



Susan Harris

Chief Executive, ITS Australia

Unlocking Shared Mobility and MaaS



itsaustralia
Intelligent Transport Systems

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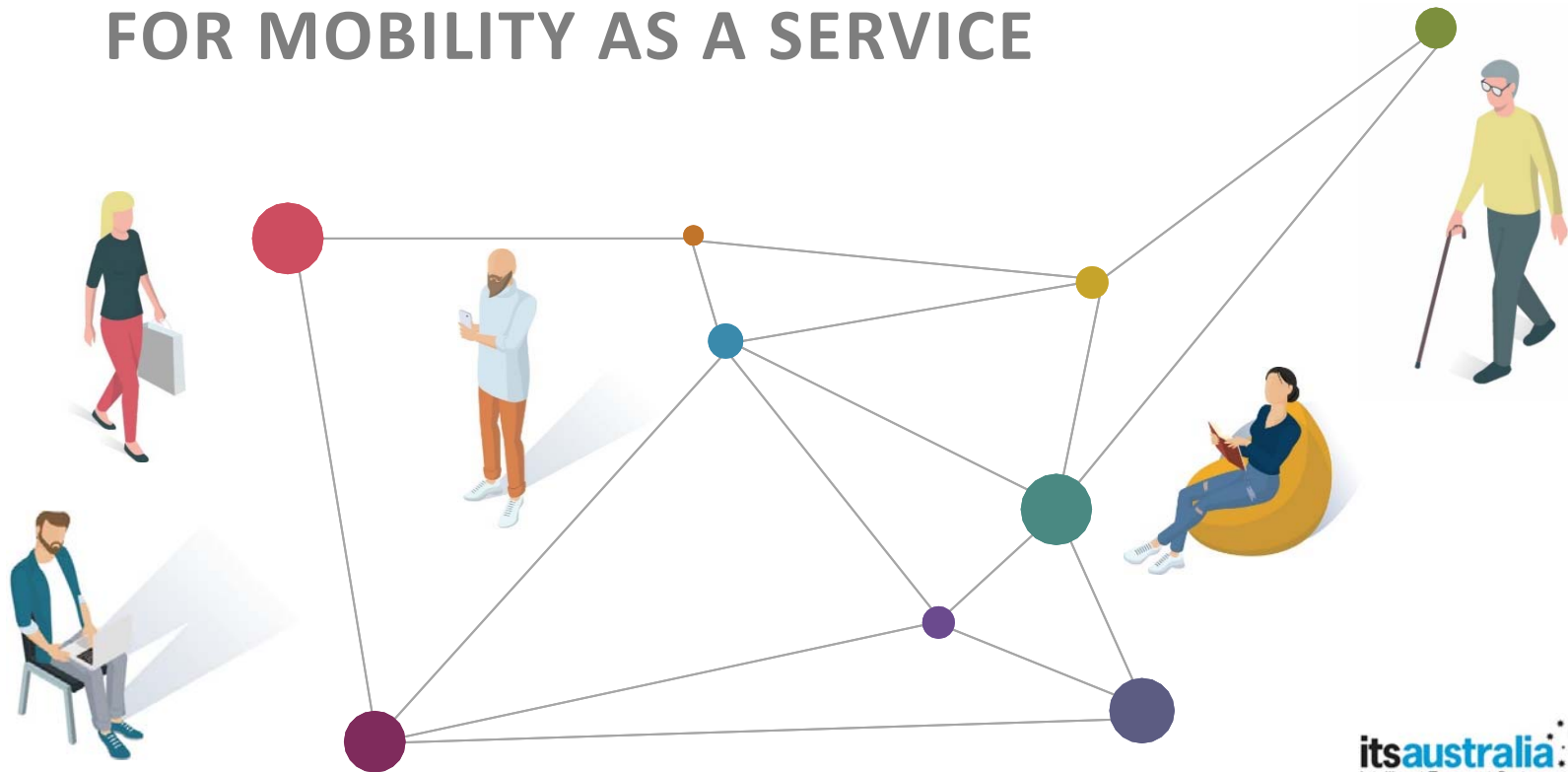
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NATIONAL REFERENCE COMMITTEE FOR MOBILITY AS A SERVICE



Vision for MaaS in Australia

01

Promotes the efficient movement of people and goods to improve safety, and productivity, reduces congestion and environmental impacts

04

Enhances transport access and mobility options to customers across metropolitan and regional centres that Australians live and work in

07

Aims to be more convenient than individual use of private vehicles

03

options for customers

05

data sharing while protecting privacy and security concerns.

07

Aims to be more convenient than individual use of private vehicles

Main focus areas to enable MaaS



Data Sharing and MaaS



Data sharing will play a vital role in an effective deployment of MaaS

While there has been some data sharing this is not as yet a formal requirement.

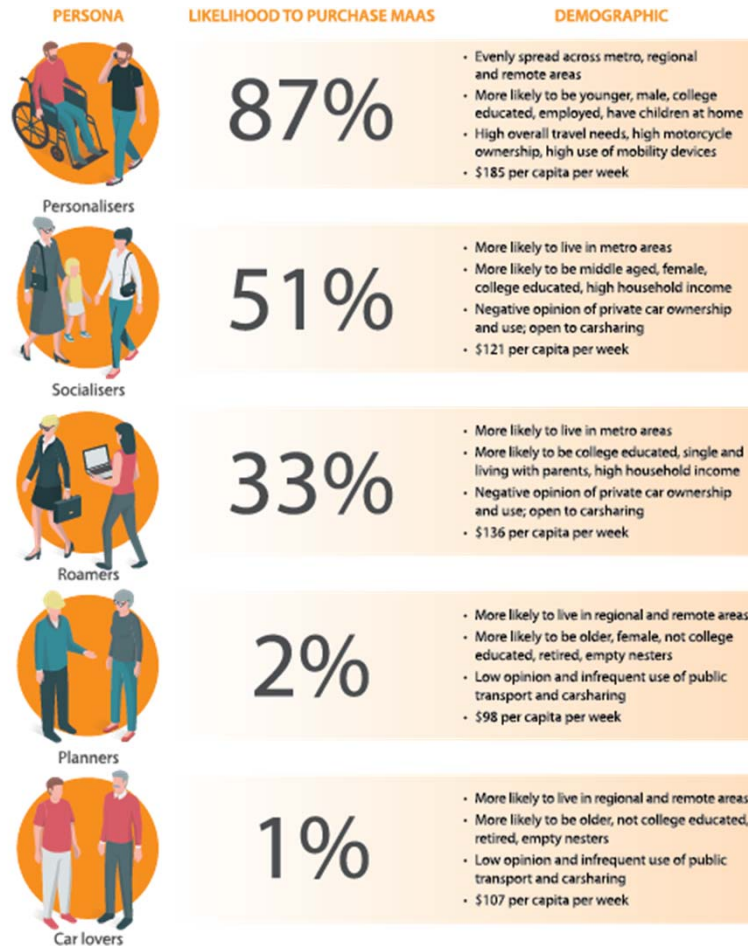


Data access and data sharing challenges need to be overcome to deliver acceptable MaaS and On-Demand transport services. Government and industry must explore, identify and break down barriers to data sharing.

A big role for government could be as data broker.

Government and industry must explore, identify and break down barriers to data sharing.





- In 2016 a typical two-car Sydney household had weekly transport costs of \$419 per week
- Survey respondents in this MaaS research project reported transport costs per week ranging from \$98 - \$185

There is increasingly intense **competition** for kerb-side space

parking and road-side infrastructure management is a **complex challenge**

Unlocking Shared Mobility



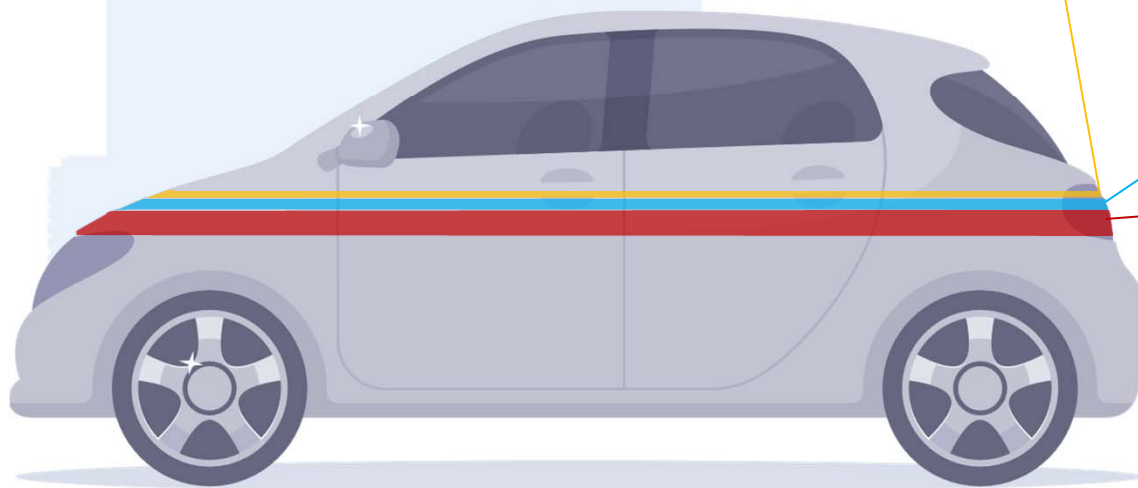
50% of most city land
dedicated to streets
and roads, parking,
service stations, and
traffic signs

1% sitting in
congestion

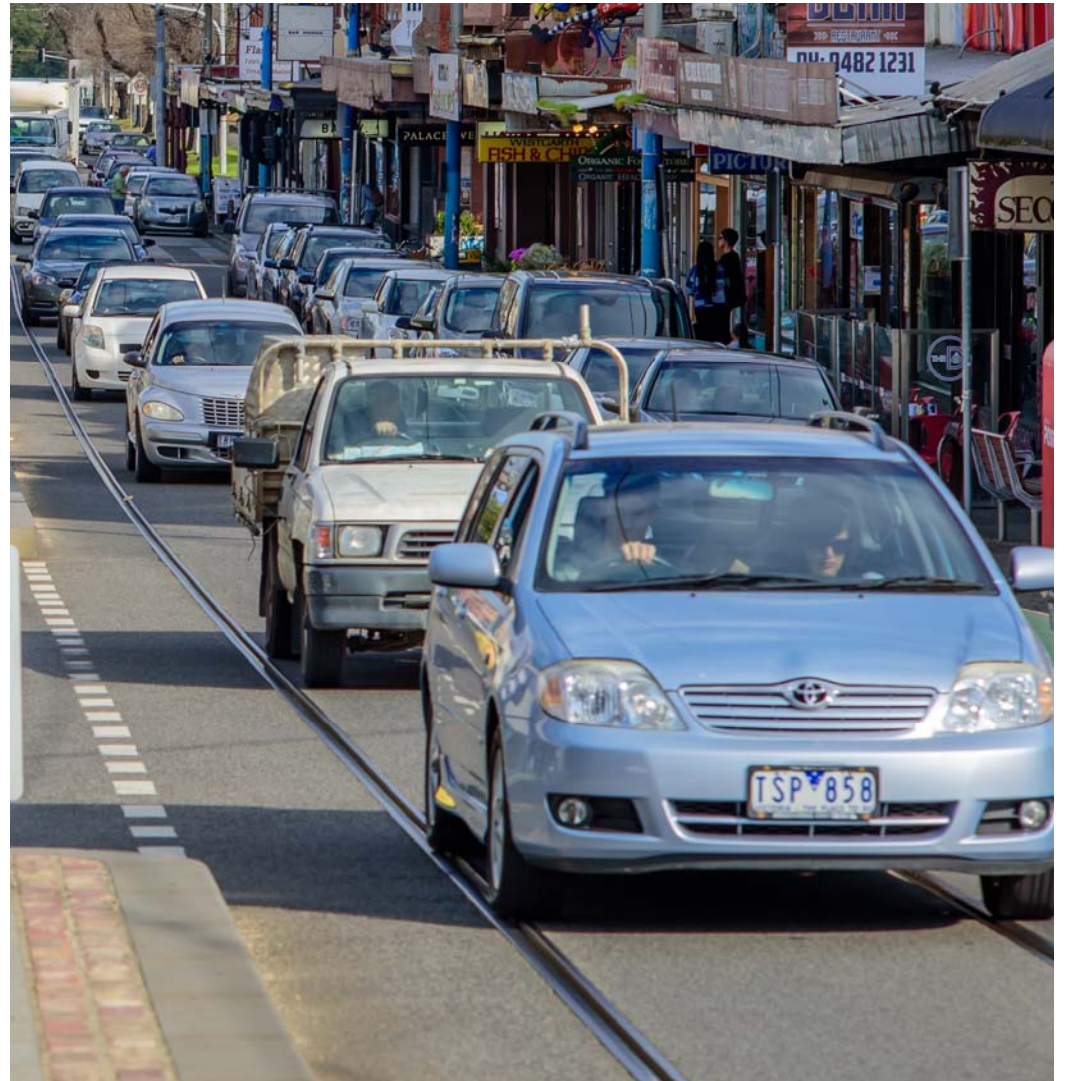
1.6% looking for
parking

5%
driving

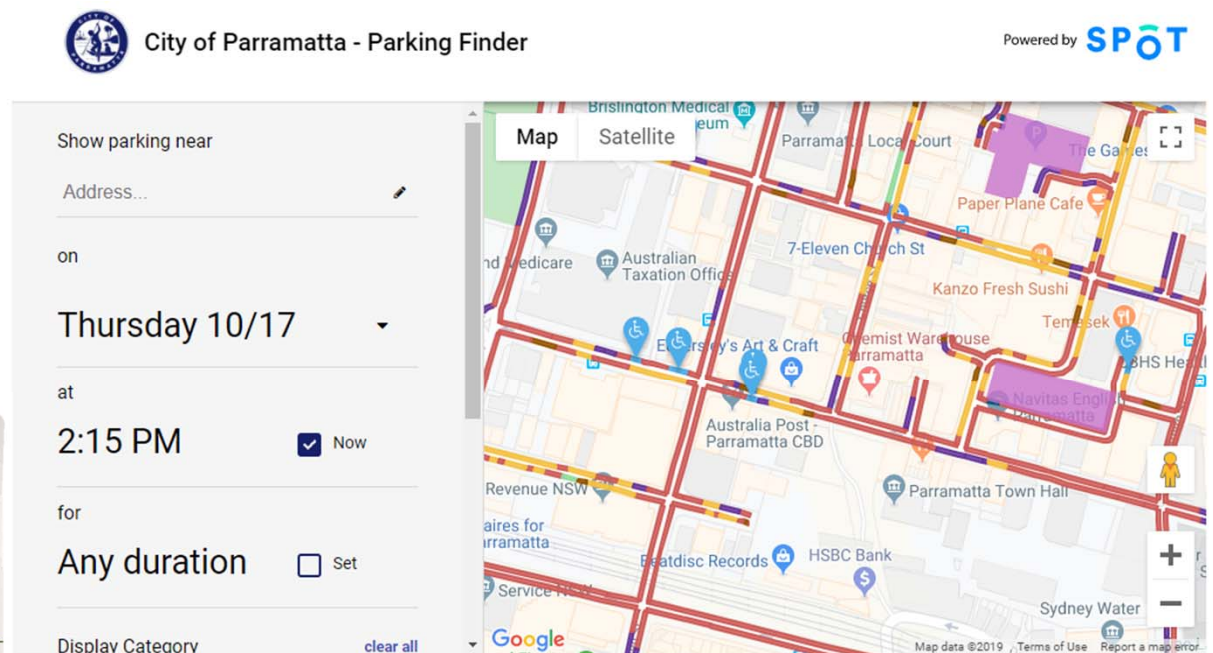
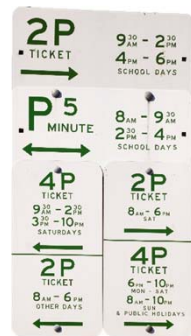
Typical European car is
parked 92% of the time



Population growth and congestion

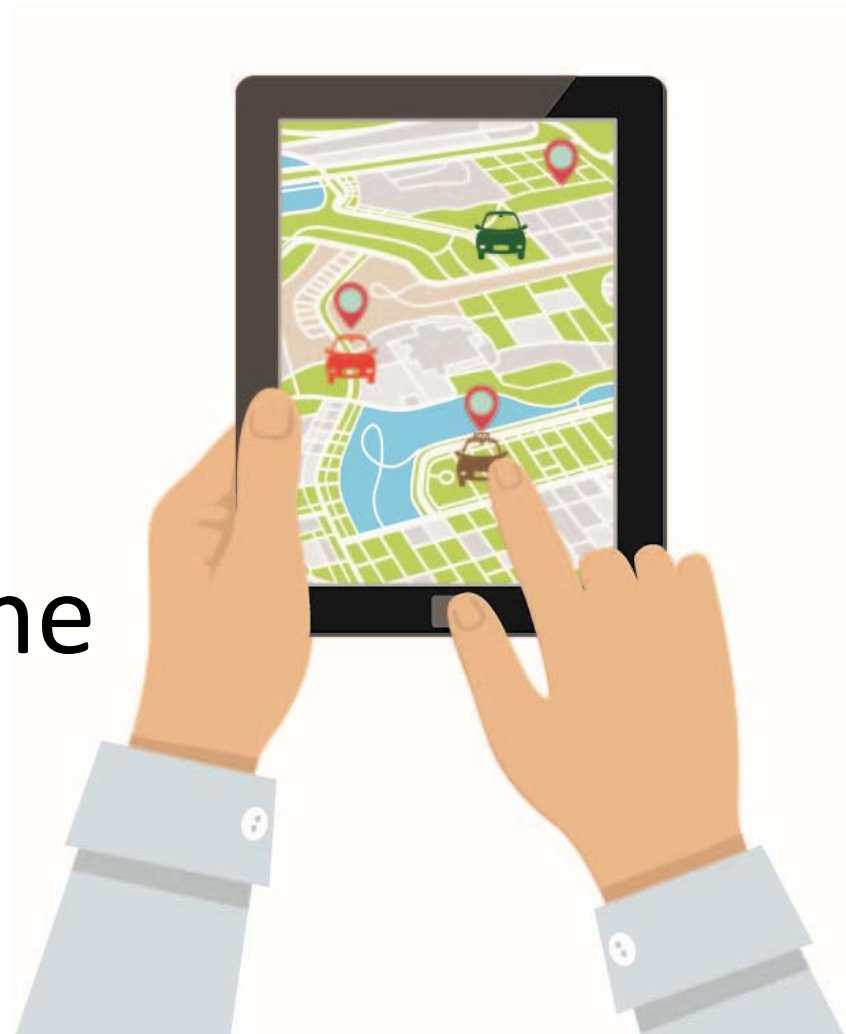


Data enabled innovation



The Parking Finder provides a real-time, digital map of on-street parking rules for cities to share kerbside information with the public

More than 90%
of Australians
own a smartphone



There are two main methods by which car sharing operates:

- station based
- free-floating

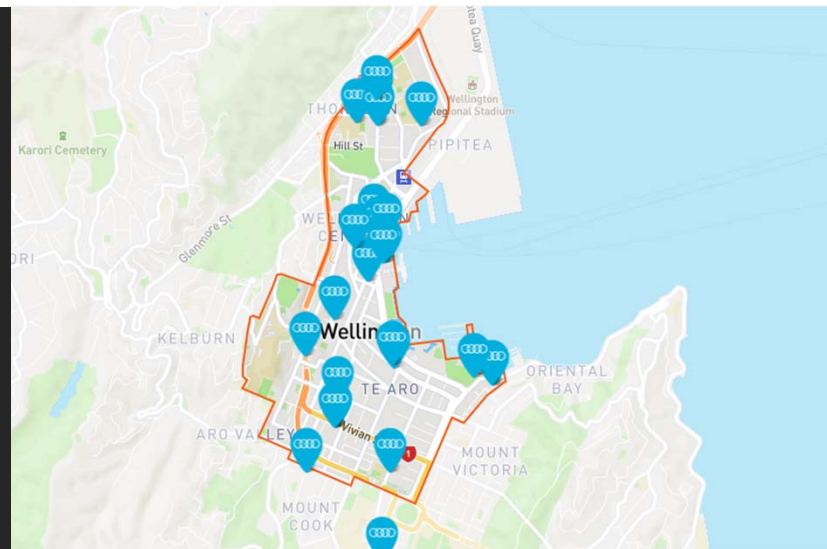
In Australia car-share providers currently offer vehicles fixed to a parking space allocated by Councils. All trips start and end in that space.





Round Trip car share users in the City of Sydney reported travelling by car less than before – around 2,000 vehicle kilometres less each year

- Free-flow car-share is now available internationally
- This is a service that offers customers by-the-minute one-way trips
- Delimited parking is included in cost



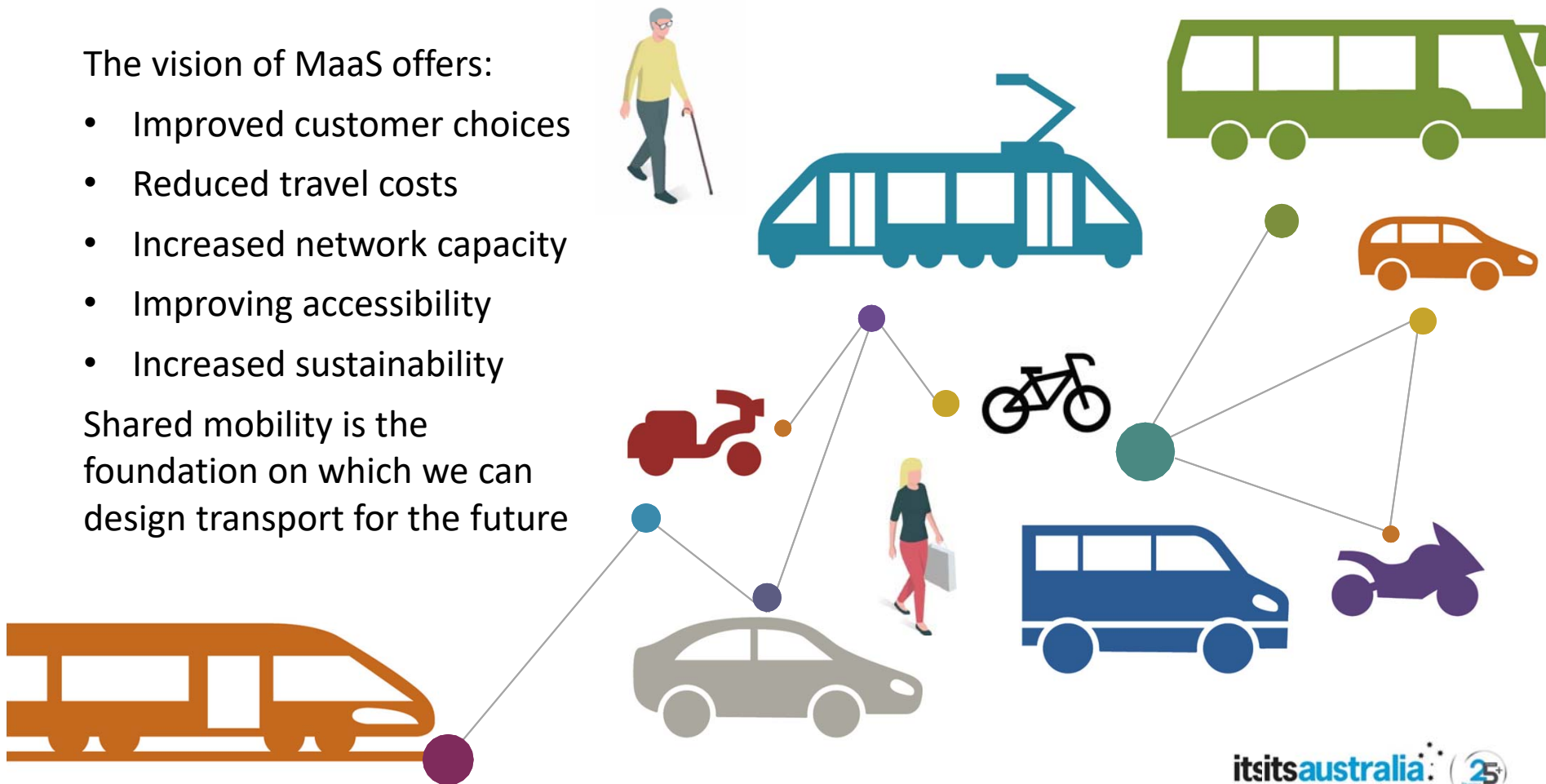
where can I **park**?



The vision of MaaS offers:

- Improved customer choices
- Reduced travel costs
- Increased network capacity
- Improving accessibility
- Increased sustainability

Shared mobility is the foundation on which we can design transport for the future





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CONTACT US



admin@its-australia.com.au



+61 3 9646 6466



Suite 22, 574 Plummer Street
Port Melbourne VIC 3207



www.its-australia.com.au



@ its-australia



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