

On Demand and Shared Mobility Roadmap

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2020 NZ Transport Group Conference,
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Live poll: How many
transport related apps do
you have on your phone?

Shared mobility providers in Auckland: May 2019 snapshot





Register



On-demand and shared mobility roadmap

Auckland Transport (AT) plans to shape Auckland's future transport network by expanding access to on-demand and shared travel options such as bike share, e-scooter share, car share, on-demand shuttles, dynamic car-pooling and ride-hailing.

- [Read the on-demand and shared mobility roadmap \(PDF 5MB, 36 pages\)](#)



ON-DEMAND
& SHARED
MOBILITY
ROADMAP

Why?

Less than half of Auckland's population is within a 500m walking distance of the rapid and frequent transit network.

Is this good access?

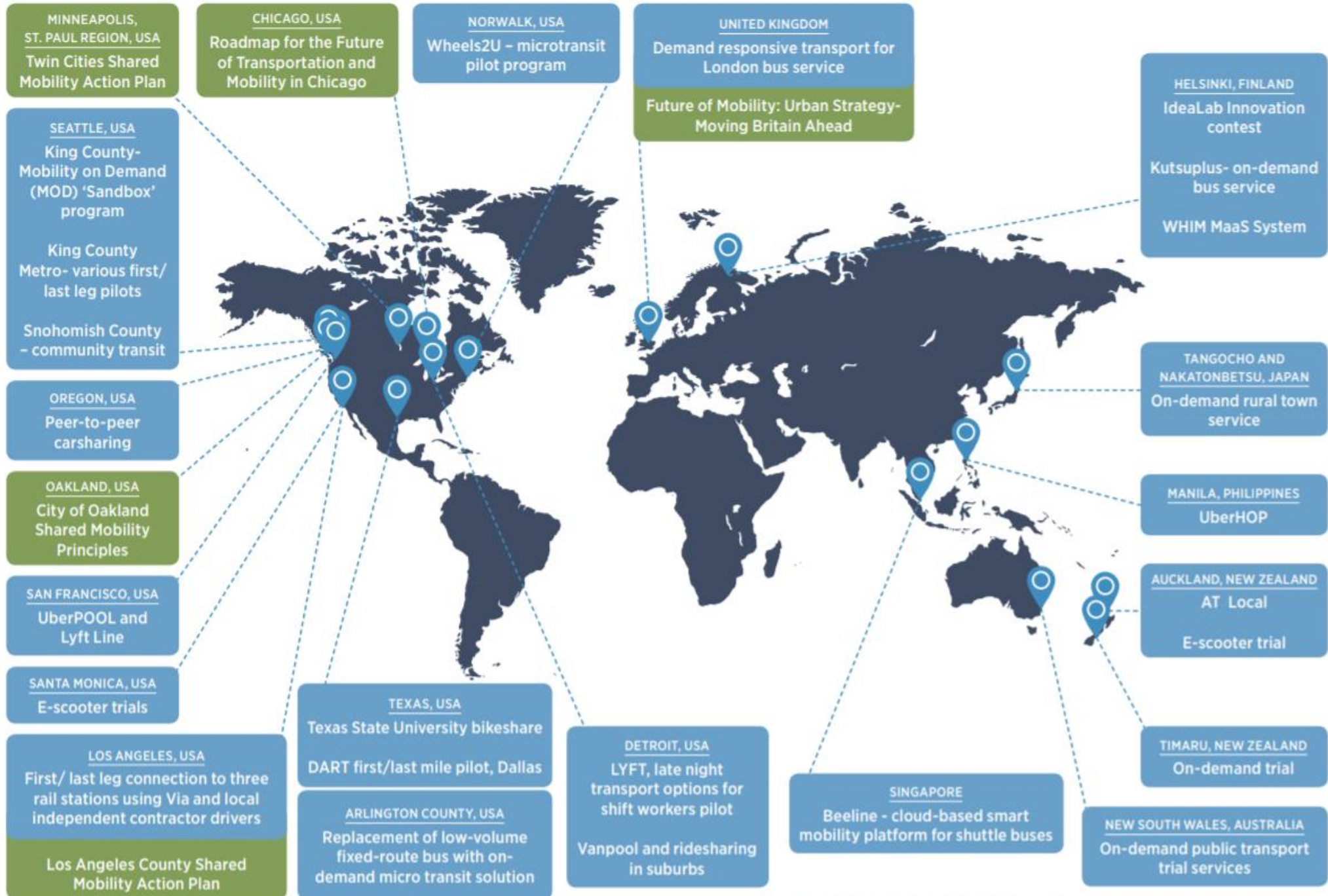


Figure 2-2: Recent selected highlights for on-demand and shared mobility services

What did the providers tell us?

Little effort is made to discuss how our services could complement each other rather than compete.

There has been an absence of a forum for pilots and collaboration.

Three major problems with the current system: lack of interoperability, lack of collaboration between different operators and individual mobility still the key focus.

We are an extension of public transport. There is a need to change the way first and last mile providers are funded.

Lack of certainty and longevity of contracts is an ongoing issue.



Principles

- 1 Provide a great **customer experience**
- 2 Everyone is kept **safe** from death, injury and serious harm
- 3 Walking, cycling and **active travel** should be the most attractive choice for short trips
- 4 Keep the frequent and **rapid transit network** at the heart of Auckland's transport system
- 5 On-demand and shared services should **support a transition** to clean, green and space-efficient travel choices
- 6 **Co-design** Auckland's on-demand and shared mobility services with communities, operators and other stakeholders
- 7 Regulation and licensing should be guided by **public benefit**
- 8 **Engage** with customers and develop marketing to support the shift to on-demand, shared and active modes
- 9 Be **transparent** about data and insights, and protect customer **privacy**
- 10 Be **resilient** and **responsive** to change and feedback
- 11 Provide a transport system that offers good **value for money**, is **inclusive** and **equitable**
- 12 Make use of on-demand and shared modes to **support** existing **growth**

7 Action plan

This Roadmap has described the approach that Auckland Transport will take to integrating on-demand and shared mobility services into our region's transport network. It has discussed some of the challenges and made clear AT's intention to work with communities to design and deliver schemes that work for them. The Action Plan in this section lists the tasks that AT plans to complete over the next few years to deliver this Roadmap's intentions.

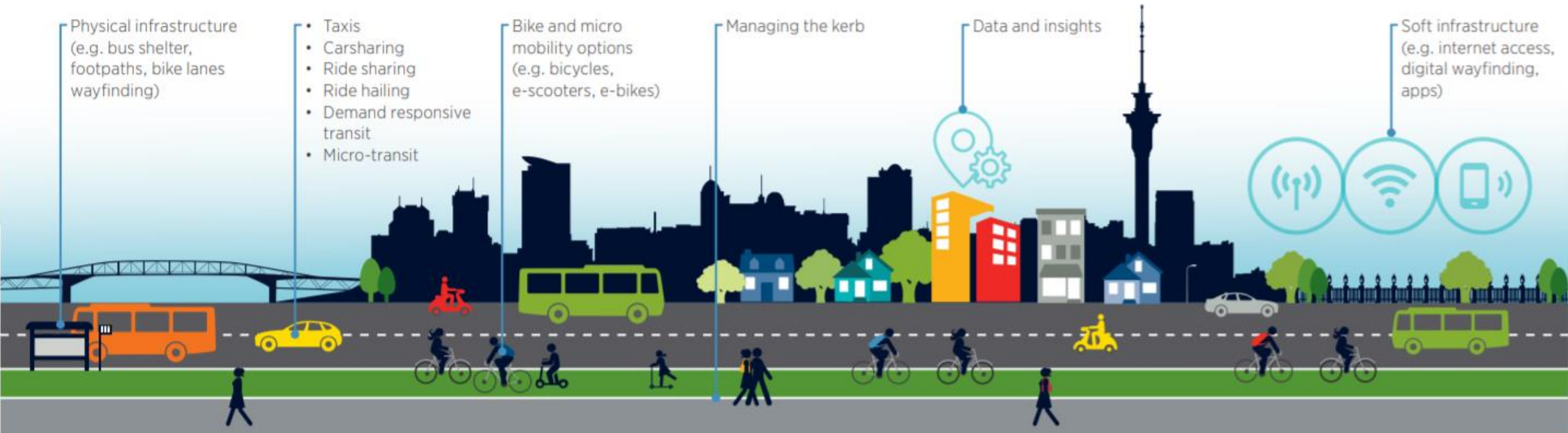


ON-DEMAND SHARED MOBILITY: INDICATIVE

SHORT TERM - YEAR 1-2: ESTABLISHMENT	
TOPIC	TASKS
GOVERNANCE	Establish governance structure and im
	Identify cross agency opportunities
	Establish communication platforms
	Identify stakeholders and develop cons
	Complete the next stage of the busin
	Develop communication plan
IDENTIFY LOCATIONS	Identify and prioritise locations in part
	and stakeholders
	Understand gaps in the existing transp
	Understand community needs and asp
	Understanding the potential/ability to s
	shared modes
	Conduct community transport planning
	Identify and confirm innovation zones
SHORT TERM TRIALS	Understand key learnings from AT Loca
	Refine assessment framework for selec
	Confirm two potential locations for the
	refined assessment framework
IDENTIFY POTENTIAL SCHEMES	Invite expressions of interest from supp
	stakeholders
	Identify potential schemes
	Develop supporting TDM programmes
	Identify potential partners for delivery
FUNDING	Identify funding sources and partners
PROCUREMENT	Develop and confirm procurement mod
	collaborative models of operation)

MEDIUM TERM - YEAR 2-3: IMPLEMENTATION	
TOPIC	TASKS
IMPLEMENTATION	Launch services
	Make changes to infrastructure/management
MONITORING AND EVALUATION	Conduct monitoring and evaluation
	Confirm KPIs and customer expectations
INVESTIGATE/STUDY	Investigate potential MaaS partners and mode of delivery and pricing
	Examine information and emerging trends to identify potential threats, risks, emerging issues and opportunities (eg Drones, autonomous vehicles and changes in micromobility)

LONG TERM - YEAR 4-7: CONFIRMING NEW BUSINESS AS USUAL	
TOPIC	TASKS
REFINE AND SCALE UP	Expand, improve and change based on successes and lessons learned
	Secure ongoing funding
	Confirm and review key performance indicators
	Review governance roles and partnerships
DIGITAL PLATFORM	Confirm the approach for the delivery of a journey planning tool that amalgamates all travel options
POLICY AND GUIDELINES	Refine policy and guidelines based on successes and lessons learned
KNOWLEDGE SHARE	Provide support to other cities and towns in NZ
INVESTIGATE/STUDY	Continue to examine information and emerging trends to identify potential threats, risks, emerging issues and opportunities (eg Drones, autonomous vehicles and changes in micromobility)
	Investigate the potential for a Mobility as a Service (MaaS) platform



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