



Waverley Transport Innovation  
Challenge



Information Session - 6 February 2020



Transport  
for NSW

future transport  
technology



WAVERLEY  
COUNCIL



# Agenda

- Welcome
- Future Transport
- Waverley Transport
- Innovation Challenge
- Help and Resources
- Q&A Panel





# Welcome

Paula Masselos  
Mayor of Waverley



WAVERLEY  
COUNCIL



# Future Transport

Micah Starkis  
Director, Open Data and Innovation  
Transport for NSW

# The Opportunity for you

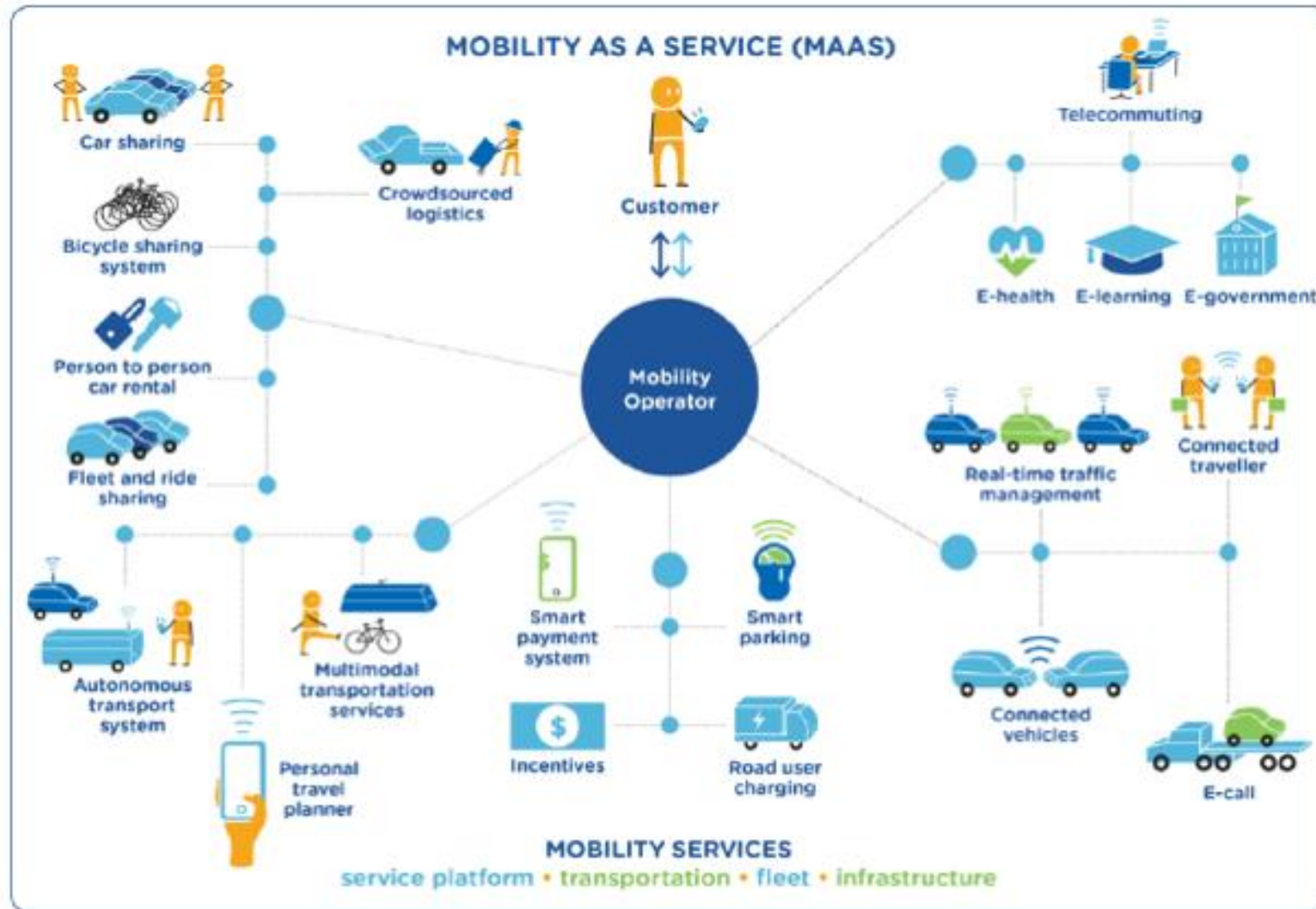
- Seed funding for implementation
- Unique opportunity that brings together the physical kerbside with digital
- Access to customers
- Co-design an implementation



# Future Transport 2056: The Vision For NSW



# Modern Mobility Options



# Contactless ticketing - removes technical barriers

**Customers can pay with:**



**Anything that is a:**



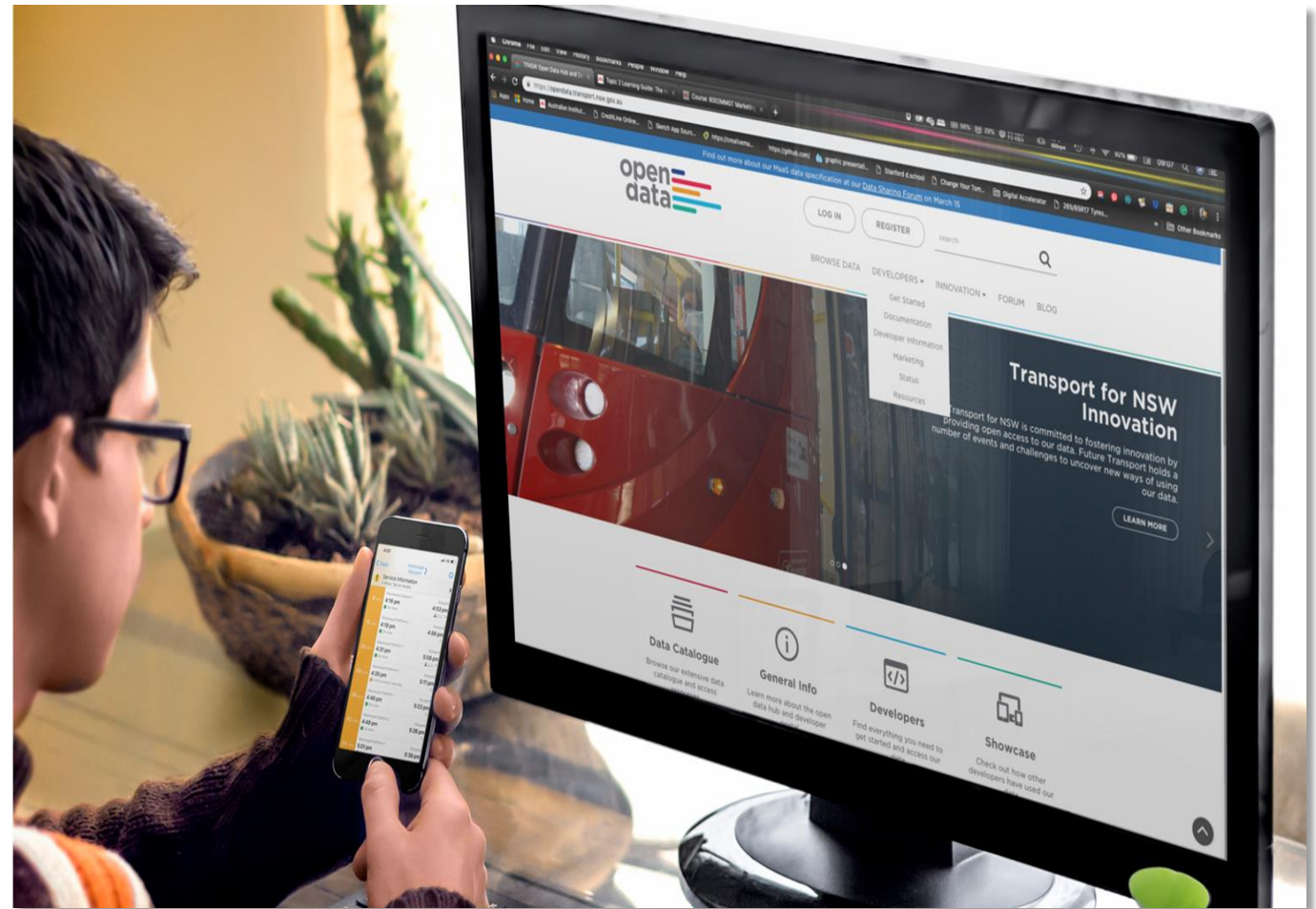
**Now available on Trains, Ferries, Light Rail and Buses**





# Open Data Hub

- **5.1+ billion** API Hits
- **24,000+** users
- **4,600+** applications
- **7 million** unique customer downloads of apps using open data





# Waverley Transport

Leo Huertas  
Project Manager Strategic Transport  
Waverley Council

# Waverley Council

2.2km

Average trip distance in Waverley

3.2km

Average trip distance in Inner Sydney\*

4.9km

Average trip distance in Greater Sydney

1.1



cars per household in Waverley

0.9



cars per household in Bondi Junction

1.5



cars per household in Greater Sydney

1.2



cars per household in Inner Sydney\*

Overall distance travelled in Waverley

10.8km/day



Overall distance travelled in Inner Sydney

12.8km/day



Overall distance travelled in Greater Sydney

17.5km/day



Half of all our trips are walking, cycling or public transport



A third of all trips in Greater Sydney are by walking, cycling or public transport

\*Comparable Inner Sydney LGAs: Inner West, Canada Bay, Randwick, North Sydney



OUR LOCAL GOVERNMENT AREA:

9.2km<sup>2</sup>

OUR DWELLINGS AND BUSINESSES:



30,496 dwellings



34,000 registered businesses

MEDIAN AGE

35 years

- 16 per cent of our residents are 0–14 years old
- 8.9 per cent are 15–24 years old
- 33.4 per cent are 25–39 years old
- 28.7 per cent are 40–64 years old
- 12.7 per cent are more than 65 years old

OVERSEAS BORN RESIDENTS 38.4%

OUR SUBURBS:

Bondi Beach, Bondi Junction, North Bondi, Bronte, Dover Heights, Queens Park, Rose Bay, Tamarama, Vaucluse and Waverley



OVERSEAS BORN RESIDENTS

TOP COUNTRIES:

United Kingdom, South Africa, New Zealand, Brazil and Ireland

POPULATION



TOTAL POPULATION

72,106

PROJECTED POPULATION 2031

80,100

DENSELY POPULATED AREA

ABORIGINAL AND TORRES STRAIT ISLANDER PEOPLE

274



# Service providers



CAR  
NEXT  
DOOR

goget

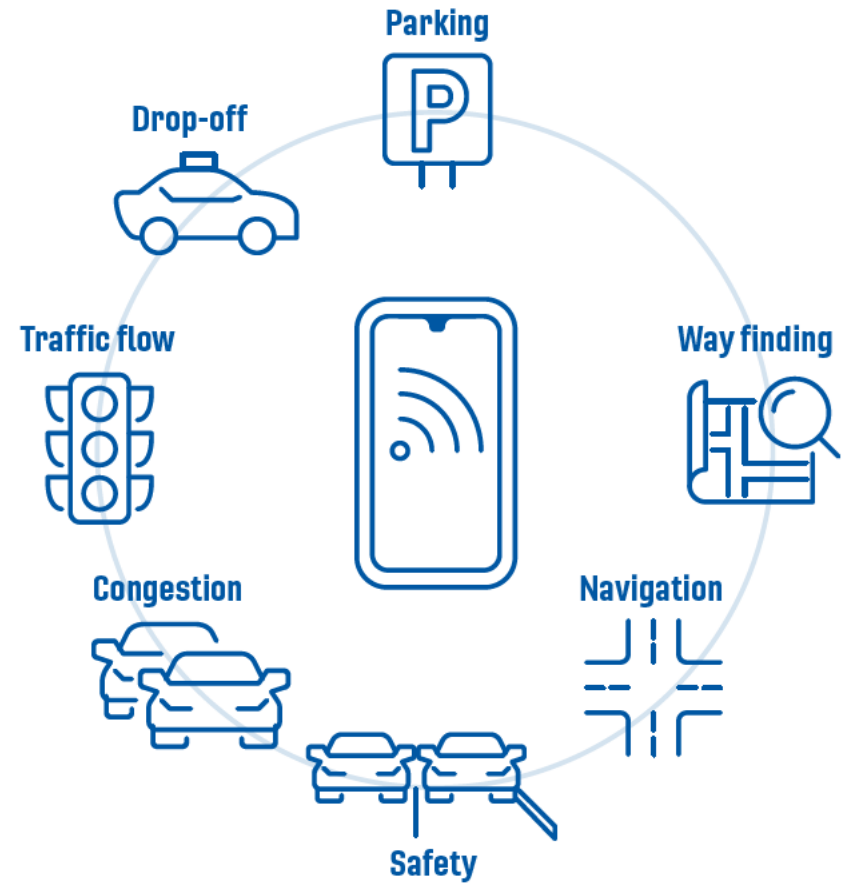
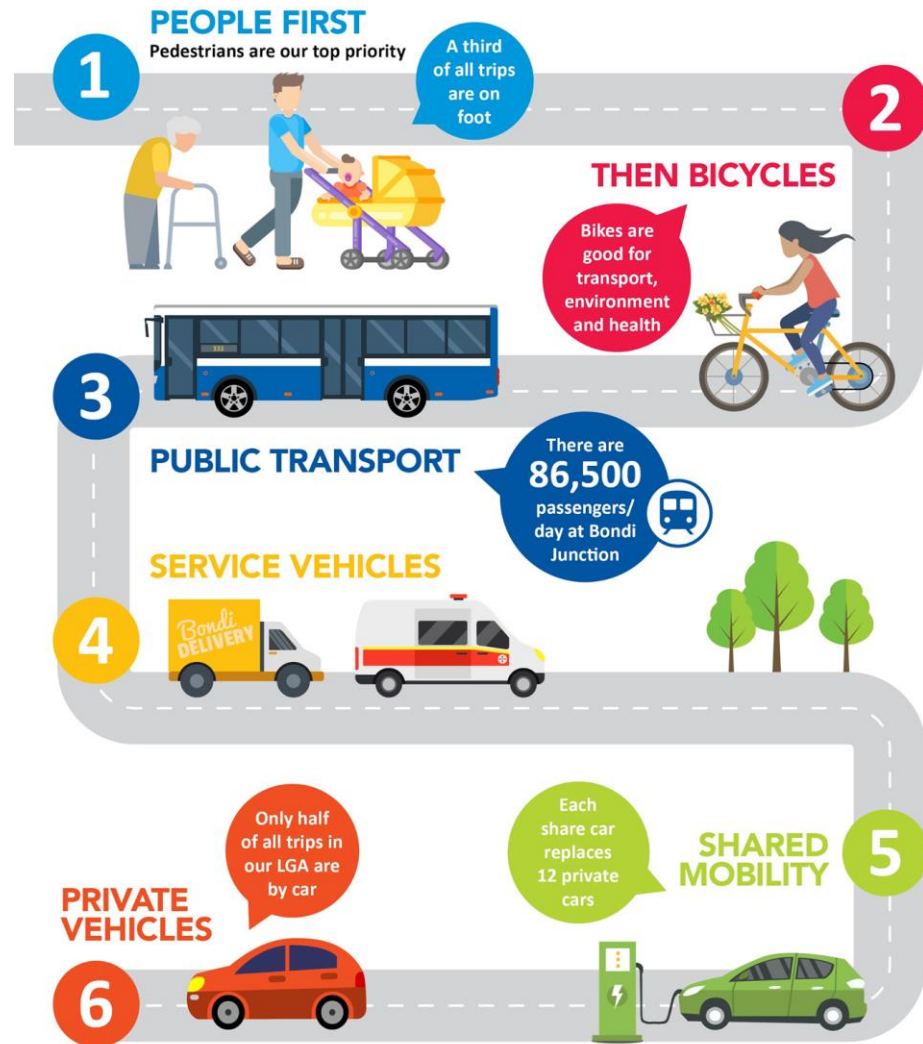
flexicar



- Used by phone and enabled by data
- Physical manifestation of data driven solutions
- Former Startups that now need integration and legitimisation with transport network
- Successfully encouraging constructive relationships with all transport providers to accommodate transport landscape



# Transport Hierarchy and the Kerbside Issue



# PUDO bays



*#WaverleyChallenge, #4everyone, #PUDO bays, #12\_monthTrial*

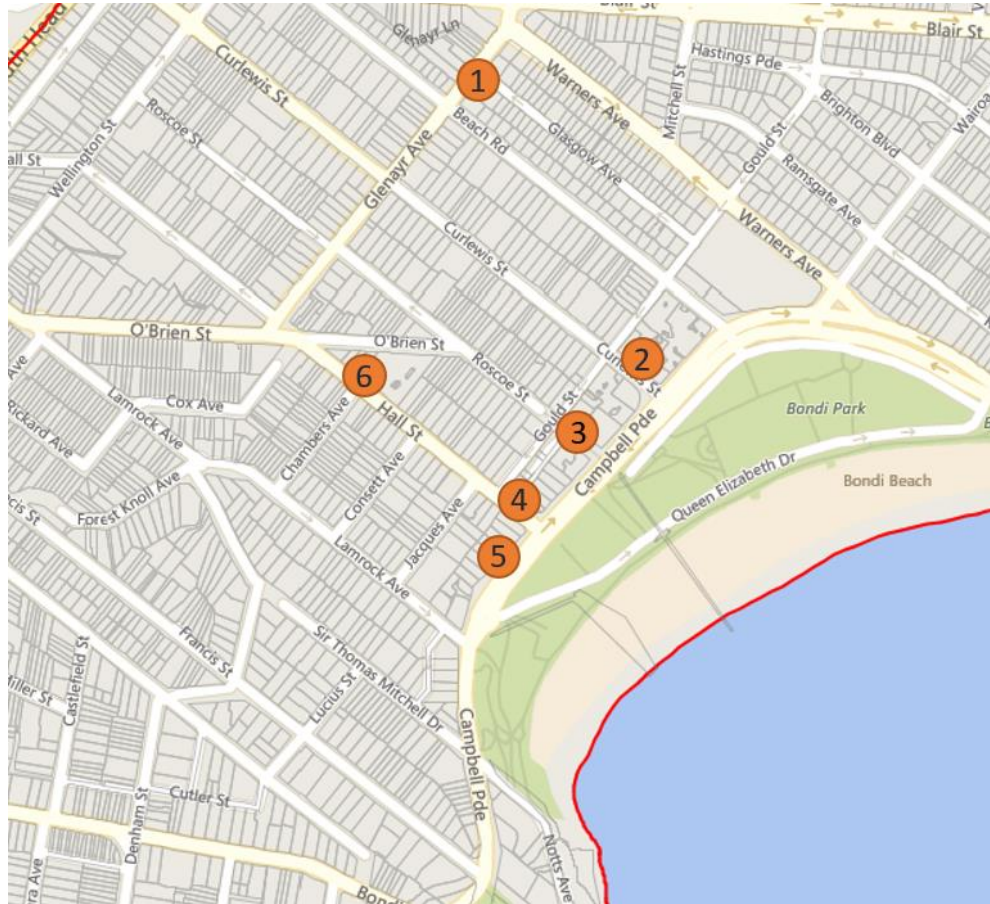


# New street sign concept

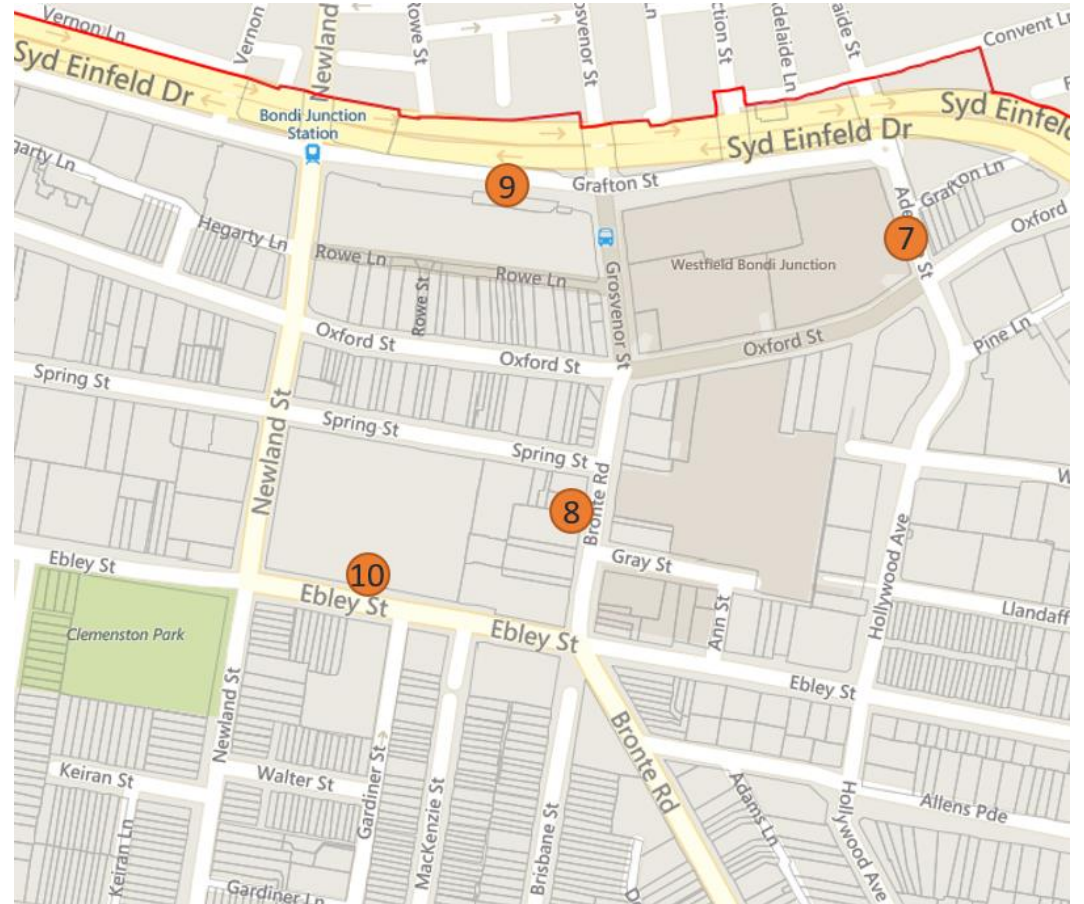


# Proposed locations (unfinalised)

Bondi Basin



Bondi Junction



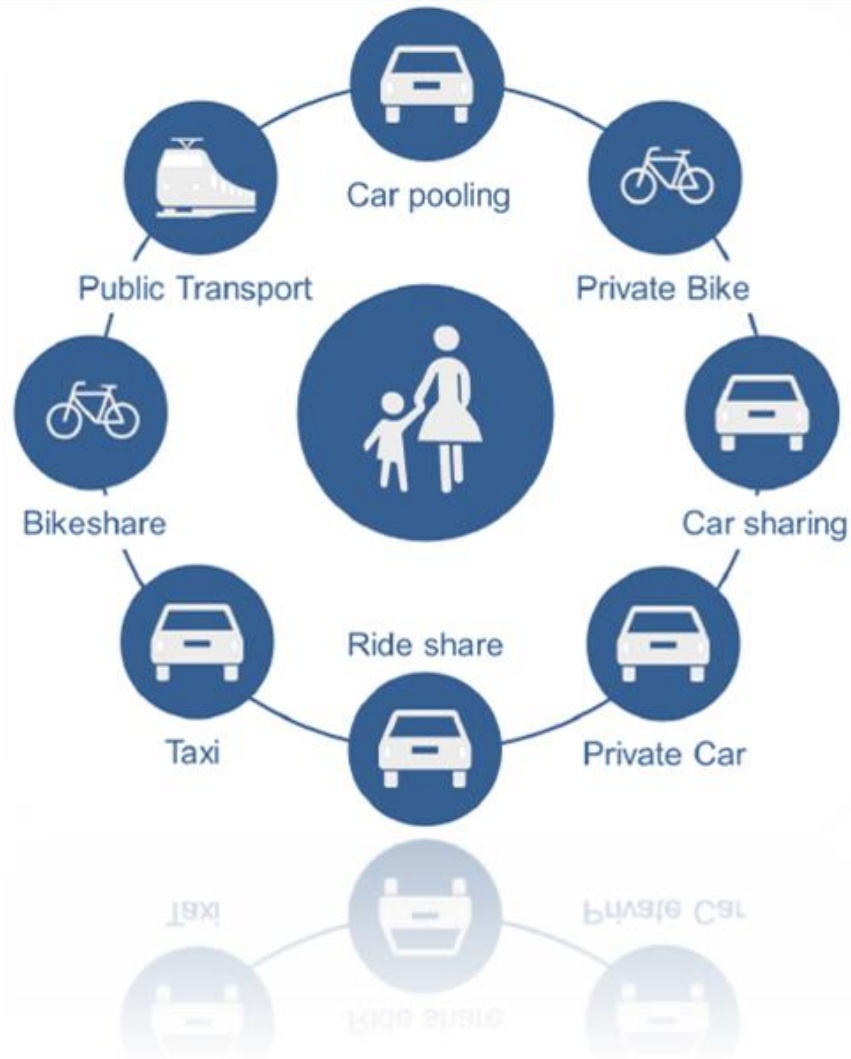




# Innovation Challenge

Micah Starkis  
Director, Open Data and Innovation  
Transport for NSW

# MaaS Outcomes

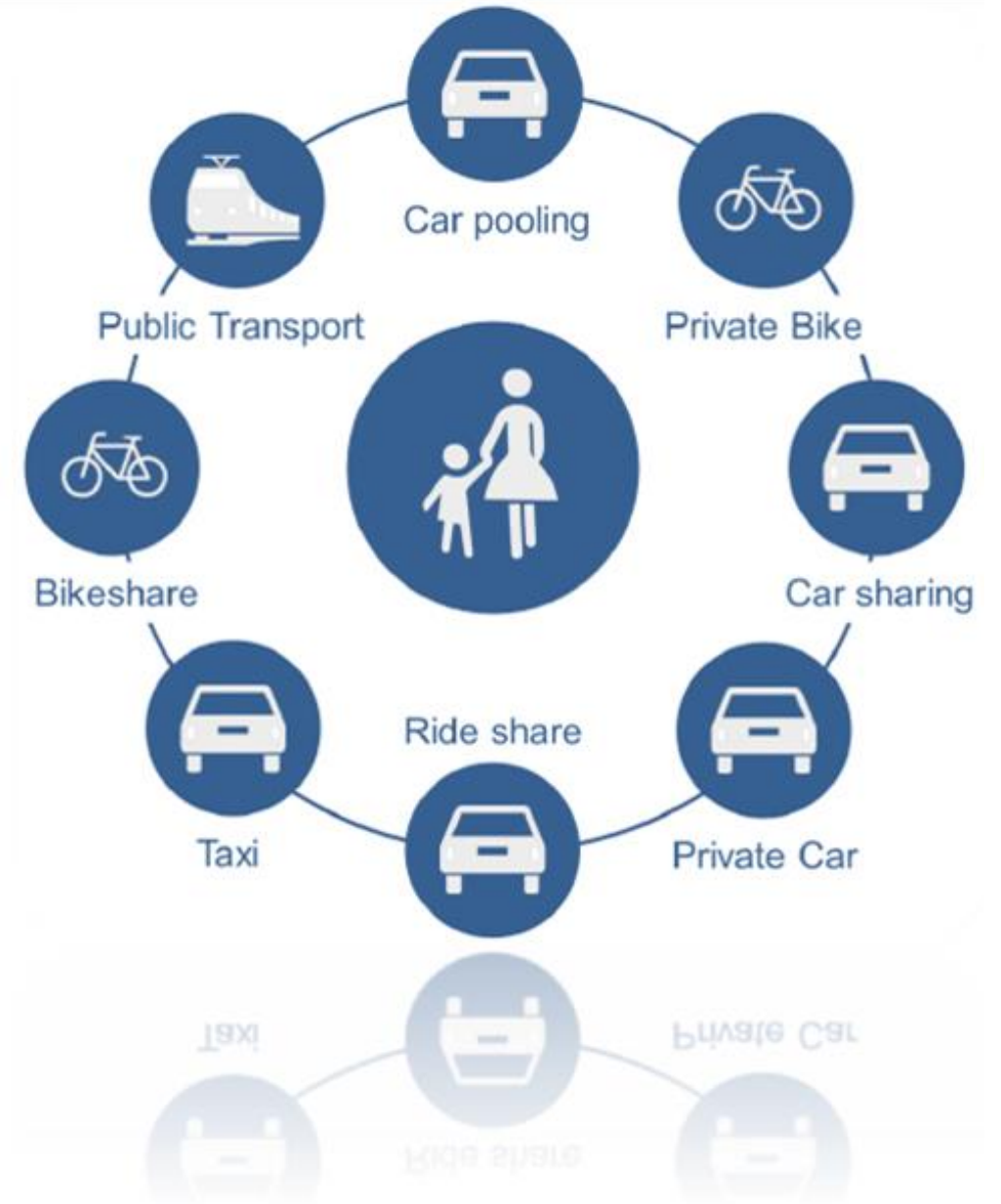


a service that sits between customers and their mobility options with the goal of enabling seamless travel.

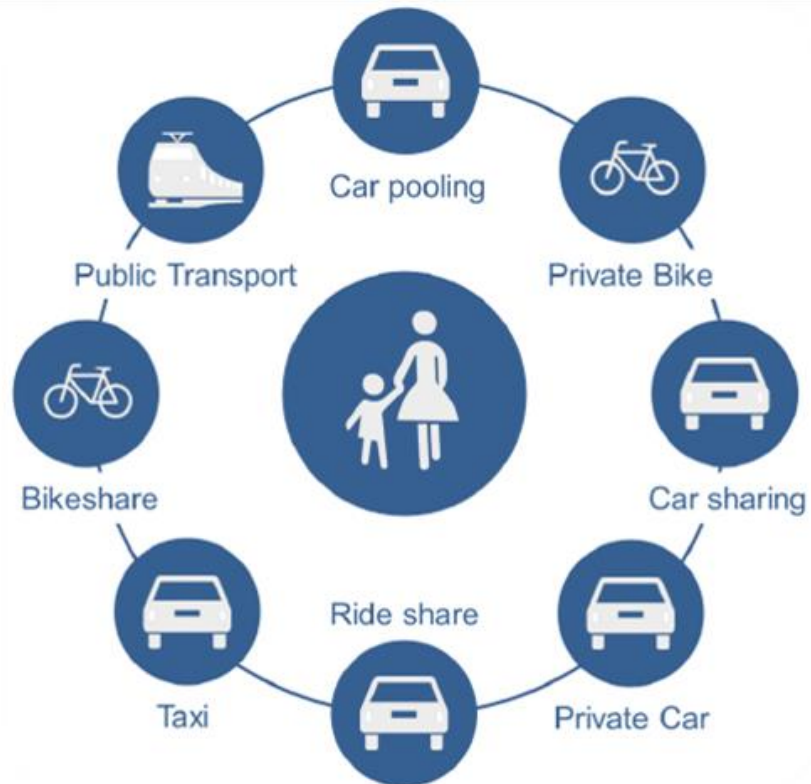


# MaaS Outcomes

One of many options for improving congestion by cutting down private car single person use.



# MaaS Outcomes



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

# Challenge Objective Summary

A **seamless** experience for customers in the **Waverley Local Government Area (LGA)**, that gives greater **access to transport options** including shared mobility and helps **reduce congestion** due to single passenger car use.



# Criteria to make a good submission

- 1. Customer Experience and Usability** - is the solution appealing, effortless, intuitive and easy to use?
- 2. Market Feasibility** - Does the solution demonstrate knowledge of Waverley and TfNSW's customer base and will it be available to most people?
- 3. Innovation** - Is the product unique and original, and does it demonstrate tangible technical innovations?
- 4. Commercial Sustainability** - Can the idea sustain its commercial momentum? Is it likely to be profitable in the long term?
- 5. Technical Feasibility** - Can you deliver the solution? Is the technology available and stable?





# Help and Resources

# Challenge Page

<http://bit.ly/WaverleyChallenge>

<https://opendata.transport.nsw.gov.au/waverley-transport-innovation-challenge>

The screenshot shows the 'Waverley Transport Innovation Challenge' page. At the top, there is a navigation bar with the 'open data' logo, 'LOG IN', 'REGISTER', and a search bar. Below the navigation bar, the page title 'Waverley Transport Innovation Challenge' is displayed in a dark blue banner. A large, colorful image of a person running is featured below the banner. Underneath the image are four buttons: 'THE CHALLENGE', 'FAQS AND CRITERIA', 'TERMS AND CONDITIONS', and 'INFORMATION SESSION'. The main content area includes a section titled 'About the challenge' with a sub-heading 'Do you have a world leading MaaS (Mobility as a Service) product and are seeking to extend or trial and launch it in NSW?'. Below this is a paragraph asking if the user can create a mobile app for the Waverley Local Government Area (LGA) that gives greater access to transport options. To the right of this text is the Waverley Council logo. The 'Background' section explains that MaaS is a dynamic market and that the challenge aims to reduce road congestion by providing more convenient mobility options. The 'Objectives' section lists two goals: 1. Trial a MaaS customer solution in the Waverley LGA. 2. Ease road congestion and reduce parking demand.

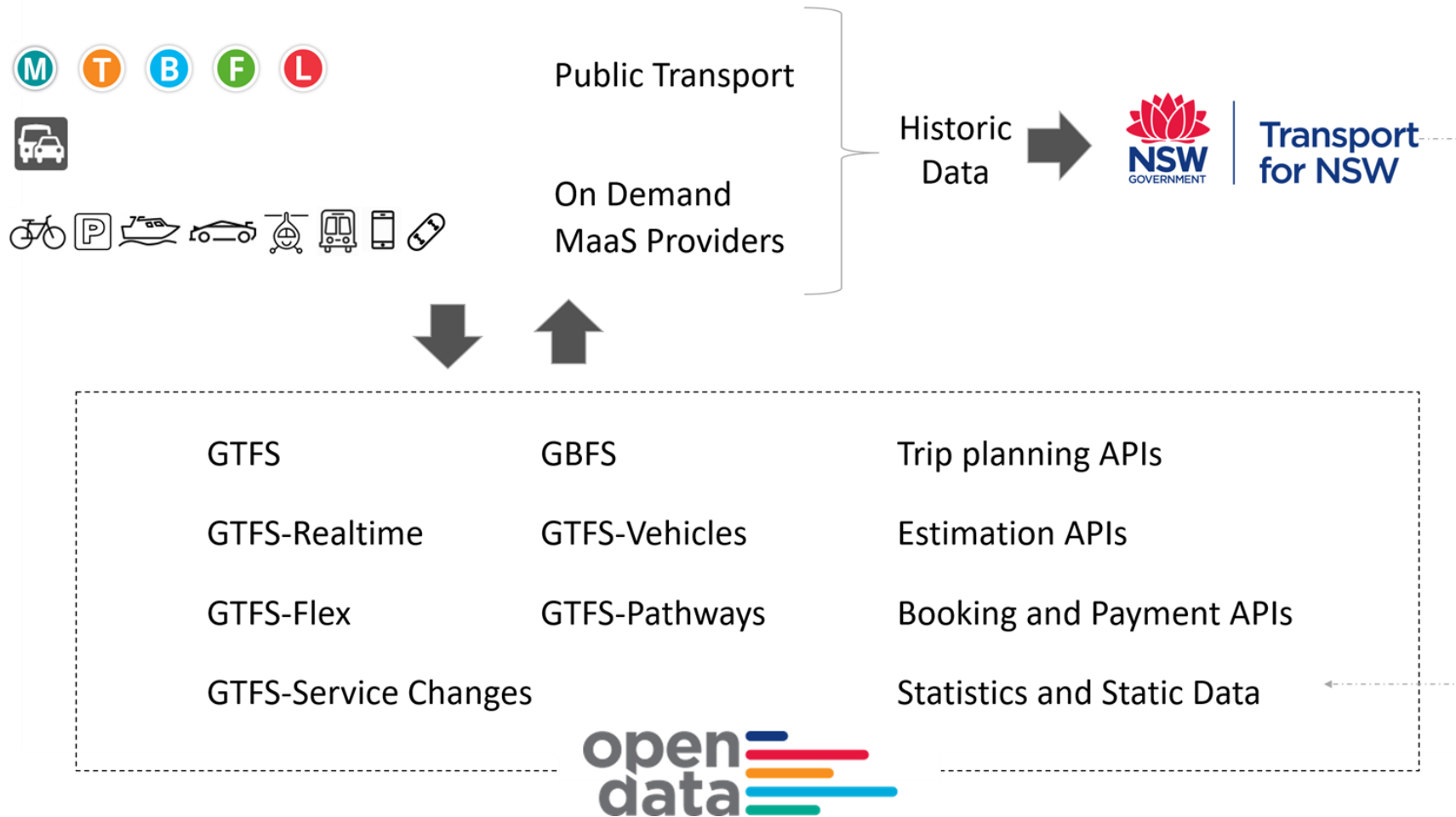


# Waverley and Transport Data

- Data including off street parking information will be made available in due course.
- Open Data Hub for Transport for NSW data, APIs, services and support  
<https://opendata.transport.nsw.gov.au>

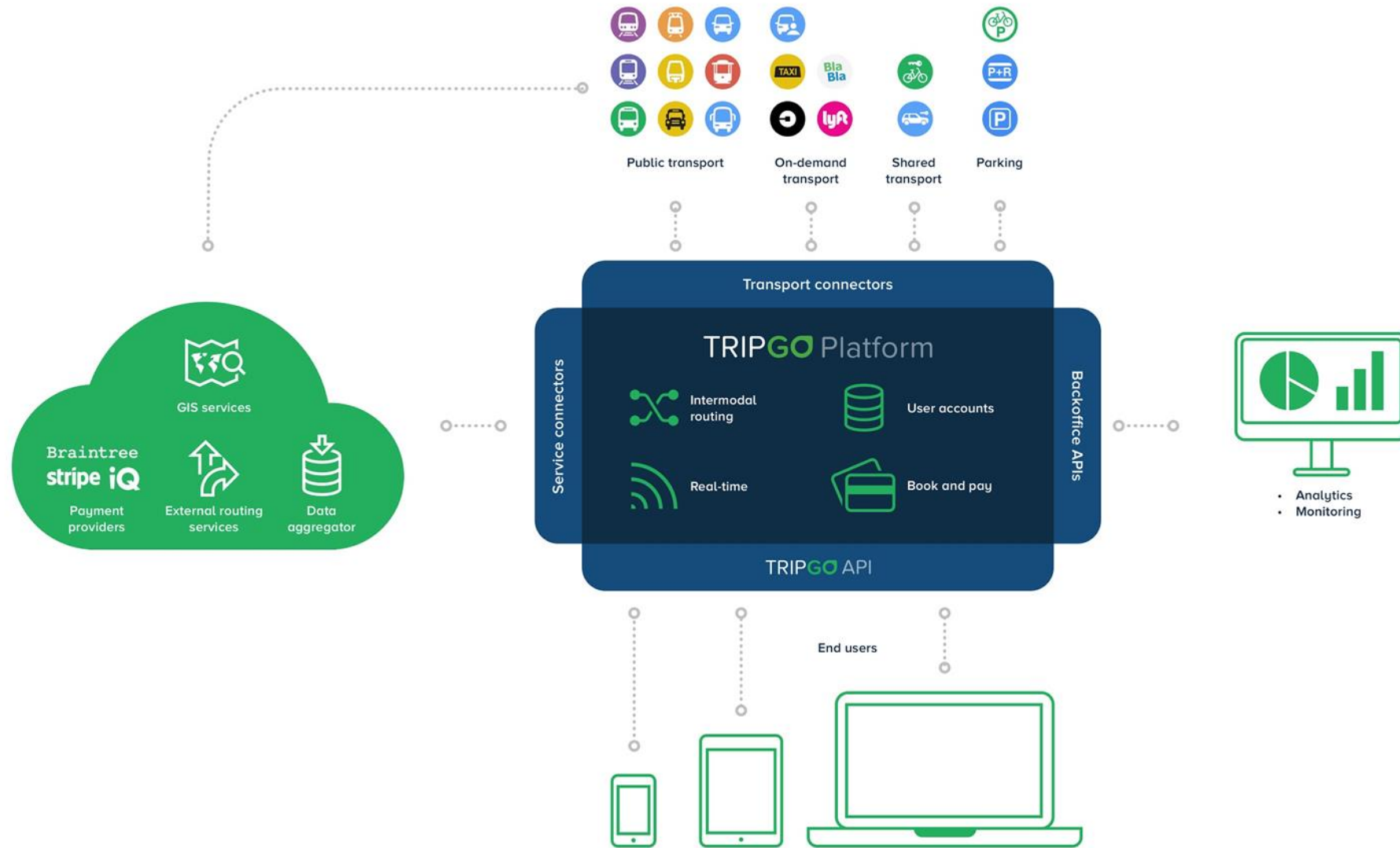


# Data Sharing and Collaboration



<https://opendata.transport.nsw.gov.au/maas-data-specification>

# TripGo API



# Next Steps & Key Dates

1. Go to the Challenge page on the Open Data Website  
<http://bit.ly/WaverleyChallenge>
2. Make a submission by the closing date 11:59pm  
**Wednesday 19 February 2020**
3. Live Trials to commence June 2020





# Q&A Panel

# Key Contact

## Challenge Page

- <https://opendata.transport.nsw.gov.au/waverley-transport-innovation-challenge>
- Submissions due by 11:59pm Wednesday 19 February 2020

## Challenge Enquiries

- [WaverleyChallenge@transport.nsw.gov.au](mailto:WaverleyChallenge@transport.nsw.gov.au)

## Open Data and Innovation Team

- Follow us on Twitter @DataTfNSW <https://twitter.com/datatfnsw>
- Visit [opendata.transport.nsw.gov.au](https://opendata.transport.nsw.gov.au) and [opendataforum.transport.nsw.gov.au](https://opendataforum.transport.nsw.gov.au)

