

MINISTERIAL BRIEFING NOTE

Subject App Launch – Mobility as a Service Queenstown Pilot
Date 17 August 2017
Briefing number BRI-1099

Contact(s) for telephone discussion (if required)

Name	Position	Direct line	Cell phone	1 st contact
Martin McMullan	Director, Connected Journey Solutions		S9(2)(a)	✓

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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- Withdrawn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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17 August 2017

Minister of Transport

App Launch – Mobility as a Service Queenstown Pilot

1. This briefing provides you with information about the Mobility as a Service Queenstown pilot, prior to the app launch event on Thursday, 24 August 2017, from 9:45–10:45am.

Project funding and costs

2. The total estimated cost of the Mobility as a Service project is \$3.1 million. The cost of the Queenstown pilot is \$775,000.

Project features

3. Queenstown is the first of two pilots to test a free, real-time Mobility as a Service (MaaS) Marketplace, delivered through a mobile application called Choice.
4. This pilot will test the viability of providing live transport data from service providers directly to customers through an all-in-one marketplace.
5. The pilot has been a collaboration between Otago Regional Council, Queenstown Lakes District Council and Auckland Transport, supported by Destination Queenstown and Queenstown's local transport providers.
6. Features of the Queenstown pilot include:
 - the Choice app, available for IOS and Android, as the front end to the open mobility marketplace
 - the ability to combine journey options into a single mobile service
 - reliable and personalised journey planning for more than 40 key tourism destinations in future releases
 - English, Mandarin and Japanese language support on launch, with other languages in later releases.
7. Payment will not be trialled in this pilot, but future releases will incorporate payments within the app.

Project benefits

8. MaaS is expected to:
 - improve the tourism and transport experience by enabling new mobility options
 - provide more transport choices for tourists and residents
 - reduce the language barrier for tourists wanting to use local transport
 - improve the timeliness, completeness and accessibility of New Zealand's transport information
 - assist in identifying innovative solutions to long standing transport challenges such as congestion.

Project context

9. Customers currently pay for transport through multiple pay sites, apps and individual transport operators. A mobility marketplace is a type of digital platform where multiple participants like service providers and customers can easily interact and exchange value such as access and pay for a full range of journey options across multiple modes on demand. It will offer customers an experience where they go through a 'supermarket', pick and choose their travel preferences, bundle them up and pay in one easy payment at the checkout.
10. The Queenstown MaaS marketplace pilot will test the utilisation of a real time transport system, providing proof of concept for a scalable open mobility marketplace. Customer insights will also be gained through the customer facing app, Choice.
11. Choice will function as a customer app for MaaS, and will also be made available in the future as a generic app for local government organisations.
12. Machine Zone, trading as Satori, developed the platform for the MaaS marketplace. New Zealand app developer Gladeye has developed the customer interface for the Choice app.
13. The pilot includes transport operators Ritchies, Queenstown Taxis, Green Cabs and Corporate Cabs; ride share service Chariot; tourist attractions NZ Ski, Heliwork and Go Orange; Coronet Peak, Remarkables, Cardrona and Treble Cone ski fields; and Destination Queenstown.
14. One of the programme's objectives is to relieve some of the traffic congestion in and around Queenstown, increased by the influx of around a million tourists each year.
15. The second pilot will take place in Auckland, later in 2017, and will target increasing vehicle occupancy in and around Auckland Airport terminals and into the Auckland city.

Other matters

16. You have received the following briefings on this subject:
 - BRI-1068, "Mobility Marketplace Update", 7 June 2017
 - BRI-1002, "Meeting with Machine Zone to discuss Mobility as a Service pilots in New Zealand", 29 March 2017
 - BRI-0950, "Update on Engagement with Lyft", 20 January 2017
 - BRI-0887, "Current projects involving Machine Zone (MZ)", 21 October 2016.
17. You will cross over the Kawarau Falls on State Highway 6 on the way to the event location. The Kawarau Falls Bridge project, part of the Accelerated Regional Road Programme (ARRP), is currently underway, and will construct a new two-lane bridge to reduce congestion, increase safety and provide more secure southern highway access into the Wakatipu Basin. The completion of the project has been pushed out to June 2018 to allow two major water and wastewater pipelines to be installed on behalf of Queenstown Lakes District Council simultaneously with the bridge works.

Ministerial launch

18. The event will be located at the Hilton Hotel in Queenstown.

19. Speeches and a launch ceremony will take place. You will have the opportunity to cut a ribbon across the deck of a water taxi ordered through the app, officially opening the Mobility as a Service Queenstown pilot.

Key invitees

20. The key invitees for the launch ceremony include the following:

- Todd Barclay, MP for Clutha-Southland
- Rino Tirikatene, MP for Te Tai Tonga
- Jim Boulton, Mayor of Queenstown Lakes District
- Calum MacLeod, Deputy Mayor of Queenstown Lakes District
- Fergus Gammie, NZ Transport Agency Chief Executive
- Francois Orsini, Chief Technical Officer of Machine Zone
- Arihia Bennett, Ngāi Tahu Chief Executive.

Media

21. We expect national media interest.

It is recommended that you:

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

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Hon Simon Bridges, Minister of Transport

Date: 2017

Attachment one: screenshots of the Choice app

