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MaaS Innovation Challenge

Information Session

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NSW GOVERNMENT

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1. Introduction

Richard Tubb
Innovation Lead
Open Data and Innovation
Transport for NSW

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Agenda

1. Introduction
2. Opening Remarks
3. Future Transport Digital Accelerator
4. Mobility as a Service
5. The Challenge
6. Q and A

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The MaaS Challenge

How would **you** give customers an ideal **door-to-door mobility service** experience and **seamless combinations** including the first and last mile options?

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What's in it for you?

Once-in-a-generation opportunity to be part of the growing MaaS landscape

Seed Funding	Customer Access 13 million Public Transport Customer trips per day	Transport for NSW Promotion Money can't buy promotion of your products
Incubation Support	Amazon Web Services Hosting	Space at Sydney Start-up Hub
Partner Mentoring & Coaching	Exclusive Access to Data & APIs	Access to Transport Experts

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Digital Accelerator

Partner Support

amazon web services

- Mentoring/networks
- Business & technical expertise
- Cloud computing specialists
- Go-to-market support

CommonwealthBank

- Mentoring/networks
- Access to Innovation Program Managers
- Access to data science, robotics & UX experts
- Testing labs

mastercard

- Mentoring/networks
- Business & technical expertise
- Access to data specialists
- Go-to-market support

OPTUS

- Mentoring/networks
- Access to Innovation Partner community
- Test bed for application & innovation testing
- Mobile device tests and connectivity

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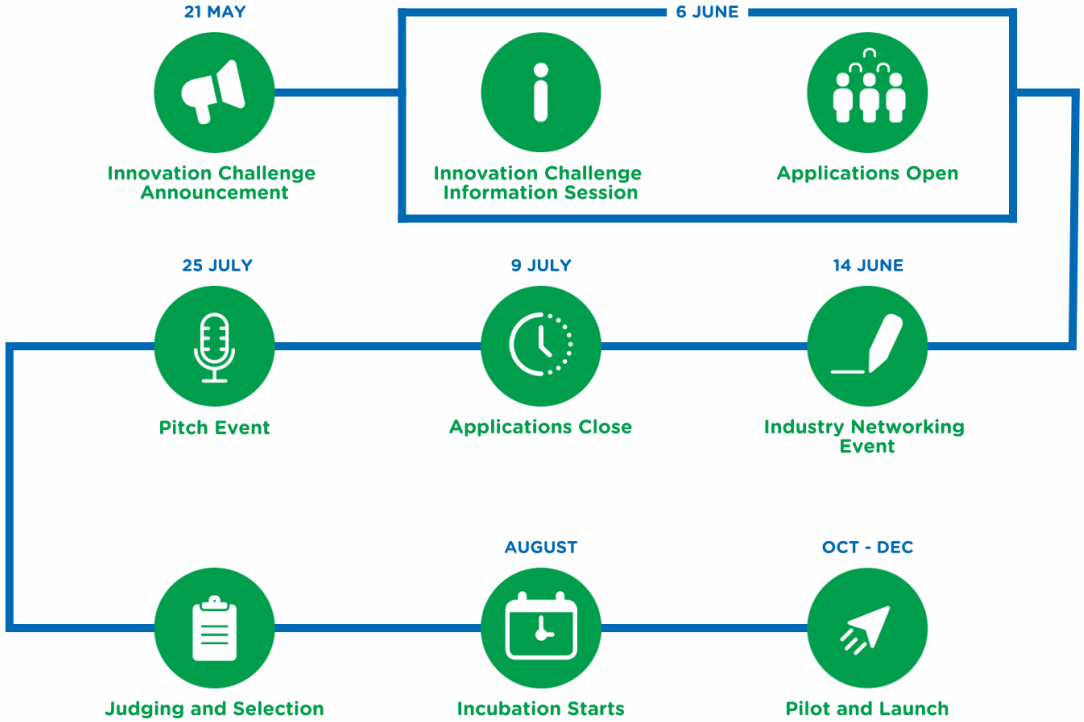
Innovation Challenge Phases & Approach



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More Information

maaschallenge.transport.nsw.gov.au

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2. Opening Remarks

Tony Braxton-Smith
Deputy Secretary
Customer Services
Transport for NSW

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3. Future Transport Digital Accelerator

Stephanie Salter

Associate Director

Future Transport Digital Accelerator

Transport for NSW

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How we do it

People

A core team of experienced Human Centered Designers will guide the business co-design team through the accelerated process

Critical to the success of any initiative going into the accelerator will be the commitment by the business to dedicate subject matter experts to the co-design process who will then take forward the solution into BAU delivery and scale

Collaborating with internal and external SME's is critical

Process

The accelerator process is designed to deliver rapid customer focused outcomes, through collaborative working in co-design teams

It promotes accelerated decision making through rapid ideation and time boxed design sprints, enabling a 'fail fast' approach

To support the accelerator, portfolio management and governance processes will enable visibility and rapid criteria based decision making by co-design teams themselves and the Innovation Leadership Panel

Place

The accelerator space is designed to be different, to promote collaboration and innovative thinking and working

A dedicated space to showcase the ongoing activity and output is critical to building support and momentum

Located in the Sydney start up hub will not only inspire Transport staff, but will enable access to a wealth of talent and capability that would normally be challenging to tap into

Partnerships

Establishing strategic partnerships for each aspect of the end to end process will allow divergent thinking, access to expertise to get the accelerator up and running quickly and to rapidly deliver outcomes without having to go through traditional large scale procurement exercises

Technology providers, accelerators, organisations with expertise in setting up accelerators, data providers and data analytics capabilities are top priorities

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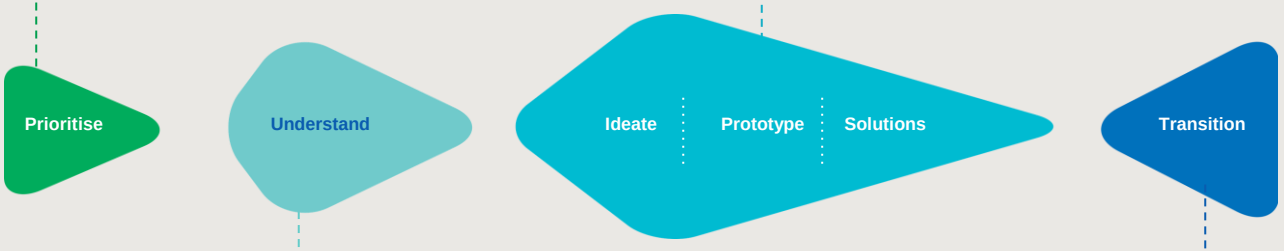
Our Process

The Transport Digital Accelerator follows a four-phase approach:

In the “Prioritise” phase we scope the problem and work with business collaboratively to set up the project for success.

In the “Ideate/Prototype/Solutions” phases we ideate around the defined problem to produce a prototype. The business and customer then provide feedback which is incorporated into the final solution.



In the “Understand” phase, we conduct exploratory research to gain a clear understanding of the problem from a business, market and customer perspective.

In the “Transition” phase we work with business collaboratively to progress the project into implementation and delivery.

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Our Roadmap

Priorities for the Future Transport Digital Accelerator

1	**Personalise customer interactions**	Integrate and transform digital channels for tailored, two-way interactions	Extend Opal functionality to create a state-wide mobility payment platform	**Develop a single integrated account for mobility services**
2	**Transform the mass transit network**	**Automate networks and optimise timetable planning, service delivery and performance**	**Use analytics to optimise end-to-end customer journeys, routes and interchanges**	Create the blueprint for highly automated and fully digitised mass-transit networks
3	**Foster shared, demand responsive services**	Trial on-demand transport services	Pilot a customised service model for regional centers that includes on-demand services	Incubate new ventures tat encourage shared mobility services
4	**Enable connected, automated vehicle platforms**	Activate the Smart Innovation Centre for advanced transport technology	Foster development of the regulatory environment to support automated vehicles	Develop a Blueprint and operating model for automated vehicles on network
5	**Create intelligent transport networks, managed with data**	Set up a Transport Data Science Incubator and expand Open Data	**Trial AI applications that improve network management and/or customer service**	Integrate predictive analytics into network asset management and maintenance

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4. Mobility as a Service

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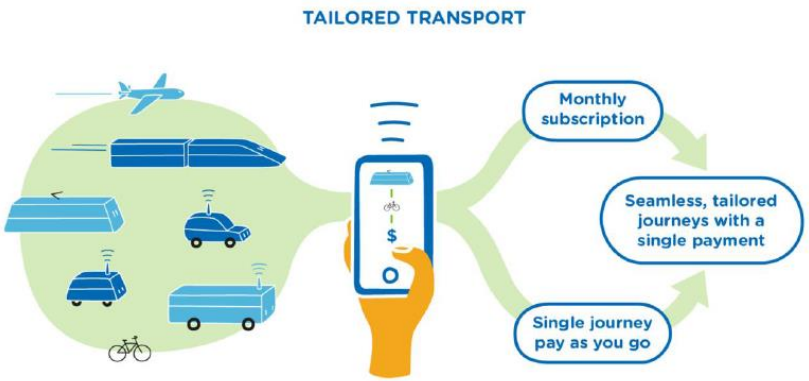
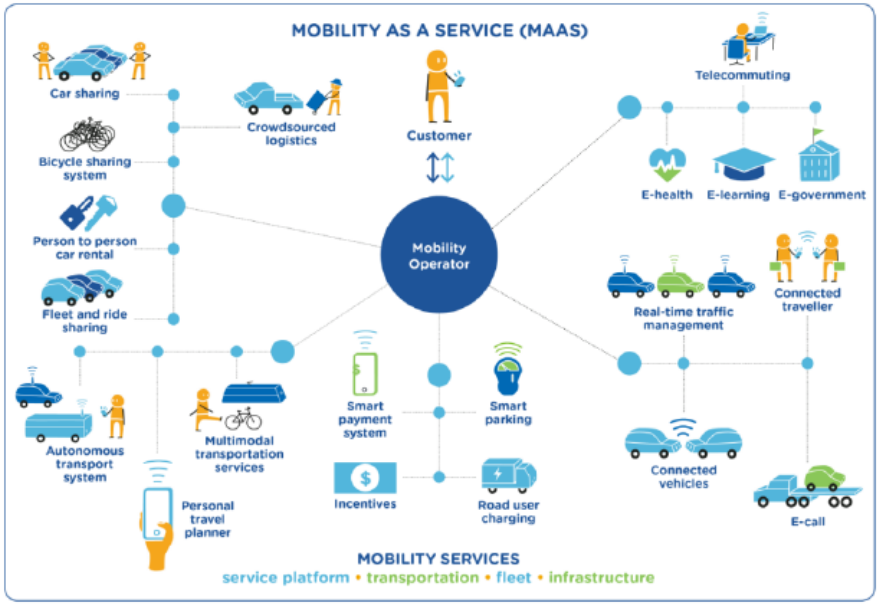
Future Transport 2056





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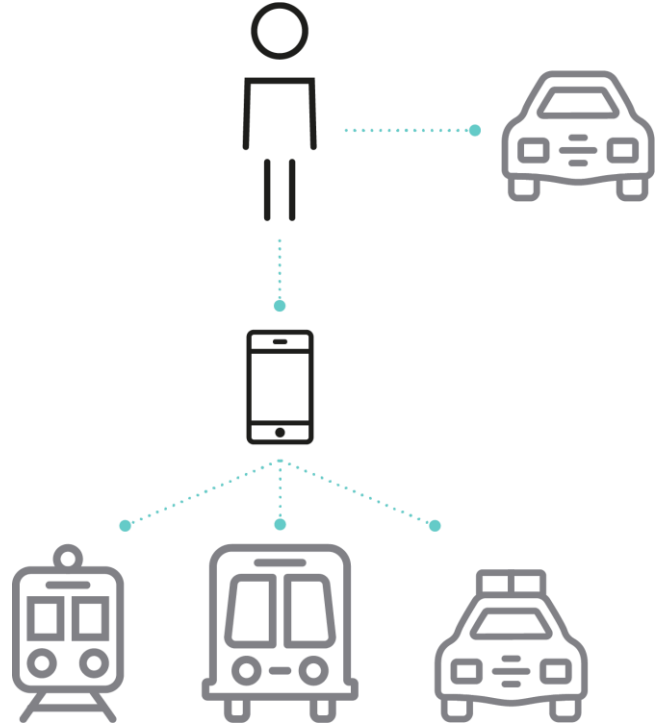
What is MaaS?

MaaS is a dynamic, growing market with small and large players working with their own definitions and visions for what it could and should be.

At its most basic, it's a service that sits between customers and their mobility options with the goal of enabling seamless travel.

MaaS is one of many options for cutting down private car ownership and single person use.



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Customer Insights

- Car is king
- Efficiency and customer experience critical
- Different priorities, different solutions
- 3rd party data exchange
- Don’t plan for me
- Don’t know the true cost

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Market Insights

- MaaS still in pilot phase
- No standardised model
- First and last mile crucial
- Disruption is coming
- Innovation is physical and digital
- Incentives may be required

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Focus areas for TfNSW

- Data – collection and sharing

- Ensuring Customer safety and security
- Regulation that is effective and efficient

- Facilitating trust and building relationships

- Enhancing the PT mass-transportation backbone

- Ensuring accessible Transport – Socio-economic, demographic & geographical

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5. The Challenge

Micah Starkis

Director

Open Data, Apps and Feedback Systems

Transport for NSW

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Future Transport 2056 – Our Strategic Vision

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Source: Future Transport Roadmap 2056

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Technology Roadmap

- My (autonomous) car is (still) king
- We're all in this together
- Super-commuting with public, active and shared transport
- Why travel so much?

Personalise customer interaction:
Develop digital platforms that provide rich, contextual information, frictionless payment, easy navigation and two-way engagement to customise transport experiences

Transform the mass transit network:
Apply technologies to automate mass transit solutions, improve their efficiency, deliver better service frequency and reduce transit times

Foster shared, demand-responsive services:
Develop flexible and shared-use transport service models based on aggregated demand to meet market needs and extend transport access

Enable connected, automated vehicle platforms:
Support adoption of vehicles and infrastructure that deploy automation to efficiently, reliably and safely move people, goods and services

Create intelligent transport networks, managed with data:
Install technologies and build networks that actively gather data. Use AI and real-time analytics to manage demand, optimise capacity, improve flows and enable better customer outcomes.

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The MaaS Challenge

How would **you** give customers an ideal **door-to-door mobility service** experience and **seamless combinations** including the first and last mile options?

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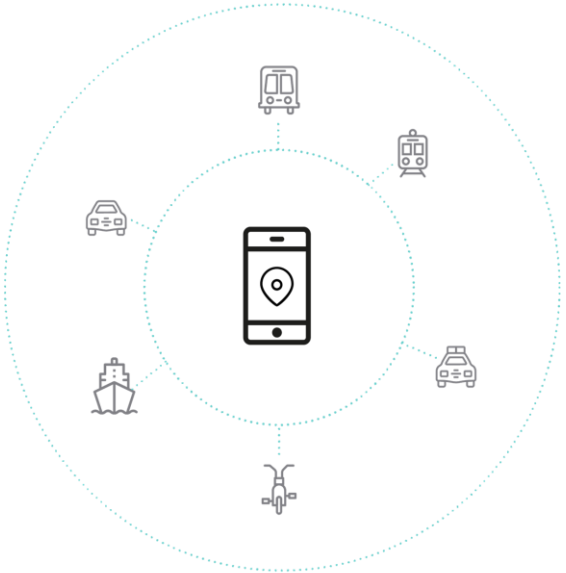
Our Vision

A vibrant, open mobility marketplace where providers compete to best meet community & customer needs with compelling alternatives to car ownership.

Mission of sharing data for full network optimisation.

Extend the reach of existing modes of mobility.



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Key Details

- Seed funding pool - determined by solution, customer benefit, impact and TfNSW investment
- Shortlisted submissions progress to later stages and supported incubation
- Eligibility Requirements – refer to the website for terms and conditions
- Criteria must be addressed
- Shortlist to be invited to pitch

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Key Dates

Industry Collaboration Networking session	14 June
Applications Close	9 July
Pitch Day	25 July
Incubation Starts	August
Beta Launch (Pilot)	December

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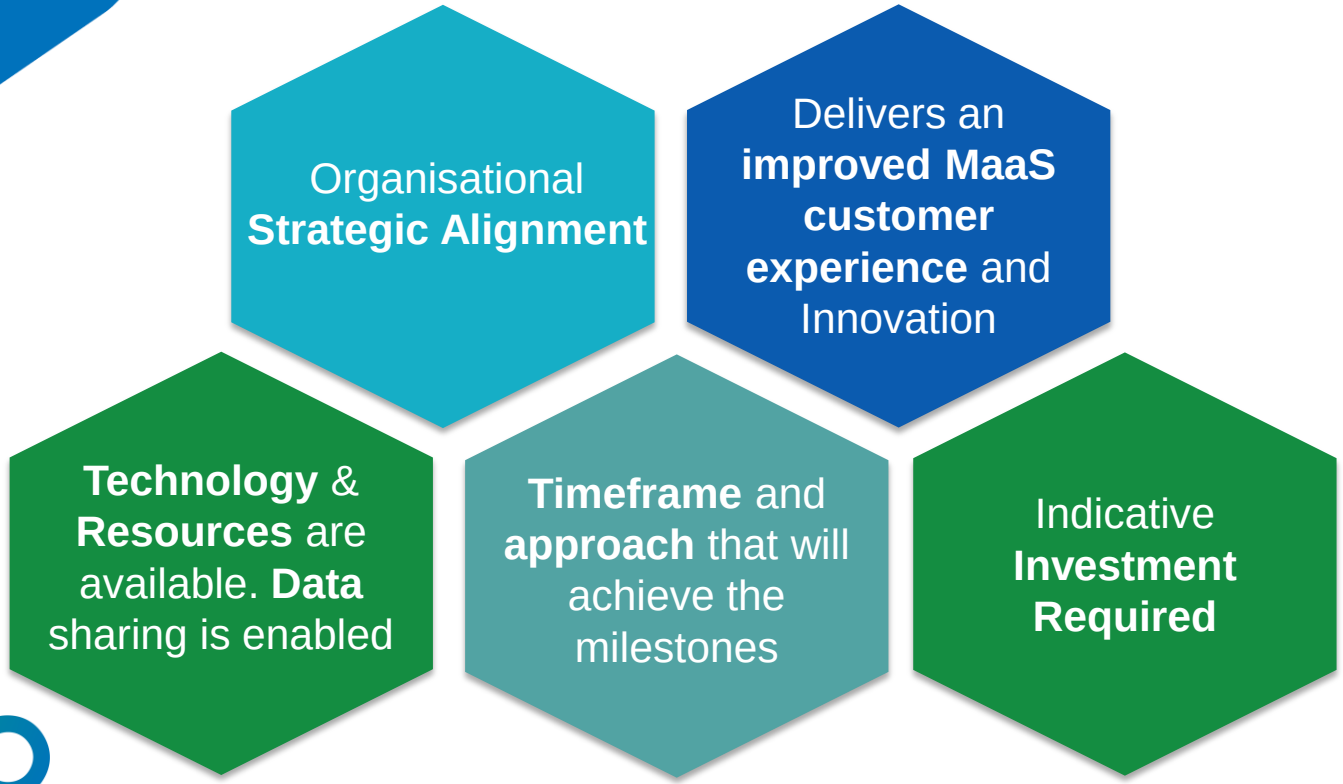
Criteria



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Compliance with NSW Government Policy and other criteria such as technology system integration, security and social policy policies.

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Organisational Strategic Alignment

Strategic alignment or demonstrated commitment to delivering improved MaaS customer outcome.

Describe your **strategic capability, interest or commitment** to deliver your MaaS product, solution or service to benefit transport customers.

Please provide an overview of your organisation, business or start-up.

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Improved MaaS customer experience

Give customers an ideal door-to-door mobility service experience and seamless combinations including the first and last mile options.

1. Please demonstrate how your solution will give customers an ideal end-to-end mobility service experience and seamless combinations including the first and last mile options.

2. Please describe the transport customers your solution will benefit and how the experience will be improved including greater efficiency achieving a customer value proposition or other benefit to customers or government.

3. Please explain how the product you propose is unique, innovative and differentiated from other products that are available.

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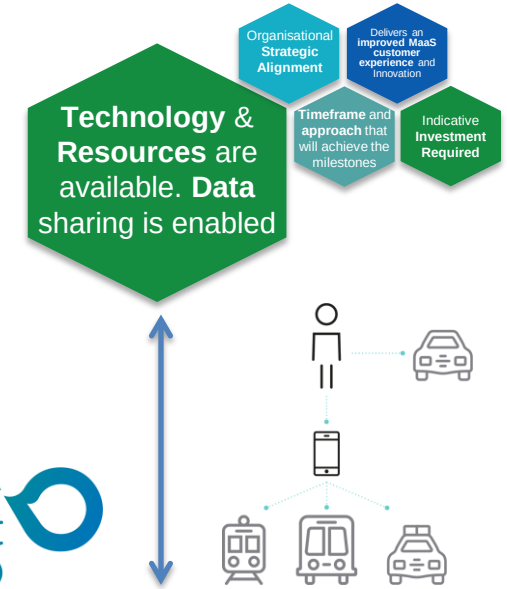
Technology & Resource capability and data sharing

Enable shared data to interact with other systems, improve customer information and assisting the effective management of the transport network.



1. Please provide an overview of the key **resources and capability** that will be involved to be engaged of available to deliver the proposed solution.

2. Provide details of the technology required, its state of development, any details of technical integration required with other systems including Transport for NSW systems and what it will take to get it ready for pilot launch.

3. Provide details of your **approach for sharing data**. How your data can be used effectively across within the MaaS ecosystem, interact with other systems, **improve customer information** and assist the **effective management of the transport network**.

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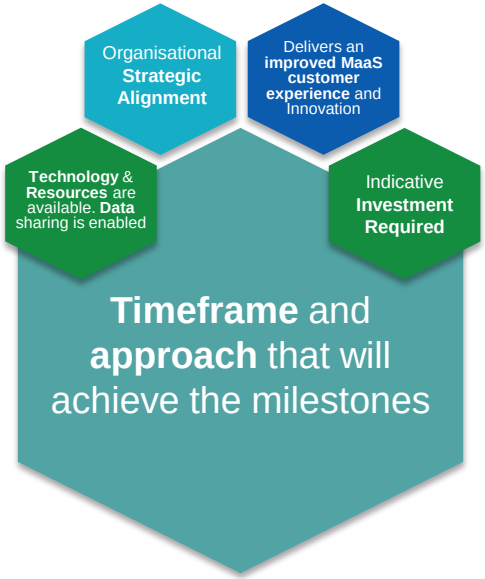
Timeframe & Approach to achieve the milestones

What is the feasible approach that will deliver your product, service or solution ready for a customer pilot?

1. Please describe the approach and timeline you will take to get your product, solution or service ready for a customer pilot.
2. Explain the roles and responsibilities you need to deliver your product, solution or service. Include the activities to be performed by TfNSW and the expected timeframes.



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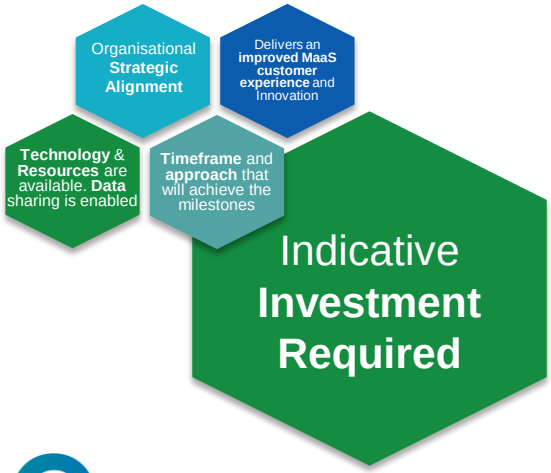
Indicative Investment Required

The Seed funding and investment by Transport for NSW required to deliver the products, service or solution and it is best value for Government.



1. **Indicative the seed funding** required and how it is the best investment for government.
2. Please describe the commercial model that will **make the solution commercially sustainable** and/or best value for money for government.
3. Please indicate other areas needed to deliver your solution like **data, people, funding and other support**.

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Next Steps

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Next Step: Register!

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Contact maaschallenge@transport.nsw.gov.au

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Industry Networking Event
Thursday 14 June 2018 3 – 5pm

The industry networking session is an event that will provide opportunities to meet and potentially engage or partner with other organisations or teams to improve your submission for the MaaS Innovation Challenge.

http://bit.ly/MaaSNetworking

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6. Q & A

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Q&A Panel Members

Micah Starkis

Director, Open Data, Apps and Feedback Systems

Stephanie Salter

Associate Director, Future Transport Digital Accelerator

Richard Tubb

Innovation Lead, Open Data & Innovation

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Thank You

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