WHAT IS MAAS?

Mobility as a Service is a combination of public and private transportation services within a given regional environment that provides holistic, optimal and people centered travel options, to enable end-to-end journeys paid for by the user as a single charge, and which aims to achieve key public policy objectives.
THE MAAS EFFECT

Agencies Working in Silos (Multiple Accounts)

- Public Transit
- Tolling
- Shared Services
- Parking
- Transport Management

VS

Multimodal MaaS Operational System

- Public Transit
- Tolling
- Shared Services
- Parking
- Transport Management

Analysed Data
Personalized, Predictive, Actionable Intelligence

Operator
Traveler

CUBIC Transportation Systems
DETAILS MATTER

• A MaaS Multimodal Operational Model is different than a subscription based MaaS Business Model

• A MaaS Operational Model can deliver integrated mobility solutions to all users in a region, not just those subscribed to a MaaS solution or package
  – Those without smartphones
  – Unbanked
  – Infrequent users
  – Tourists
MaaS PATHWAYS: OPAL ACTIVATED BIKE SHED

- Launched in June 2016
- Opal card customers can use their card to access free secure bike storage sheds at train stations across NSW
- Customers link their Opal card online and then use it to tap in and out of the secure bike storage sheds
- Program introduced to encourage commuters to combine cycling with their public transport journey

MaaS PATHWAYS: TRANSPORT PARK & RIDE

- Launched in January 2018
- Transport Park & Ride allows customers to access up to 18 hours free parking at Transport Park & Ride car parks if they have completed a public transport journey using their Opal Card
- Customers tap their Opal Card when exiting their car park to access free parking. If the Opal Card has not been used on public transport commercial rates will apply.
- Aims to prevent overuse of commuter car parks by non public transport users.

MaaS PATHWAYS: CITYCYCLE

- Launched in November 2012
- Commuters in Brisbane were given the ability to use their go card to access the CityCycle program
- Rollout encompassed 146 CityCycle stations across Brisbane
- Customers purchase a CityCycle membership online and then link to their TransLink go card at a CityCycle terminal

MaaS PATHWAYS: MBNA Thames Clipper ferries

- Launched in 2016
- MBNA Thames Clipper ferries operating on TFL River Service integrated with Cubic's end to end Oyster/CPC ticketing solution
- Project involved deployment of front-end infrastructure and integration into Cubic and TFL's Oyster/CPC Back Office.
MAAS MATURITY MODEL

4
Integration of Societal Goals
*Policies, Incentives, etc...*

3
Integration of the Service Offer
*Bundling/Subscription, Contracts, etc...*

2
Integration of Booking and Payment
*Single Trip – Find, Book and Pay*

1
Integration of Information
*Multimodal Travel Planner, Price Info*

0
No Integration
*Single, Separate Services*

Intelligent Travel Made Real®

Crissy.Ditmore@cubic.com
@FabCityCrissy