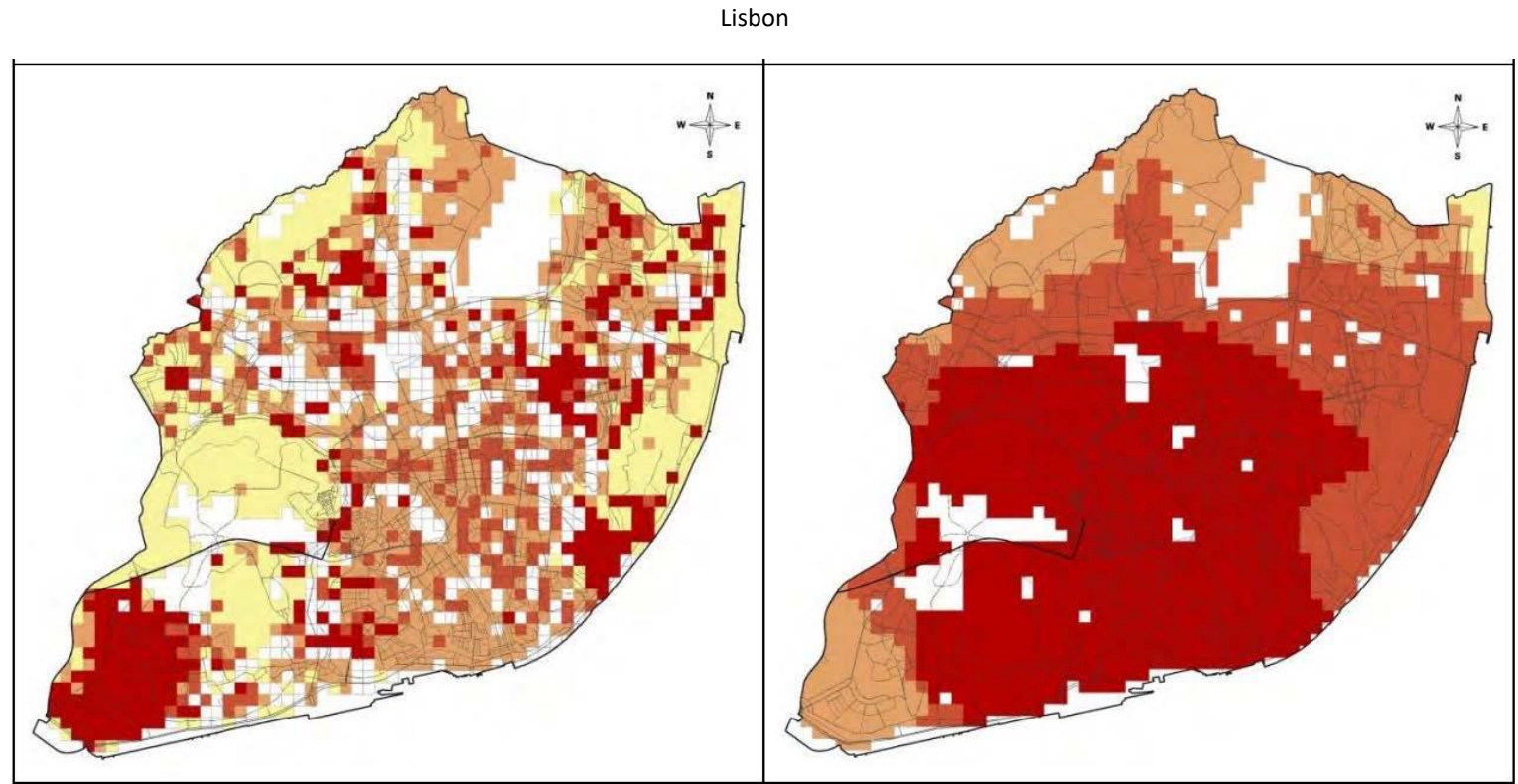
Challenge 3: Fragmented system for the customer



**We need to create the right
environment for shared mobility
to flourish**

Shared mobility – the new alternative

A public transport system that uses shared mobility solutions rather than a traditional system with fixed routes and schedules significantly improves citizens' access to education, health services and job opportunities.



Transition to Shared Mobility report - ITF

4 essential
elements for an
optimal shared
mobility
environment

SHARING ASSETS

Mobility Hubs

- Community Hub
- Local Interchange
- Town Interchange

Shared Mobility

- B1 - Next Gen First/Last Mile
- C1 - Provision of E-Bikes & E-Cargo Bikes
- C2 - E-Scooter Service Provision
- D2 - Car/Van Share Provision
- E2 - Car Share Locations

Dynamic Kerbside

- E1 - EV Parking Models
- E4 - Kerb-Space Booking

SHARING JOURNEYS

Ride-Sharing

- D3 - Lift Share Programme
- E3 - Lift Share Parking Incentives

Demand Responsive

- D4 - Dynamic DRT Services

Freight

- F1 - Last Mile Deliveries on Pavement
- F3 - Consolidation Centres

CAV

- D1 - Automated Shuttle Services

- F2 - Shared Logistics on CAV in Salford

SHARING LIFESTYLES

Shared Mobility Training

- J3 - Future Mobility Engagement
- J4 - Future Mobility Skills
- IM Accelerator

Grid Mechanics

- G1 - Generation & Storage for E-Mobility
- G2 - Vehicle to Grid Charging

Shared Mobility Marketing

- J1 - E-Mobility Displays

Shared Mobility Experiences

- J2 - E-Mobility Experience Centre

Sharing assets

- Mobility hubs and interchanges
- Shared assets and equipment
- Sharing the kerbside



Mobility Hub Mo



Design Concept – Adaptable and Green

- Reflects the community
- Solar Panels
- Natural /LED lighting
- EV Charging Station
- Work resources
- Integrated bike services
- Accessible
- Platform structure placed almost a (non-permanent)



Sharing services

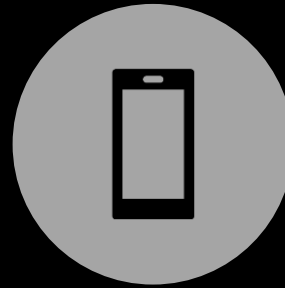
- Sharing the ride
- Demand responsive services
- Shared freight and logistics
- Autonomous vehicles



Sharing lifestyles



Shared mobility training



Shared mobility
marketing



Shared mobility
experiences



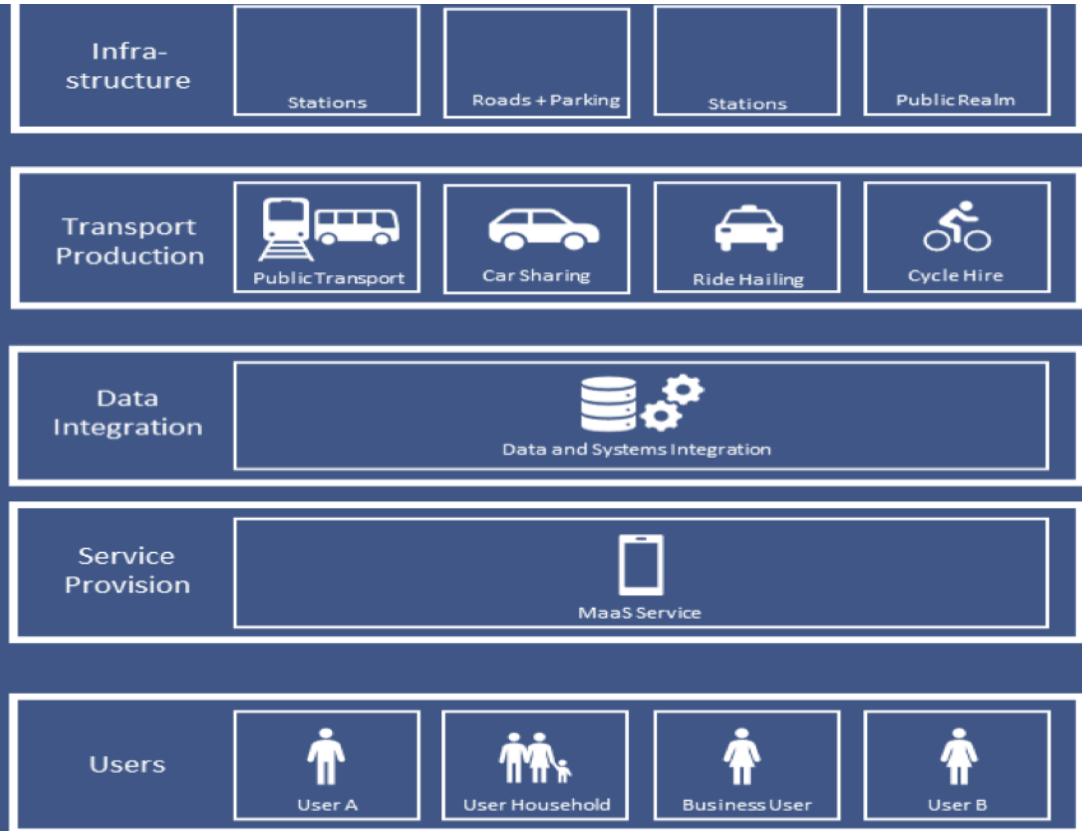
Shared EV charging V2X

Creating the perfect MaaS ecosystem

MaaS Governance

Commercial & Service Levels

Agreements



The world is changing
FAST



Technology:

materials, engine technology, design, automation



Place:

liveable cities, healthy streets, connected neighbourhoods, clean air, decarbonisation



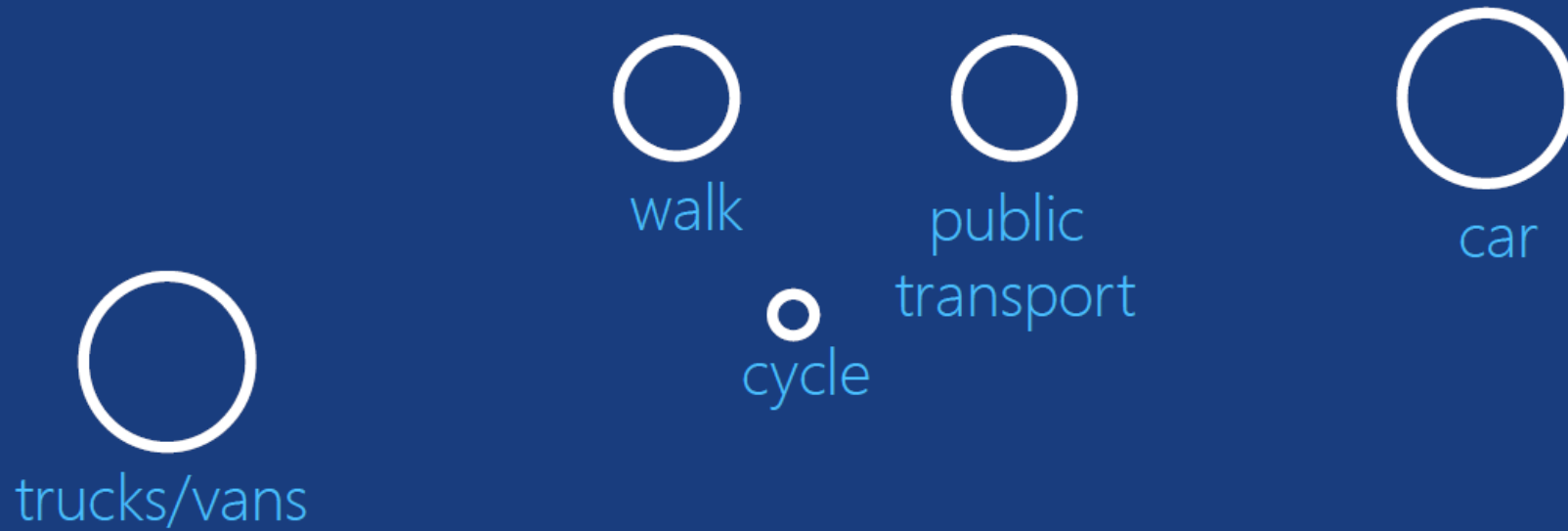
Behaviour:

shared economy, social norms, gen z & y, simplicity expectation

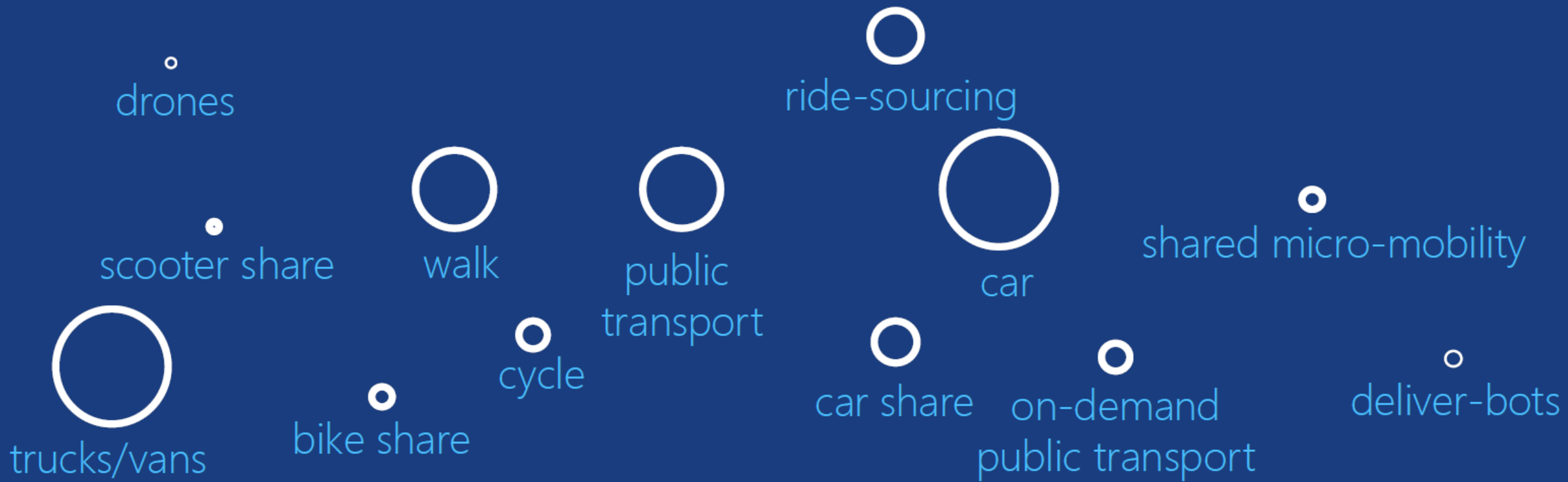


Data & Analytics:

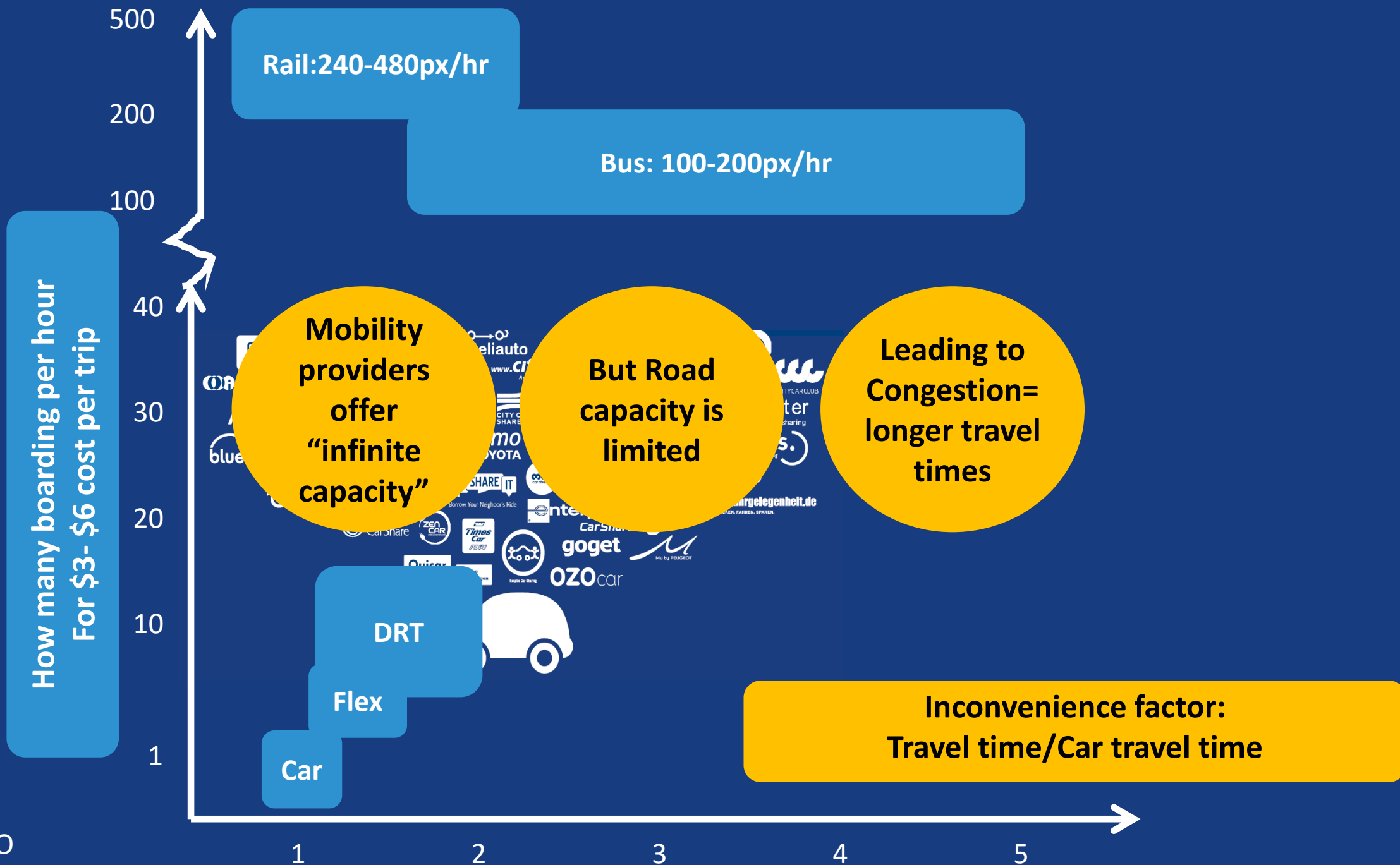
sensors, digitisation, IoT, big data analytics, connectivity



mobility in the city



mobility in the city





Digital Ecosystem

Future Mobility Measures

convergence

People & Place

**Great opportunity to reimagine
the future of transport**

Thank you

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