

Mobility as a Service – What?



Who's talking about it?

London conference hears EC calls for input on MaaS



The death of car ownership and the rise of MaaS

Automotive World (press release) - 26/02/2018

We're on the verge of a huge shift in the way we live and travel. Ownership was long considered the pinnacle of societal ranking – and in some ways, still is. Buying a house or a car has traditionally been seen as a rite of passage, a way to mark one's success. But things are starting to change. In the current ...

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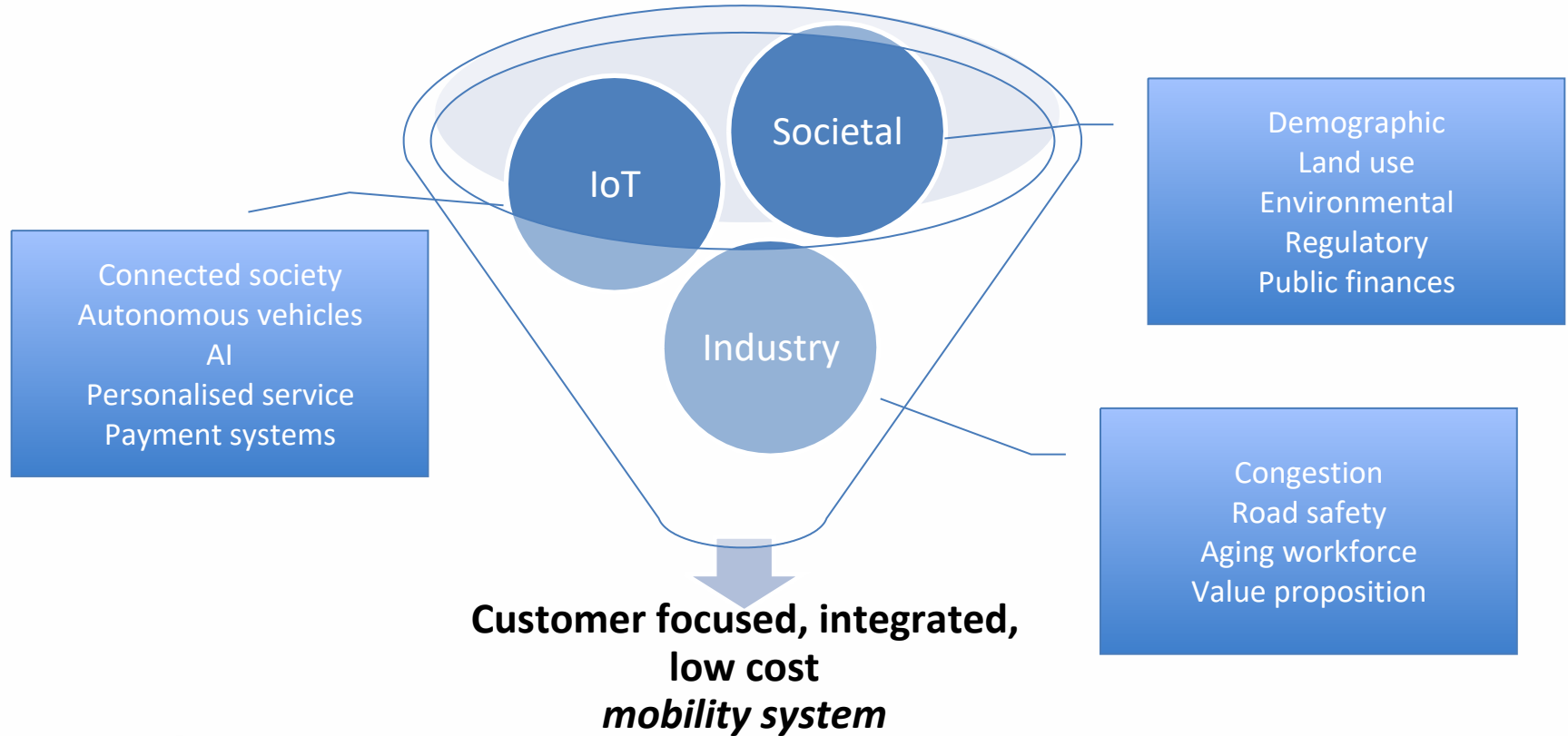
OpenGov Asia

What is Mobility as a Service?

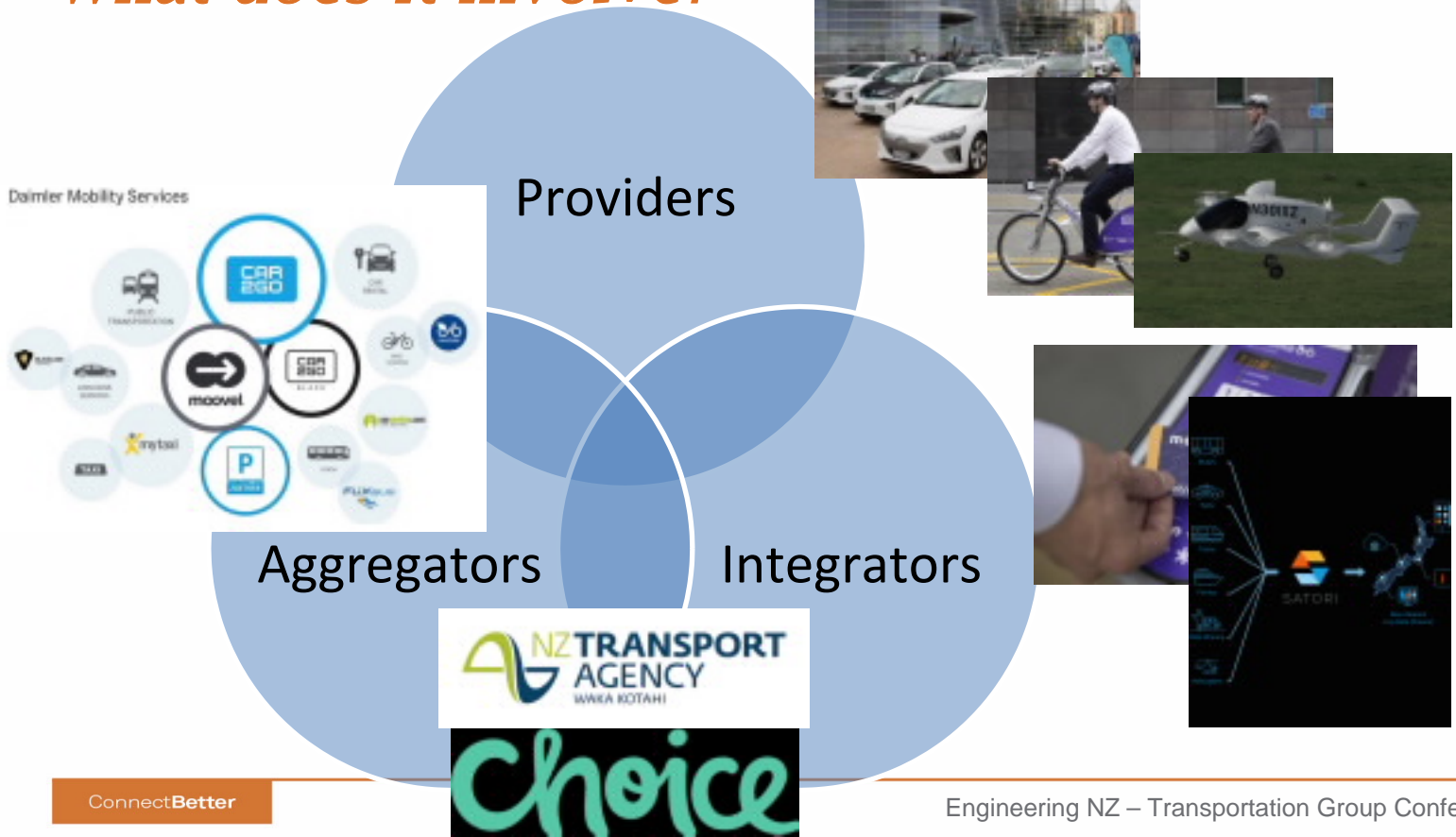


Source: Catapult (UK)

Where has it come from?



What does it involve?



MAAS Packages



Whim to Go

0€

per month

For those who want to try Whim first or simply don't travel that much. Pay per ride, no commitment, no surcharges.



Whim Urban

49€

per month (cancel any time)

INTRODUCTORY OFFER

For regular travellers who could use the flexibility of a taxi or car occasionally.



Whim Unlimited

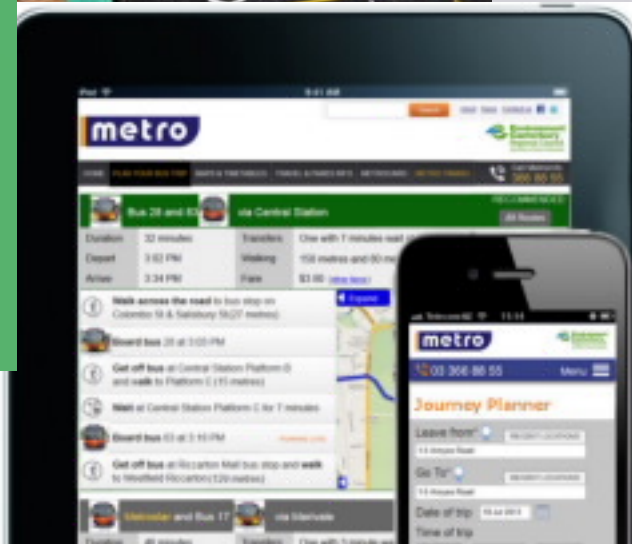
499€

per month (cancel any time)

INTRODUCTORY OFFER

Modern alternative for owning a car. At the price of owning a car you get unlimited access to public transport, taxi or a car according to your daily need.

Consumer Benefits



Public Benefits

- More efficient use of transport management tools and resources for public good
- Crowd source mobility demands
- Personalised and targeted mobility assistance as required
- Ability to better incentivise travel behaviour change to increase sustainability



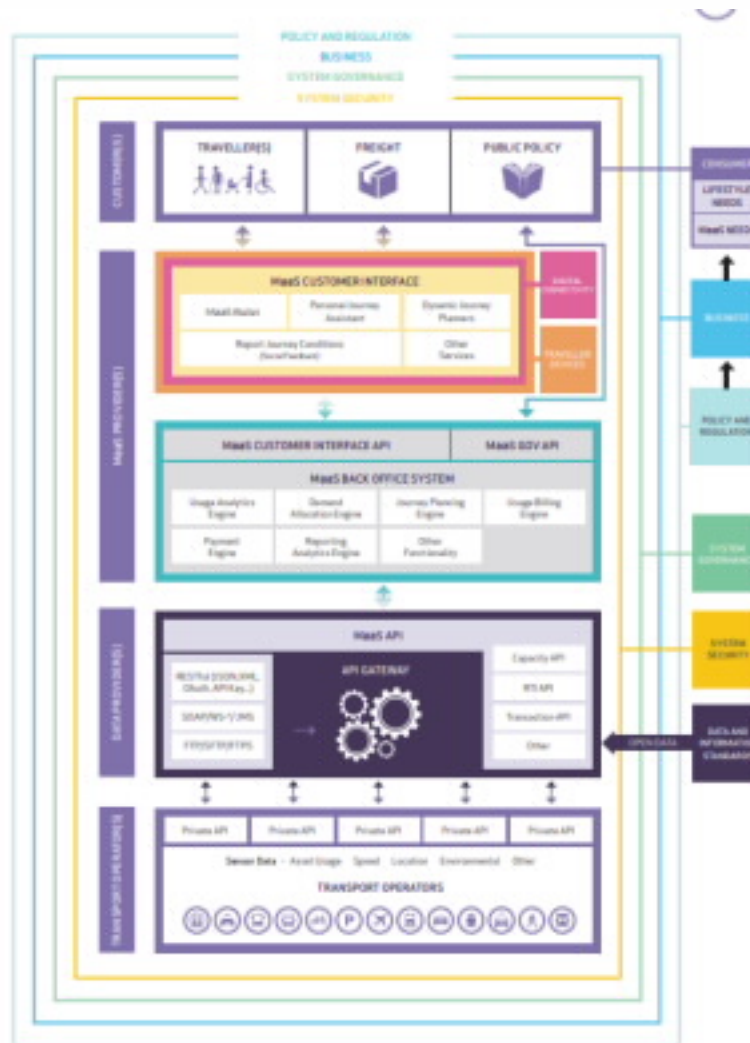
Public Policy Risks

- Dis-incentivise sustainable travel
- Higher costs for PT
- Inequitable service provision
- Fragmentation of delivery among actors



System requirement

- Complex
- System integrity



Source: Catapult (UK)

Outstanding questions?

- How can the transport industry get involved with MaaS – who leads?
- What is the role of central and local government?
- How do we shift from a top down, modal based business modes to a customer focused, seamless, mode neutral service business model

Outstanding questions?

- How can we ensure social equity and environmental sustainability
- How do we integrate top down strategic city/regional planning with bottom up personalised MaaS systems?
- How do we overcome digital divide – no smartphone, internet access? No services provided locally?

Final thought...

"Customers will directly deal with the MaaS provider, not the network operator or service provider. The MaaS provider will sell seamless multimodal journeys, offer convenient payment methods such as subscription services, and communicate directly with customers"

Future Transport Strategy 2056

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