

MINISTERIAL BRIEFING NOTE

Subject	Commercial in Confidence Mobility Marketplace Update
Date	7 June 2017
Briefing number	BRI-1068

Contact(s) for telephone discussion (if required)				
Name	Position	Direct line	Cell phone	1st contact
Martin McMullan	Director Connected Journeys Solutions	S9(2)(a)	S9(2)(a)	✓

Action taken by Office of the Minister

- Noted**
- Seen by Minister**
- Agreed**
- Feedback provided**
- Forwarded to**
- Needs change [please specify]**
- Withdrawn**
- Overtaken by events**

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7 June 2017

Minister of Transport

MOBILITY MARKETPLACE UPDATE

Some of the information in this briefing is commercially sensitive. It should not be released without consultation with the parties involved.

Purpose

- To provide you with an update on the Mobility Marketplace pilots;
- to show how these pilots align to wider Government initiatives; and
- to update how these pilots are being used to showcase New Zealand's wider digital story on an international stage.

Background

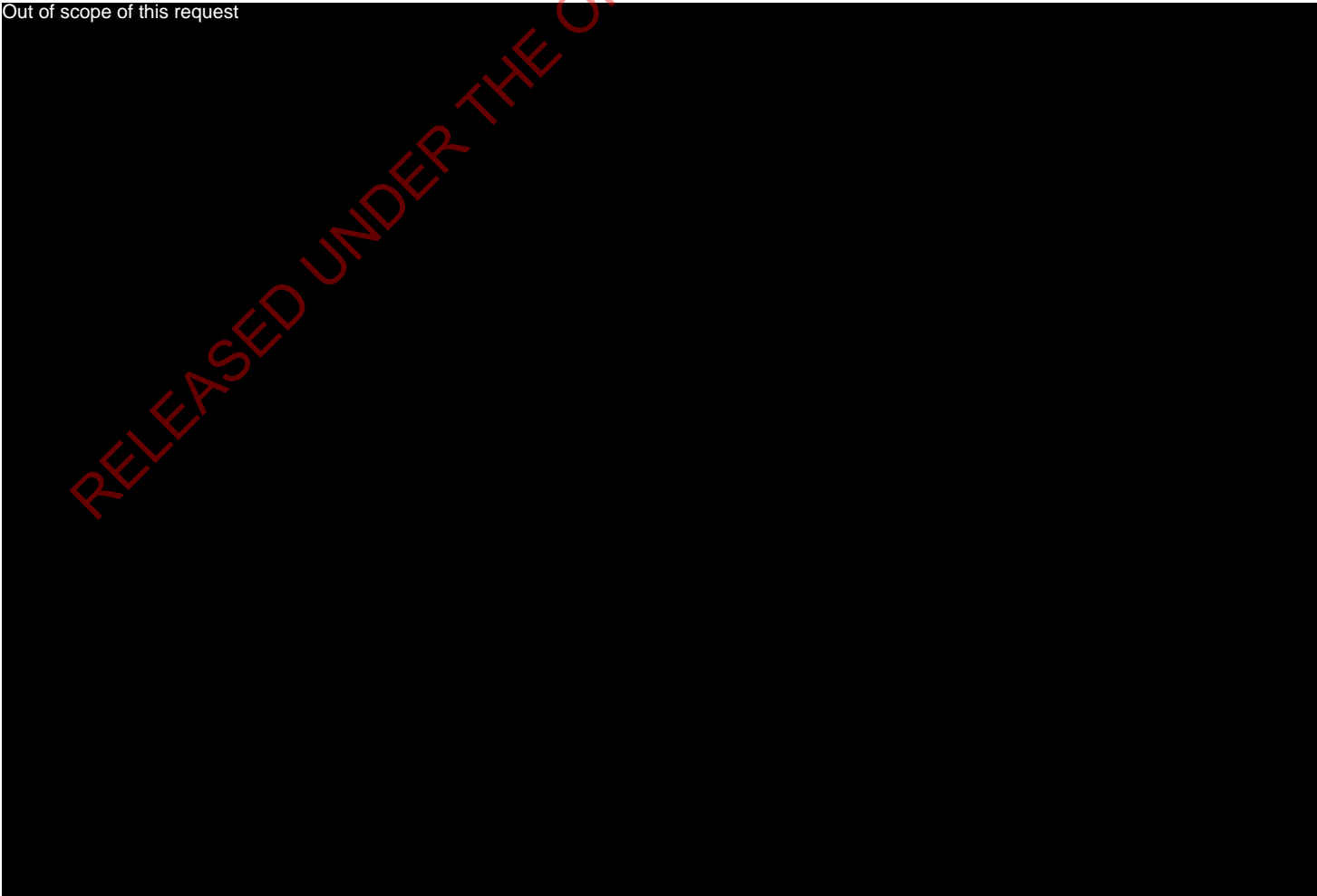
1. On Friday, 31 March 2017 you met with Gabriel (Gabe) Leydon, Chief Executive and Co-founder of Machine Zone (MZ) and Tony Koinov, Vice President Real-Time Platform of MZ. We provided you with a briefing for this meeting, (BRI-1002 - copy attached), containing background information on MZ and our Mobility Marketplace pilots for Queenstown and the Auckland Airport.
2. The New Zealand Transport Agency's (NZTA) Board endorsed the approach for a 12-month pilot for a Mobility Marketplace on 31 March 2017.
3. Following this endorsement, NZTA's Chief Executive, Fergus Gammie signed a contract with MZ for access to their real-time platform and capability for the pilots.
4. On 5 April 2017 (4 April 2017 in the USA), MZ released a technical announcement for their real-time platform, SATORI. This was accompanied by a launch of the SATORI website and an Open Data challenge in the form of a competition to create live open data channels. The competition is running for three months and has a total prize pool of US\$1m.

Queenstown Mobility Marketplace Pilot

5. We are partnering with Otago Regional Council (ORC), Queenstown Lakes District Council (QLDC) and Auckland Transport (AT) to deliver the first pilot. The pilot involves the development of a customer app for Mobility as a Service, which will be made available in the future as a generic app for other local government organisations.
6. The focus of the project to date has been on;
 - initial project planning;
 - gathering customer insights;

- connecting with transport service providers, community groups and partners in both Queenstown and Dunedin; and
 - creating the foundation legal contracts for data sharing.
7. We have engaged New Zealand app developer Gladeye for the customer interface. They were obtained using NZTA's procurement standards and protocols. MZ have also provided technical capability for us here in New Zealand and are working on integrating feeds into the real-time platform.
 8. Transport service providers have a range of technical capabilities and many outsource their requirements to IT service providers. Establishing the data capability and the quality of each transport provider's data and gaining access to those data feeds is the current focus of the relationship leads.
 9. Some of these feeds will require further investment or development to enable them to be brought into the platform. As we learn more, it will determine what functionality will be possible in the customer app for the launch.
 10. The first live launch of the app is planned for mid-July 2017, which will meet stakeholder's expectations to correspond with the winter ski season. The launch will be accompanied with a marketing programme to support the download and use of the app and to position the pilot as a solution that utilises technology, data, transport resulting in economic growth. Machine Zone will be invited to join us in this.
 11. We will continue to liaise with your office about a launch event for the pilot in Queenstown, which is looking to also be mid-July 2017. Standard event documentation will follow to support this event.
 12. The app will be improved iteratively throughout the pilot and will inform the subsequent pilot for the Auckland Airport.

Out of scope of this request



Telling a Wider Digital Transport Infrastructure Story

17. There are opportunities to tell a wider story for transport, integrating the role transport technology and data plays to build New Zealand as a digital nation.
18. Telling a wider story allows the Government to show the increasing demand for technology and how other countries are embracing it. The Mobility Marketplace pilots can be positioned as a specific transport example to demonstrate the link between:
 - innovation and increasing economic productivity and growth;
 - investment in global skills and capabilities and benefits for local skills and innovation; and
 - the importance of open data to private and community sectors to grow the economy, strengthen our social and cultural fabric, and sustain our environment.
19. Corresponding to the launch of the real-time platform SATORI, MZ have been actively promoting their platform. They have made a short online clip which features New Zealand and explains the real-time platform. You can view the clip at the following link: <https://www.youtube.com/watch?v=qxTP8gPpv7s>.
20. As part of the Mobility Marketplace pilot marketing, this clip will be revoiced and recut to cover more of the New Zealand specific Mobility Marketplace story and form part of a communications toolkit for the Government and key stakeholders to use.
21. PR and marketing for the app itself is still being planned and this will be shared in the coming weeks. Initial conversations are in progress with QLDC and ORC.

Risks

22. There have been examples in the media recently highlighting public concerns around privacy and security of data.
23. We will prepare a communication plan to actively manage perceptions of what open data is and isn't and how we are partnering with global partners in the innovation and technology space.

It is recommended that you:

1. **Note** the contents of this briefing.

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Martin McMullan, Director Connected Journey Solutions

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Hon Simon Bridges, Minister of Transport

Date: 2017

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