



JYW is transforming the Transportation Industry with innovative, collaborative end-to-end consulting services and disruptive solutions

Mobility as a Service (MaaS) – is it really a silver bullet..??

“JYW sees MaaS as a fragmented landscape which is not yet successful...

- this is an opportunity for government intervention...”



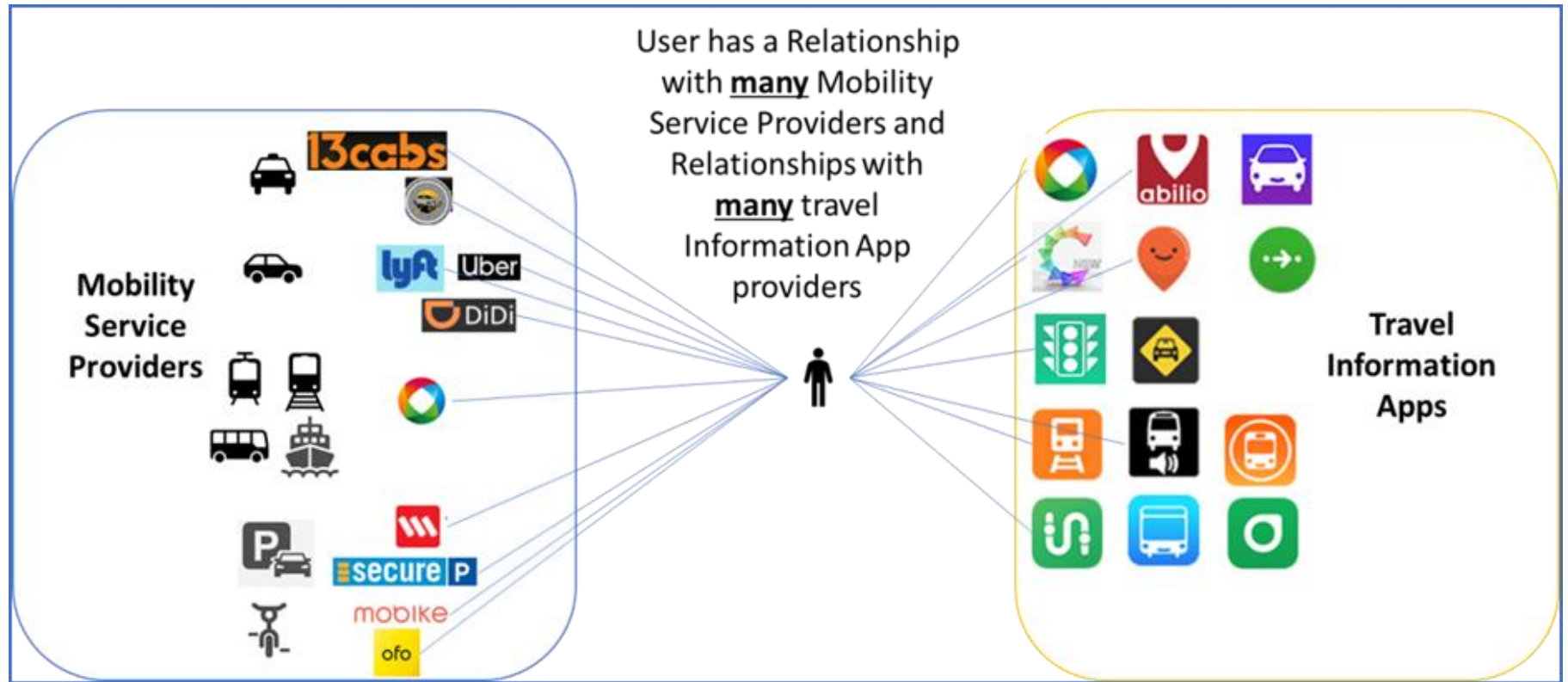
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We hear that MaaS is seen by many as a silver bullet:

- The transport network continues to undergo significant transformation.
- Ride-share companies are now common, micromobility service providers (e.g. Lime) are on the rise, journey planning capabilities and real time travel information are readily available, and just around the corner are emerging applications associated with connected vehicles, and depending on who you talk to driverless vehicles (e.g. RoboTaxi by Tesla) which we all hope will bring unprecedented expansion of different mobility services that utilise urban, rural and interurban transport networks.
- Whilst this transformation is underway issues such as congestion, funding for ongoing infrastructure requirements and privacy require resolution – **and we need to focus on what our transport users want.**
- There are also disruptive technologies such as Mobile 5G / The Internet of Things (IoT) to consider.
- MaaS is seen by many people that JYW talks to as a silver-bullet-response to gaps in service delivery. Based on these interactions, JYW has identified barriers to creation of a successful MaaS market with a key factor in any solution being need for an integrated service delivery and a new way in which pricing is viewed and managed.

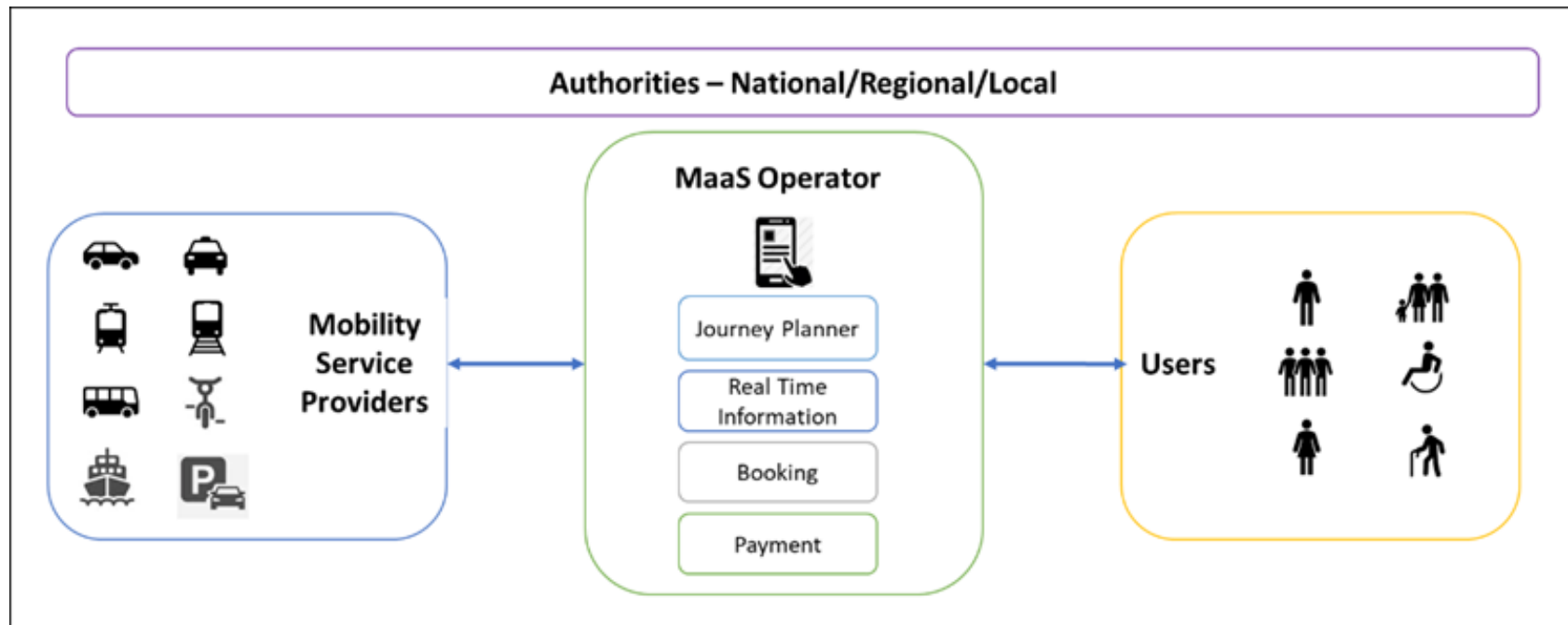
Currently the landscape is fragmented, and is not going so well...

- There has been a movement toward the MaaS concept...
- ...however...there is not yet an integrated platform providing planning, booking and payment...
- ...*which is designed to be quick to learn and easy to use and is attractive to our users.*

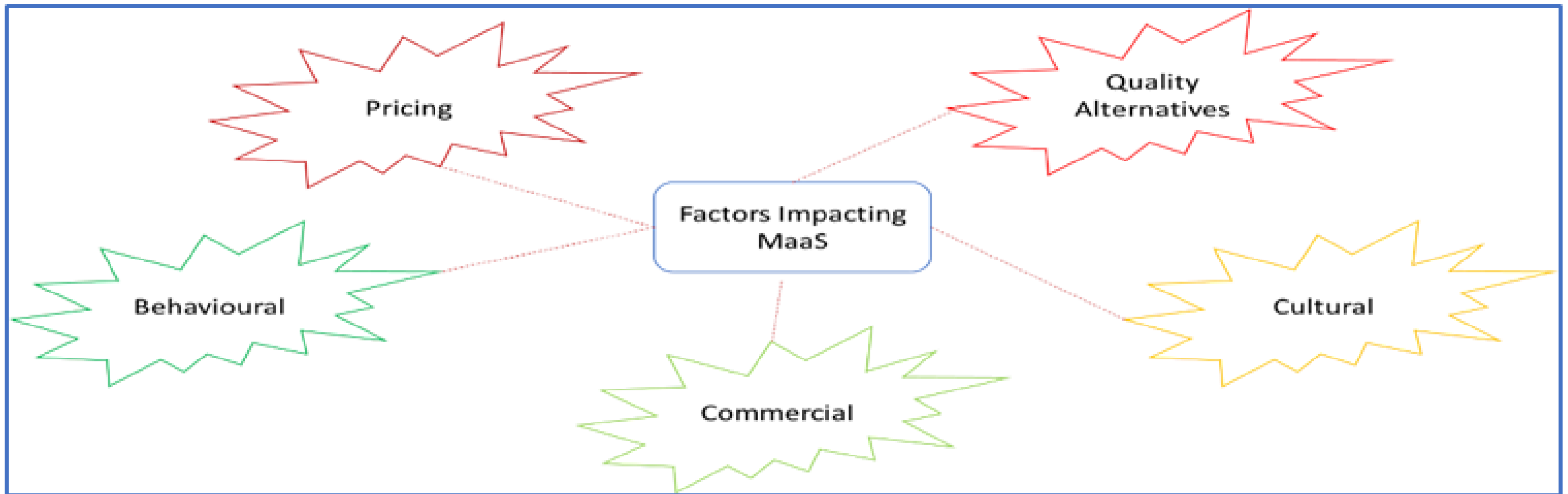


What should the MaaS landscape look like and what should it do..??

“MaaS systems should offer customers personalised access to multiple transport modes and services, owned and operated by different mobility service providers, through an integrated digital platform for planning, booking and payment.”



What are the impediments....why has it not taken off?

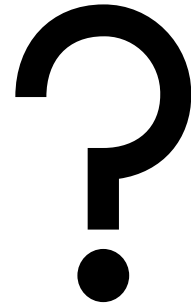


“Government is well suited to dealing with these kinds of impediments...”



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If we believe that MaaS has value, then how do we move from Concept to Reality..??



“Is there a case for government intervention...??

...JYW believes this is worth exploring...”

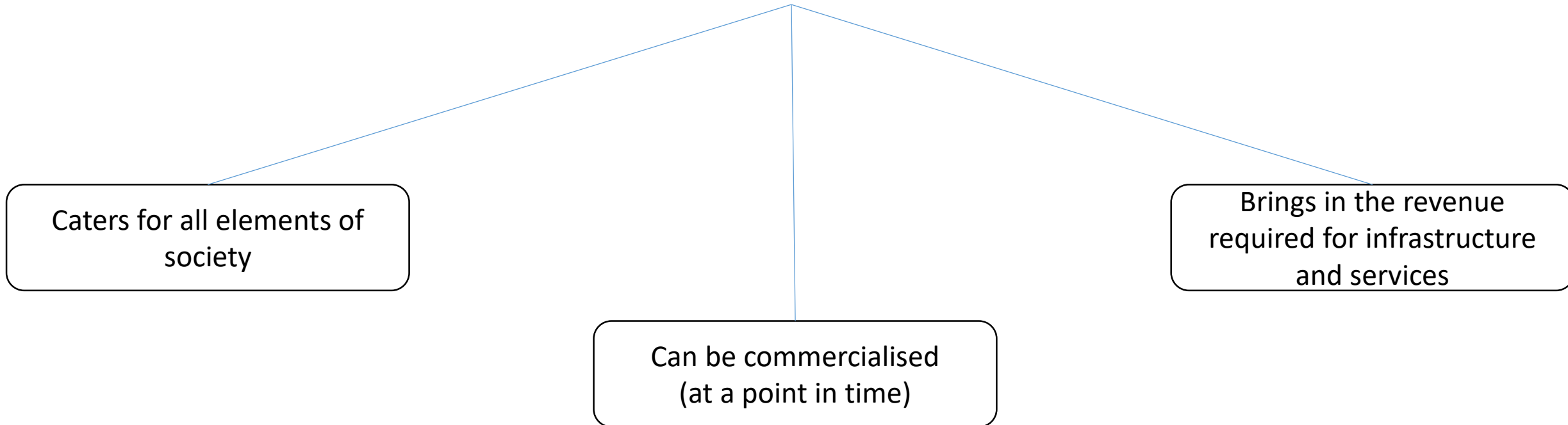
“...pricing and management of mobility needs to be revolutionised....”

Understand what motivates users and then promote desired behaviours for compliance purposes

Mobility Service Providers need commercial viability

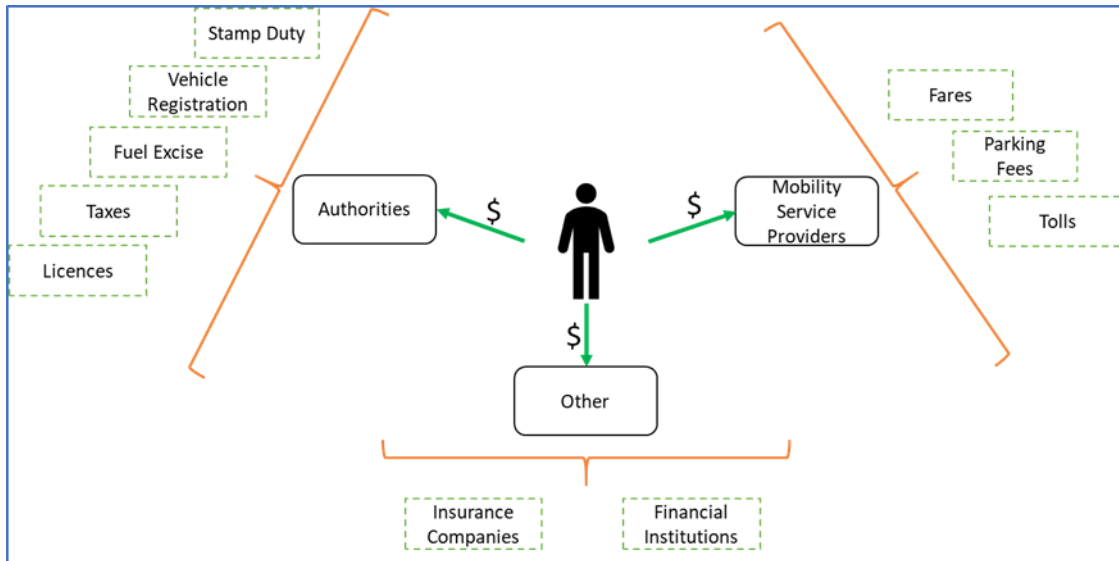
Ensure government continues to provide for social needs

“...and what might be the principles of this new pricing regime...?”

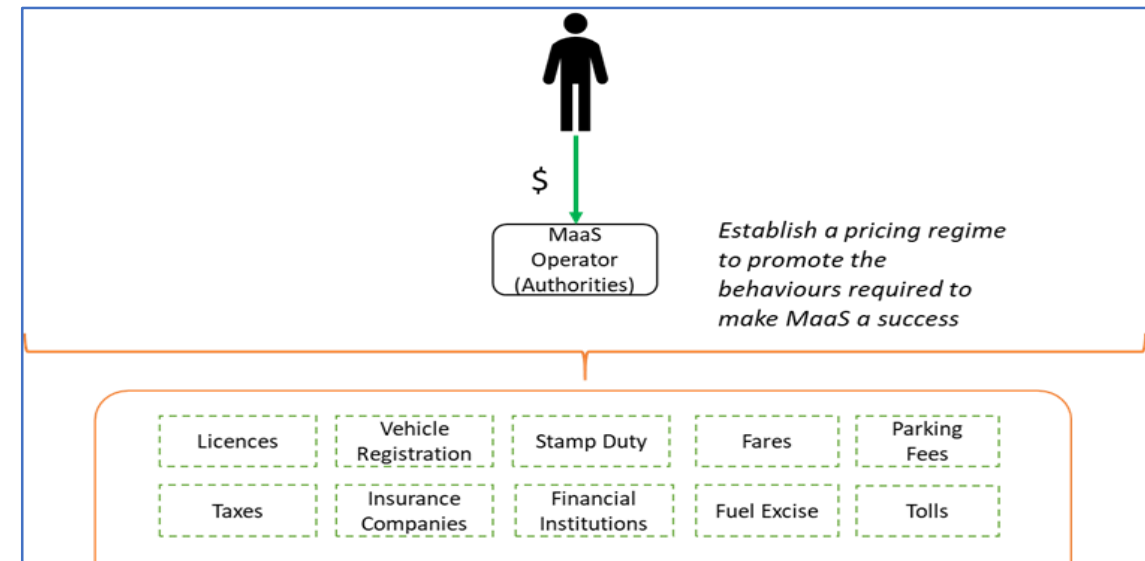


Removing the barriers to uptake through an integrated landscape...

Current

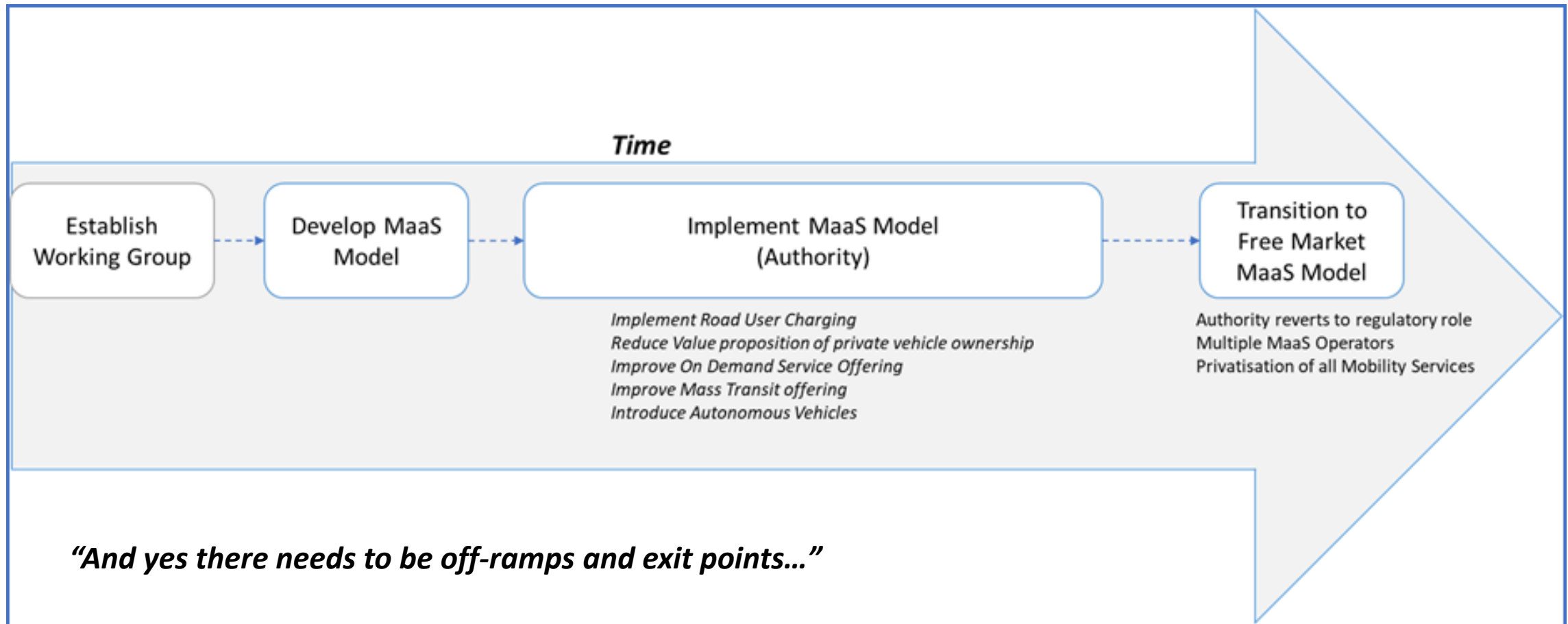


Proposed - Under a new Authority



The role of the new Authority is key to success

Initial control by the Authority...eventually transitioning to a free market...





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Government is no stranger to intervention:

- E.g. creation of the Auckland Supercity as a means of uniting the fragmented governance landscape to better support strategic investments and policy setting.
- E.g. regulation in the telecommunications industry to create a market designed to support government investment in high speed internet services so that New Zealanders could “access the digital economy”. It was clear that the industry, if left to itself, would not provide this access. Intervention was required.

“Intervention works and should be considered for the MaaS market...”



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