



MaaS Trip Planner Trial

Wednesday 19 June 2019



Agenda

- Welcome Address
- MaaS Trip Planner Trial and Application Process
- TfNSW Data Specification
- Q&A
- Closing Remarks

Rachel Wheeler

Acting Deputy Secretary – Customer Strategy and Technology
Transport for NSW

Sherrie Killiby

A/Director, Digital Customer Information Services
Digital Products & Services, Customer Strategy & Technology
Transport for NSW

MaaS Trip Planner Trial

What's all this about...???



What is MaaS?

What is first mile/last mile?

What is trip planning?

Does anybody actually plan their journey?

What's this got to do with me?

You will know:

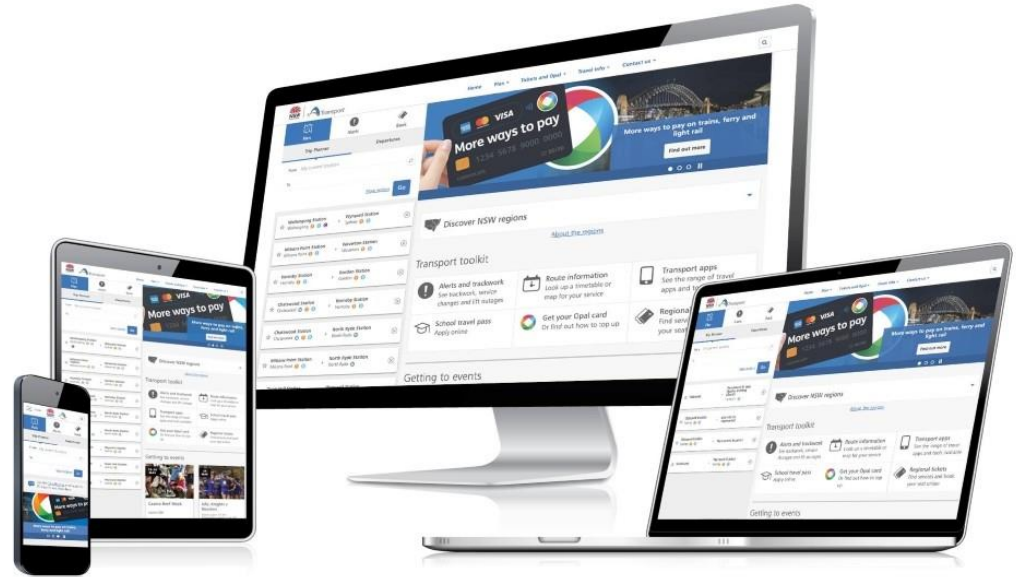
1. Who we are and what we do
2. That we are experts in customer trip planning information
3. How to reach new customers and uplift others
4. Why you will want to work with us
5. What you need to do to have your services integrated into our products by November this year

Live Demonstration



<https://transportnsw.info/>

<https://analytics.google.com/analytics/web/?hl=en&pli=1#/realtime/rt-overview/a43393671w127654008p138380608/>



Digital Customer Information Services



transportnsw.info



Opal travel app



Transport bots



Facebook
messenger



Twitter



Google
Assistant



Amazon
Alexa

transportnsw.info

Reaching customers

open data



transportnsw.info



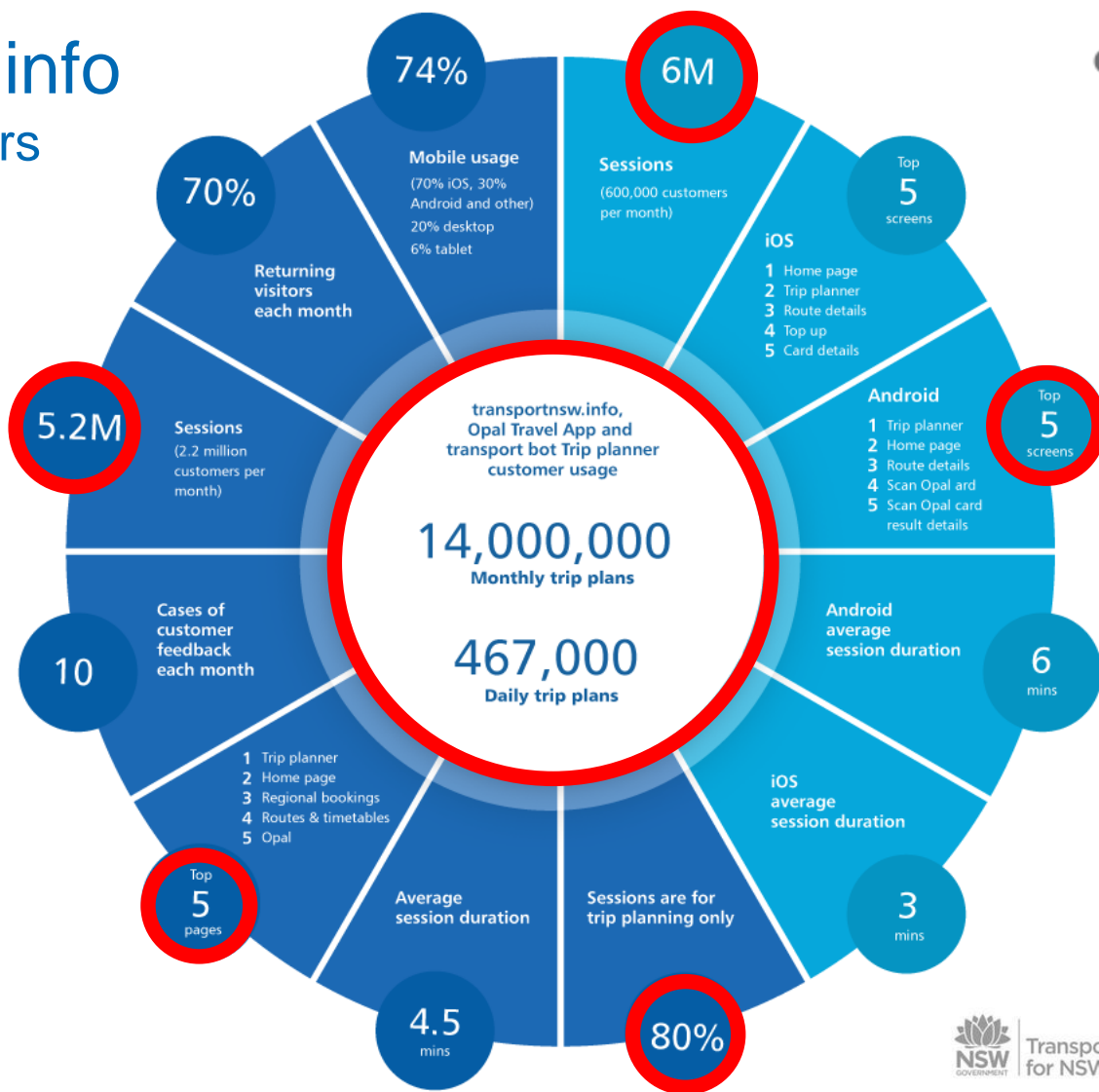
Opal Travel App

future
transport



Transport
for NSW

NSW
MAKING IT HAPPEN



transportnsw.info - Product history

1997

131500
Call centre



1999

Website
131500.com.au

IVR

2007

Mobile website
Mobile.131500.com.au



2009

Third party
widget



2010

Transport Data
Exchange Program

Transport Info App

Twitter

2013

Transportnsw.info
m.transportnsw.info

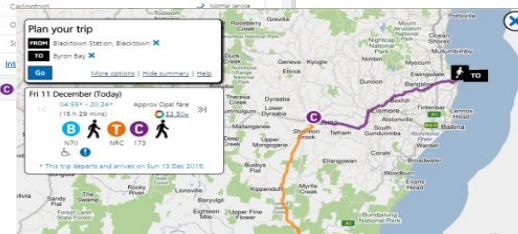
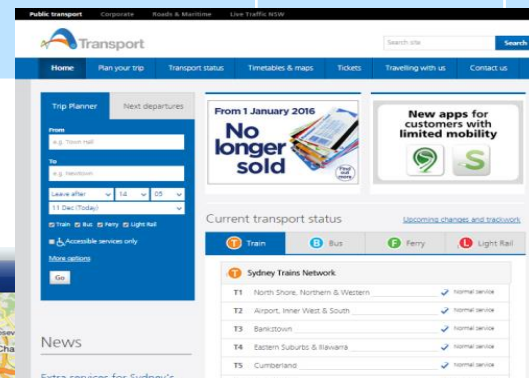
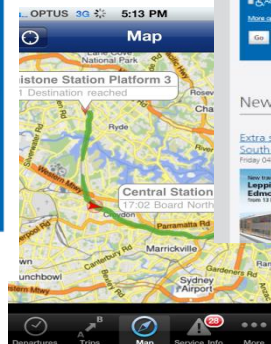
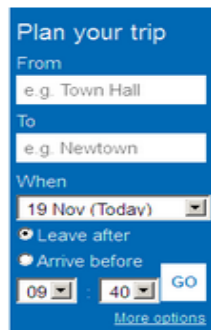
2014

Opal trip planning in
transportnsw.info

Opal Travel App

2015

Regional trip
planning and route
maps in
transportnsw.info



future
transport



Transport
for NSW



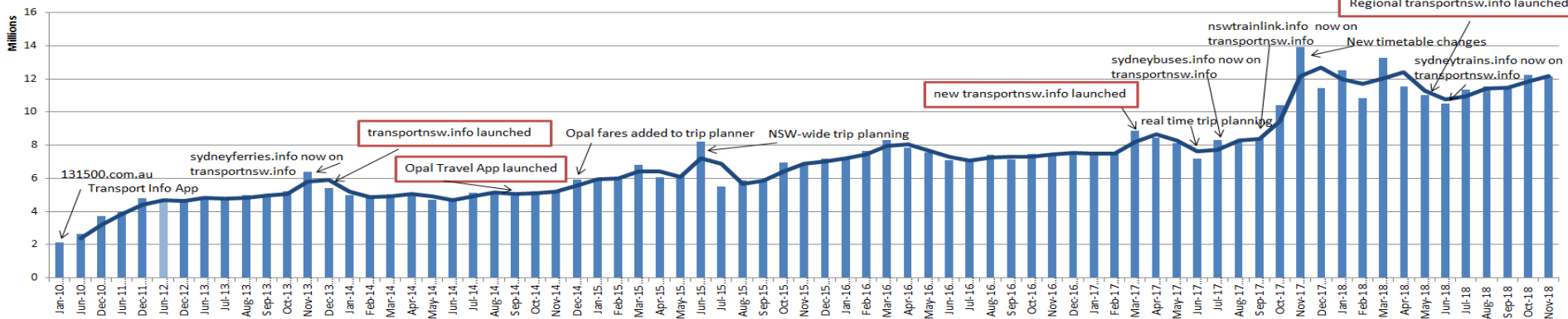
transportnsw.info - Customer usage

5.2 million sessions per
month

7 million trip plans
per month

12 million pageviews
per month

9 years of trip planning

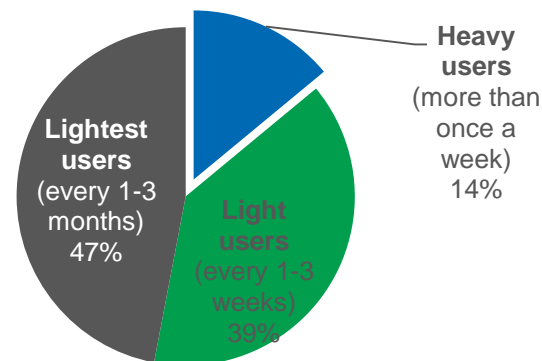


**2018: transportnsw.info
increased usage by 30%**

transportnsw.info Customers

Demographic profile:

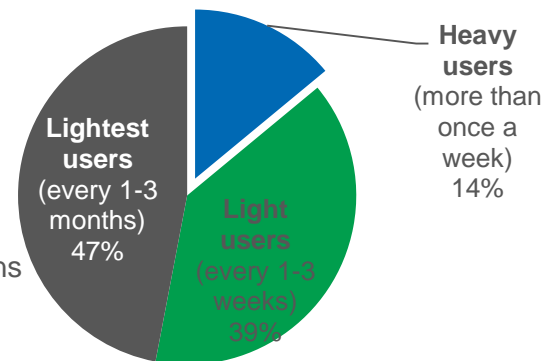
- 78% male; 22% female
- 55% aged 16-34 years
- 92% travel on public transport more than once a week
- 79% are weekly bus customers
- 53% are weekly train customers (more likely to be multi-modal customers)
- 73% are pedestrians on a weekly basis



transportnsw.info Customers

Heavy user must haves/important to have:

- Information on disruptions affecting services (83%) and traffic incidents that affect general transport (87%) (for PT trip planning)
- Live real time tracking data for the public transport trip planner (92%)
- Static maps that show the network of stops/stations (84%)
- *Active modes (85% walking; 67% cycling) and driving routes (81%) as part of trip plan results (for PT trip planning)*
- Walking/driving/cycling only trip plans or information (65%, 58%, 58% respectively)
- Options for and comparisons between different modes (walking only vs. cycling only vs. driving only vs. public transport) (65%)
- Personalised timetables (84%), personalised next departures (77%), and alerts/notifications for personalised preferences (e.g. when you need to leave to start your trip) (73%)
- Additional information when trip planning - car parks for commuters (81%) and taxi rank facilities (71%)
- Regional NSW trip planning information (90%)



Today – limited first and last mile options

- See trip plan options for: Metro, train, bus, ferry, light rail, coach and on demand **with** walking or driving options as connecting modes



Trip Planner Departures

From 131 Norfolk Rd, North Epping

To Muswellbrook Station, Muswellbrook

Leaving now ▾

Options Go

★ Favourite Clear

Updated 1 min ago

Earlier

Leaving 2 hours

3 ▸ B 295 ▸ T CCN ▸ T HUN

13:28 - 18:05 4h 37min

Leaving 3 hours

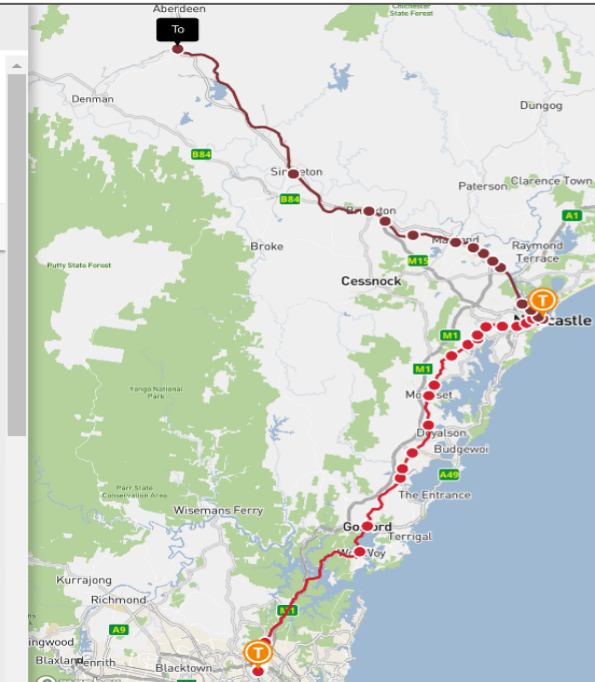
3 ▸ B 295 ▸ T CCN ▸ T HUN

14:58 - 19:35 4h 37min

Leaving 3 hours

8 ▸ D504 ▸ B 291 ▸ T CCN ▸ T HUN

15:04 - 19:35 4h 31min



Trip Planner Departures

From 14 Jubilee Ave, Pymble

To Chatswood Station, Chatswood

Leaving now ▾

Options Go

★ Favourite Clear

Earlier

Leave now

4km ▸ T T9

12:33 - 12:48 15min

Leaving 17 min

3km ▸ T T9

12:49 - 13:05 15min

Leave now

10km

12:32 - 12:42 10min

Adding your service in trip plan results



transportnsw.info



Opal Travel
app



Google Assistant
Amazon Alexa



Facebook
Messenger



1. Walk	Walk options including: Slow, Average, Fast With maximum walking time, details and directions
2. Point to point/Ride share	Drive options with suggested ride share operators, their cost and link to book
3. Bike share	Cycle options with suggested bike share operators, their cost and link to book



By end November, customers get:

1. New customer interaction to select trip planning options with walking, driving and cycling
2. Suggested point to point/ride share operators to book a service
3. Suggested bike share operators to book a service



Your
service
integrated
in our
products

Why should you participate?

- Attract new customers and uplift current customers by appearing in trip planning results
- Be part of the **467,000** trip plans provided each day
- Integration with truly multi-modal mobility options – increasing customer mobility choice
- Be part of the first trial offered by TfNSW in govt owned channels
- Integration funded by TfNSW
- November launch to customers



Key dates for trial

Milestone	Date
Applications open	30 May
Information session	19 June
Applications close and APIs provided to TfNSW for review	10 July
Applicants advised of application outcome	16 July
Consultation period with TfNSW	17 July to 13 August
Final data and API to be supplied	14 August
Go-Live Target Date	25 November

Resources

MaaS Trip Planner Trial - Innovation Invitation

<https://opendata.transport.nsw.gov.au/maas-innovation-invitation>

Trip planner

<https://transportnsw.info>

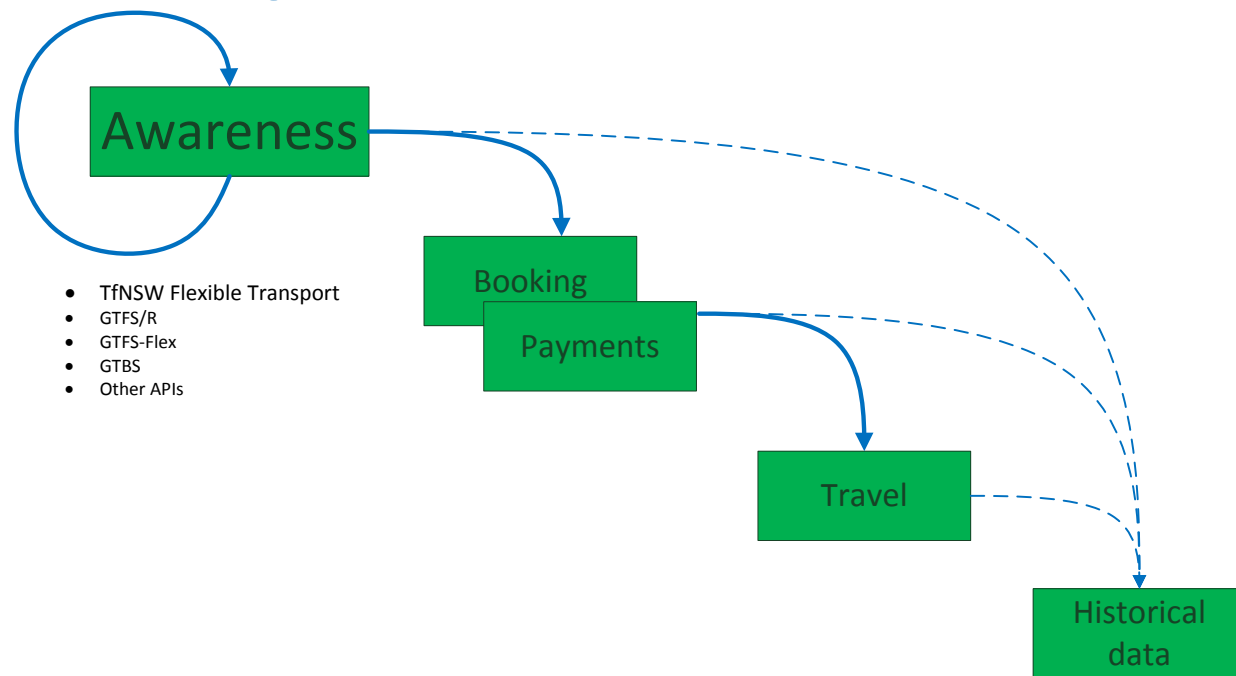
Beth Beveridge

Customer Information Data Manager, Digital Products & Services
Customer Strategy & Technology
Transport for NSW

David Ling

Senior Business Analyst, Digital Products & Services
Customer Strategy & Technology
Transport for NSW

Stages of Trip Planning

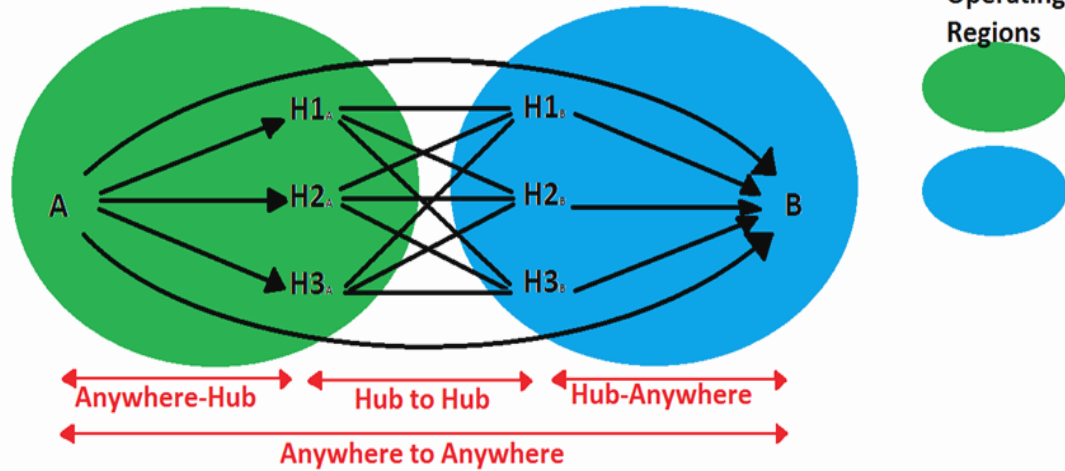


- TfNSW Flexible Transport
- GTFS/R
- GTFS-Flex
- GTBS
- Other APIs

Customer awareness is

- Options
- Cost
- Accessibility
- Transport model
 - Anywhere – Anywhere
 - Anywhere – Hub/Hub – Anywhere
 - Hub – Hub

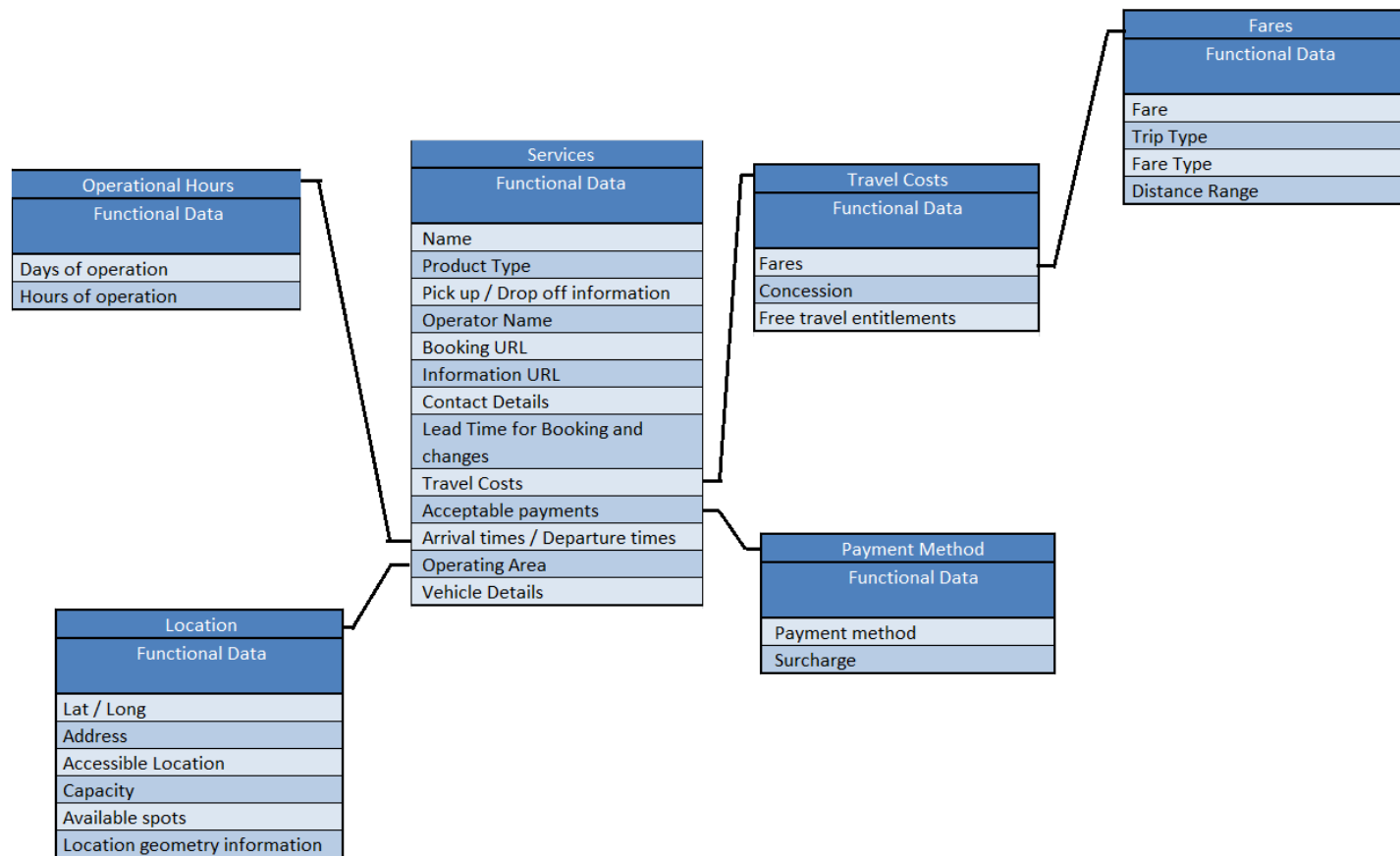
Transport model



Examples of transport models for

- Anywhere – Anywhere
 - Taxis and car ride operators
 - Bike ride operators
 - Certain on-demand operators within a region
- Anywhere – Hub/Hub – Anywhere
 - On-demand operators that pickup/dropoff at designated locations
 - Ride operators where the vehicle needs to be docked
- Hub – Hub
 - On-demand operators that pickup/dropoff at designated locations
 - Shuttle services

Flexible Transport Specification



Functional Data for Transport Model

Services			
Functional Data	Anywhere - Anywhere	Anywhere - Hub / Hub - Anywhere	Hub - Hub
Name	Required	Required	Required
Product Type	Required	Required	Required
Pick up / Drop off information	Required	Required	Required
Operator Name	Required	Required	Required
Booking URL	Required, if applicable	Required, if applicable	Required, if applicable
Information URL	Required	Required	Required
Contact Details	Required	Required	Required
Lead Time for Booking and changes	Required	Required	Required
Travel Costs	Required	Required	Required
Acceptable payments	Required	Required	Required
Arrival times / Departure times	Required	Required	Required
Operating Area	Required	Required	Required
Vehicle Details	Required	Required	Required

Operational Hours			
Functional Data	Anywhere - Anywhere	Anywhere - Hub / Hub - Anywhere	Hub - Hub
Days of operation	Required	Required	Required
Hours of operation	Required	Required	Required

Location			
Functional Data	Anywhere - Anywhere	Anywhere - Hub / Hub - Anywhere	Hub - Hub
Lat / Long	N/A	Required	Required
Address	N/A	Required	Required
Accessible Location	N/A	Required	Required
Capacity	N/A	Required, if applicable	Required, if applicable
Available spots	N/A	Required, if applicable	Required, if applicable
Location geometry information	N/A	Required, if applicable	Required, if applicable

Functional Data for Transport Model (cont.)

Travel Costs			
Functional Data	Anywhere - Anywhere	Anywhere - Hub / Hub - Anywhere	Hub - Hub
Fares	Required	Required	Required
Concession rate	Required	Required	Required
Free travel entitlements	Required	Required	Required

Fares			
Functional Data	Anywhere - Anywhere	Anywhere - Hub / Hub - Anywhere	Hub - Hub
Fare	Required	Required	Required
Trip Type	Required	Required	Required
Fare Type	Required	Required	Required
Distance Range	Required	Required	Required

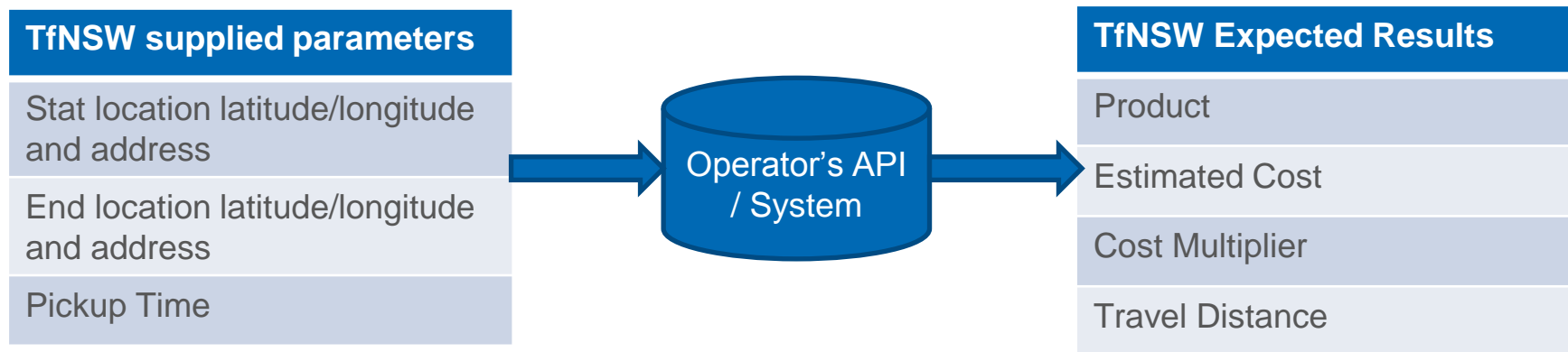
Payment Method			
Functional Data	Anywhere - Anywhere	Anywhere - Hub / Hub - Anywhere	Hub - Hub
Payment method	Required	Required	Required
Surcharge	Required	Required	Required

GET /estimates/price

Since not all operators run a fixed / tiered price model, it should be possible for customers to get estimated price for their trip between two locations.

Assumption

The **operator** has an available API for TfNSW to connect to and query





Q&A

Q&A Panel



Sherrie Killiby, A/Director, Digital Customer Information Services, Digital Products & Services, Customer Strategy & Technology, Transport for NSW

Beth Beveridge, Customer Information Data Manager, Digital Products & Services Customer Strategy & Technology, Transport for NSW

David Ling, Senior Business Analyst, Corporate Services, Customer Strategy & Technology, Transport for NSW

Victor Li, Technical Lead, Corporate Services, Customer Strategy & Technology, Transport for NSW