

Game Changers

Who are we?



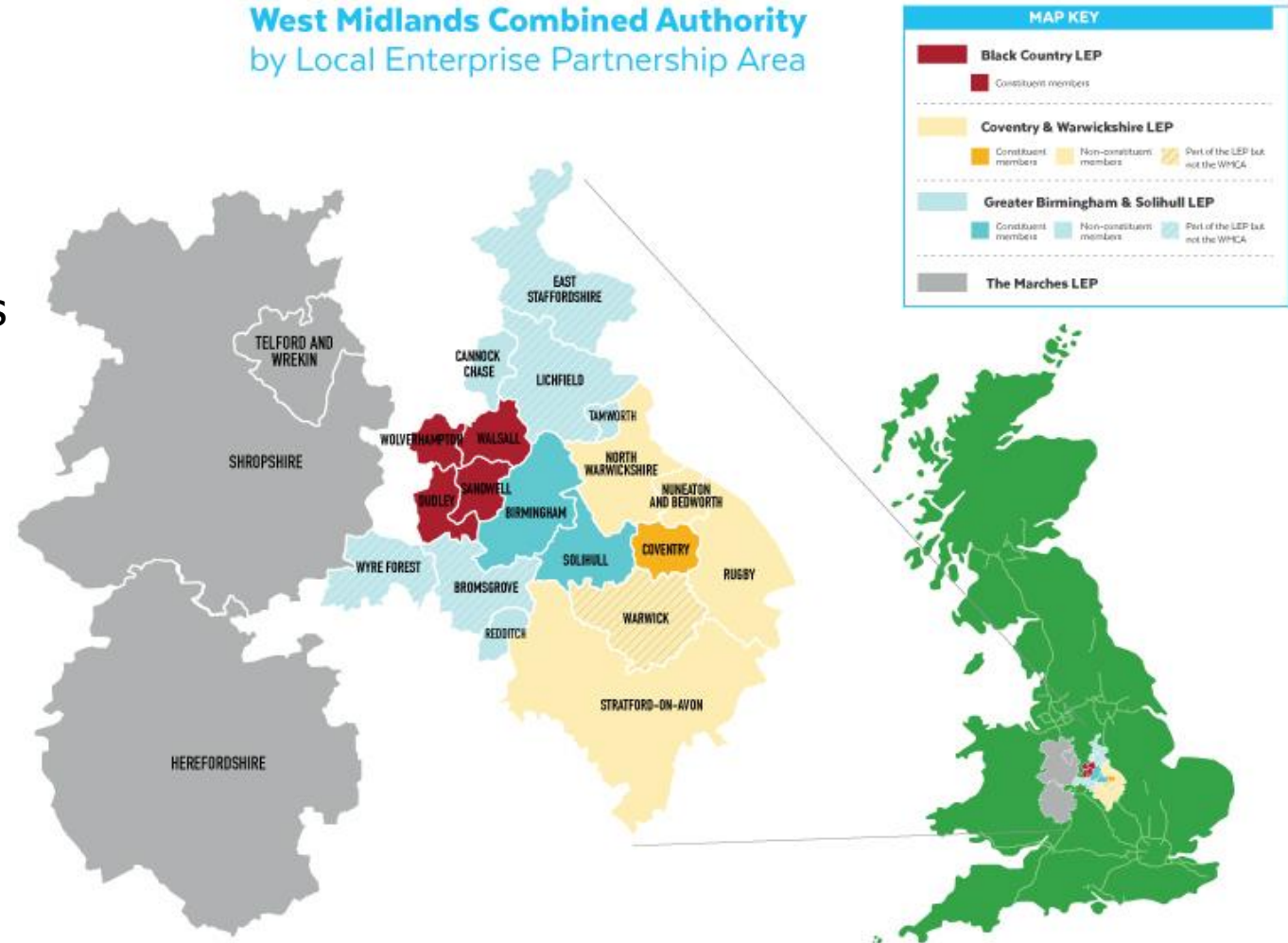
The **West Midlands Combined Authority (WMCA)** works to improve transport, economic development, regeneration, employment, housing and skills and to deliver public sector reform.



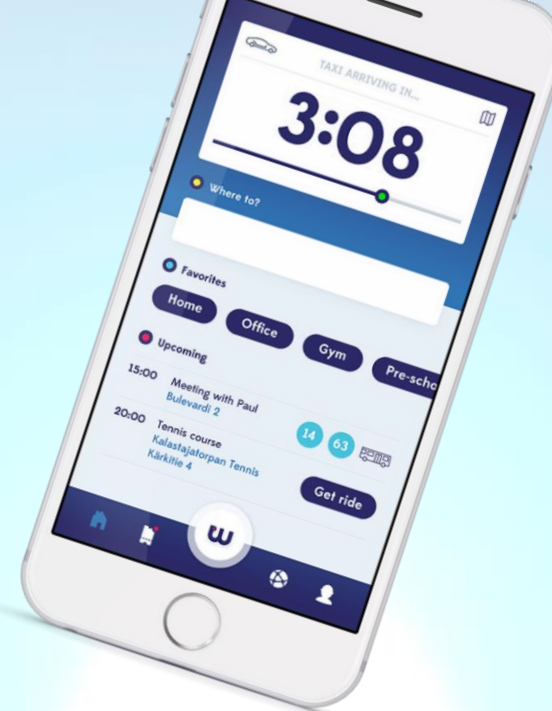
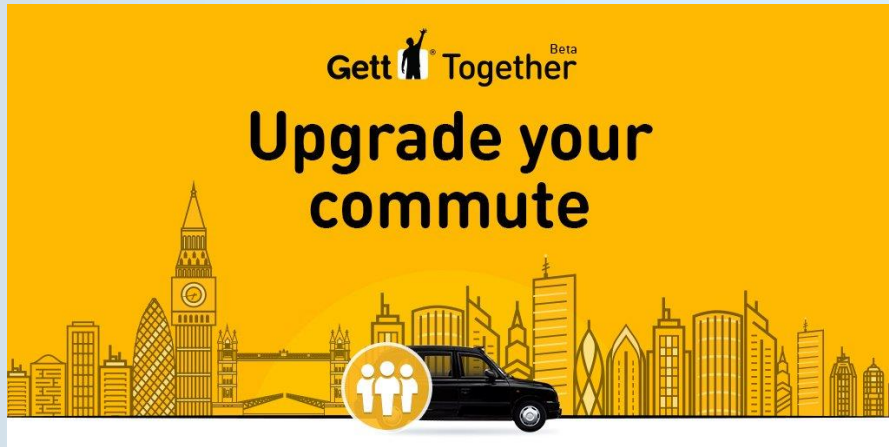
Transport for West Midlands (TfWM) is responsible for transport infrastructure and public transport services in the West Midlands Metropolitan Area



West Midlands Combined Authority by Local Enterprise Partnership Area

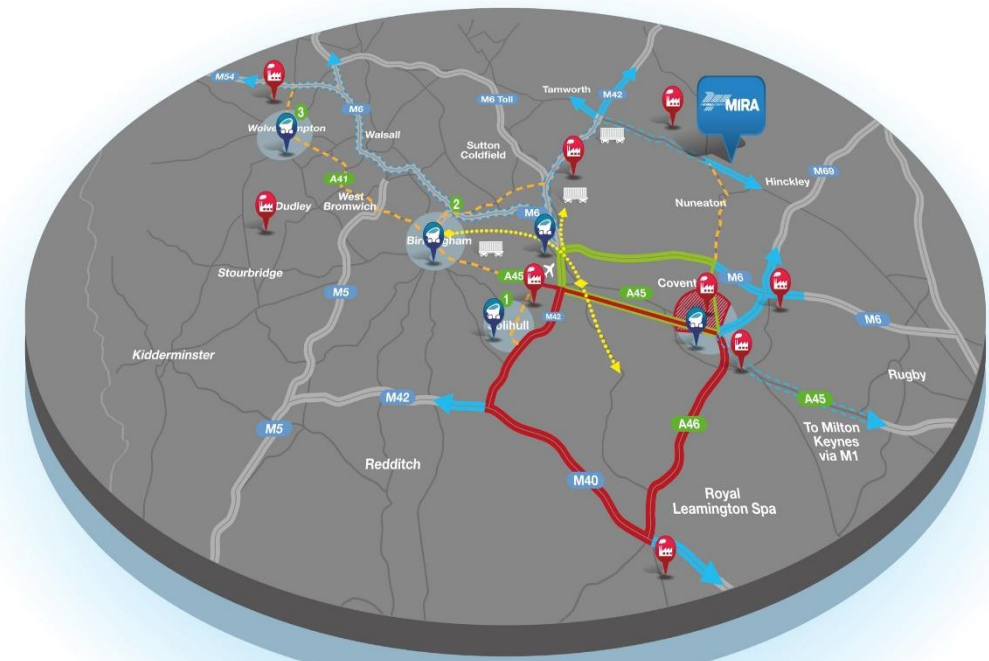


Mobility game changers



Connected and autonomous vehicles

- Have a significant role in a future transport system both mass transit and personal
- Providing mobility solutions to the public, both young and old
- Meeting the needs of those with disabilities
- Bringing transformational benefits for
 - Safety
 - Convenience and comfort
 - Accessibility
 - Efficiency and co-ordination of traffic



Ride sharing

- Commuters become drivers in their own cars and pick up passengers on their regular route
- Taxi companies run defined routes with shared black cabs.
- Car rides and share become another answer to traditional public transport and accessibility problems.



Mobility as a Service

Can Mobility as a Service be better than owning your own car?



1.000
Whim points

5.500
Whim points

8.000
Whim points

Pay-as-you-go

Try Whim without
and
ever

All
transport
on one easy
app

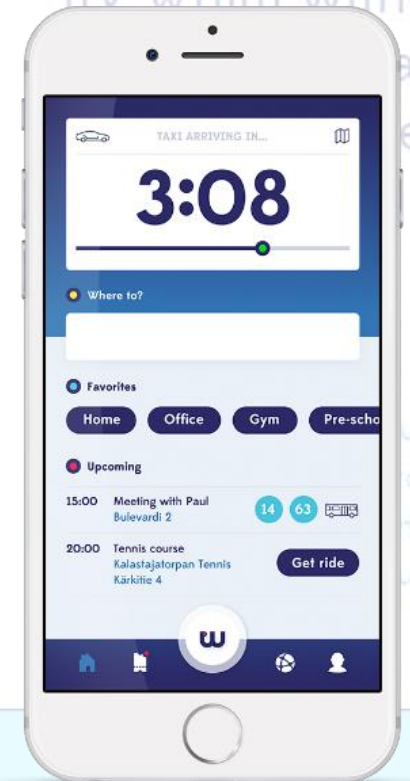
Journey
Planning

Ease of
Transaction

Flexible
Payment

Managed
User
Experience

Personal
Service



A large, dark, textured rectangular object, possibly a piece of wood or a block of material, is shown against a black background. The object has a rough, fibrous texture and is oriented diagonally. The text is overlaid on the object.

Changes are coming...

How do we respond?