

AN OPTIMIST'S VIEW AND BEHAVIOURAL INSIGHTS INTO MOBILITY-AS-A-SERVICE

Speaker

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Abstract

A large-scale Mobility-as-a-Service (MaaS) trial has been ongoing in Southeast Queensland since July 2021. This trial, called ODIN PASS, is exploring a subscription-based platform for MaaS, using public transport services as the primary mode of travel supplemented with shared e-scooter and e-bike services. The initial phase of the trial was restricted to students and staff at the University of Queensland, but now the trial is expanding to different customer groups around Southeast Queensland. Over this extended trial, we have discovered several factors that deeply affect the utility of MaaS, particularly features of the integrated trip planning, booking, and payment experience. We have also been collecting data on user's subscriptions and travel bookings using the ODIN PASS. With these data, we have modelled the long-term behaviour of MaaS subscribers using a number of discrete choice methods. These behaviours indicate that, despite some practical challenges, there appears to be a strong foundation of recurring subscribers to the ODIN PASS that support an emerging MaaS business model.

Biography

Prof Mark Hickman is the Transport Academic Partnership (TAP) Chair and Professor of Transport Engineering in the School of Civil Engineering at the University of Queensland. In this role, Mark investigates transport challenges for the Queensland Department of Transport and Main Roads, particularly in the areas of public transport service planning and operations, travel demand modelling, traffic engineering, and evaluation of sustainable transport systems. Prior to joining the University of Queensland as Professor in 2013, he served in prior academic roles at the University of Arizona (USA) from 2000-2013, Texas A&M University from 1996-1999, and the University of California, Berkeley PATH program from 1993-1996.



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