Design and Implementation of Mobility as a Service - Lessons learnt from the Sydney MaaS Trial

Purpose: Information
Submitted by: Australia
Design and Implementation of MaaS

Lessons learnt from the Sydney MaaS Trial

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What is MaaS?

- MaaS brings together every kind of transport service into a single intuitive mobile app, enabling its users to plan, book, use, and pay for multiple mobility services seamlessly
  - Pay As You Go (PAYG) plan
  - Monthly subscription plans
- MaaS is seen as the next ‘transport revolution’ because it presents value-adding for every stakeholders involved, ranging from users (everyday travellers) to transport providers, to business, investors, government and society.
Design and implement MaaS: What level of integration?

- MaaS is the integration of transport services into a single smartphone app …

<table>
<thead>
<tr>
<th>Level</th>
<th>Features</th>
<th>Example app</th>
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<td>4</td>
<td>Integration of societal goals</td>
<td>Trip! The Sydney MaaS trial</td>
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<td>3</td>
<td>Integration of services</td>
<td>Citymapper, UbiGo, whim</td>
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<td>2</td>
<td>Integration of booking &amp; payment</td>
<td>Uber, Lyft, Zing</td>
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<td>1</td>
<td>Integration of information</td>
<td>mappy, Google Maps, Transit</td>
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<tr>
<td>0</td>
<td>No integration</td>
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The Sydney MaaS Trial: System Architecture

Integration of societal goals

Service integration / subscription contracts

Pay-as-you-go (PAYG)

Monthly bundles

Booking and payment integration

Deep linking

Master accounts

Search integration

Timetable data

Journey planner

Provide Financial incentives

Bundle discounts

CO₂ challenges

Level 4

Level 3

Level 2

Level 1

Asia-Pacific Economic Cooperation
Lessons Learnt

• **Challenges:** setting up MaaS trial / commercial operation is a complex process
  • Lengthy negotiations (re-selling tickets, bookings and payments, discounts for volume, etc) with transport service providers (TSP) to include them in MaaS offers
  • Variation in technical readiness across TSPs represent a big issue (and hence cost) for integration
  • Without a decent investment in negotiations and integration, MaaS is likely to leave *too big a gap* in the mobility market and users may not see value in using it
  • Trust and collocations between MaaS operator and TSPs is key
  • Collecting usage data and using them to improve customer experience and uptake

Lessons Learnt

Opportunities

- Carefully designed, MaaS can be used as a tool to **decarbonise** the transport sector.
  
  "$1 incentive results in 3 kg reduction in CO₂" – evidence from the Sydney MaaS trial

- MaaS with subscription bundles brings about **extra revenue** for shared modes, particularly ride-hailing (Uber, Taxi) and public transport. "*On average, each subscriber made an extra 12 taxi/Uber trips per month ~ AU$ 225*".

- MaaS offers a brand new opportunity for the public and the private sectors to work together to deliver societal and commercial outcomes. "*A potential commercial model is the Public Private Partnership (PPP) where the public sector funds societal objectives and the private sector commercialises MaaS*."