MOBILITY AS A SERVICE

ODIN PASS – A Mobility as a Service Trial at the University of Queensland

Information Pack - March 2023

MAAS

BUS JOURNEY 199

ON LINE PAYMENT

What is MaaS?

Mobility as a Service (MaaS) embodies a shift away from the privately owned car towards mobility solutions that are used as a service. It is a combination of public and private transportation services accessed via one application which provides personalised journey planning, booking and payment.

It's like the Netflix or Amazon of travel. All your travel needs on one App. But this is not the end of the story. MaaS may be more about consumer products where transport is just one part.

What are the benefits of traveling using MaaS

International research and early modelling suggests MaaS could improve a range of economic, social and environmental factors like...

Enhanced Network Stewardship

Increased PT patronage due to mode shift from car use

Improved Value for Money Outcomes

Reduced cost to serve and increased PT revenue

More Customer Responsive Services

Journey time savings by reduced private vehicle operating and ownership costs as less vehicles are needed

Enhanced Liveability & Land Use

Reduced negative externalities associated with lower private vehicle use (greenhouse gas emissions, noise, pollution)

Improved Road and Transport Safety Outcomes

Reduced private vehicle usage and lower associated road crashes

Direct Support for Queensland Jobs & Economic Growth

Creating industry and jobs in the real economy

ODIN PASS – A Mobility as a Service Trial

The ODIN PASS iMOVE research trial was launched at The University of Queensland (UQ) for staff and students with an initial 12 month deployment period from 28 July 2021. Through iOS and Android smartphone applications, participants have access to a multi-modal journey planner through which they can subscribe to monthly transport plans/bundles, and plan and book multi-modal trips. A range of transport modes in Brisbane are available including public transport, e-scooters, e-bikes, car-sharing, taxi's and ride-sharing.

ODIN PASS is an ecosystem of travel options with the following operators offering services through a single subscription bundle.

Along with the transport services, ODIN PASS is a research trial. The Department of Transport and Main Roads (TMR), UQ and iMOVE have partnered to complete this multi year research project. Its objectives include:

- Understand consumer preferences towards transport modes within a MaaS subscription scheme.
- Deploy a real-world subscription MaaS trial, focused on enhancing personal mobility and increasing public transport patronage.
- Investigate whether a sustainable business model for MaaS exists locally.
- Understand the relative importance and attractiveness of a smartphone based MaaS application

The one app to rule them all...

| Bus | Train | Tram | Ferry | Electric | Electric | Taxi | Car-sharing | Ride-sha... |

An ODIN PASS journey

ODIN PASS involves providing users with a range of multi-modal mobility services through a single app or platform. ODIN PASS users can choose to subscribe to different transport bundles which include a range of unlimited and pay-as-you-go offers, and plan and book these modes through the platform's advanced multi-modal journey planner.

Plan journey

ODIN PASS provides a range of options based on your preferences and current network disruptions.

Pick up a shared e-mobility device from Greenslopes Busway Station

ODIN PASS app directs you to nearest shared e-mobility device .

Disruption on the train line

ODIN PASS app notifies you of a disruption which is information drawn from the QLD*Traffic* data and TMR published GTFS data. The alert suggests changing modes at the next station. You choose between taking an e-bike, e-scooter or the bus. You book the bus through the app. All paid for through your subscription package.

Ride your shared device to Park Road Train Station

ODIN PASS app notifies you of any incidents along the way and how 'friendly' the route is.

Catch train

The ODIN PASS app provides real time information. You book your train ticket and it is paid for using your subscription

Change mode

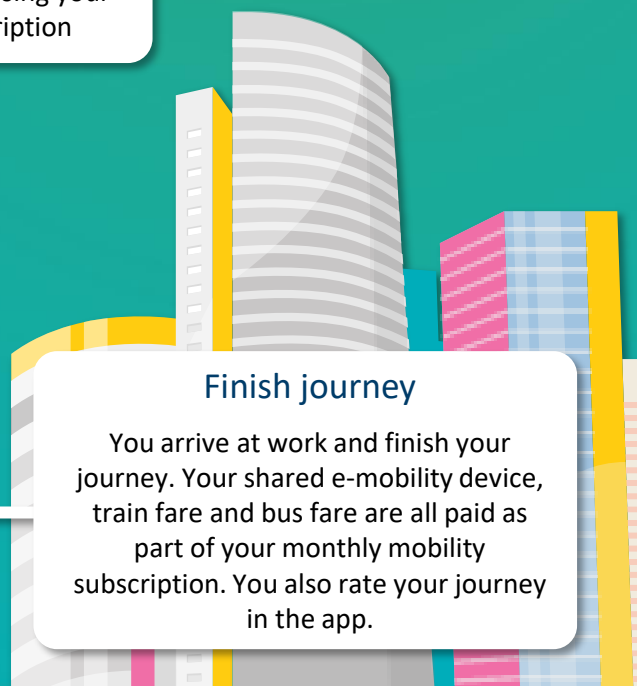The bus is waiting for you when you get off the train.

Walk to work

You arrive at the transport hub and walk 5 minutes to work. While walking the ODIN PASS app notifies you of the points you have accumulated on this morning's journey. You can use these points towards your next month's subscription.

Finish journey

You arrive at work and finish your journey. Your shared e-mobility device, train fare and bus fare are all paid as part of your monthly mobility subscription. You also rate your journey in the app.
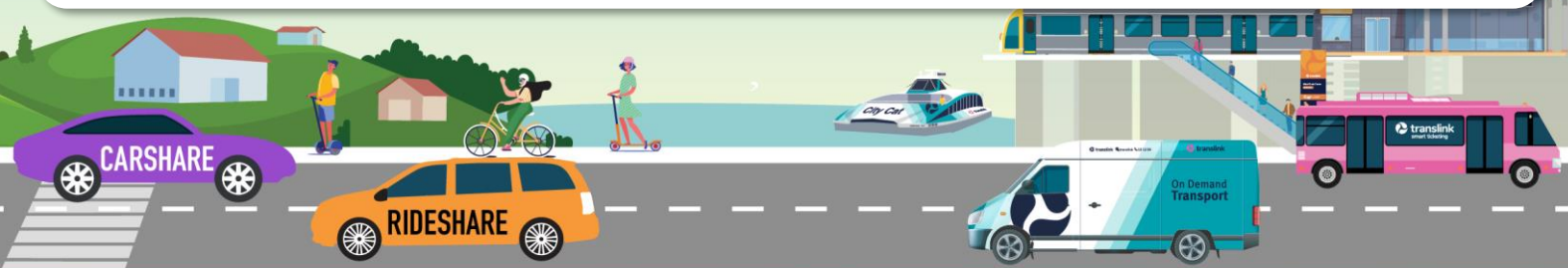
Trial insights

ODIN PASS is now Australia's largest MaaS research trial.

The trial received several accolades in 2022-2023 with the ODIN PASS program winning the prestigious UQ Award for Excellence in Innovation in December 2022. The project was a finalist for the Intelligent Mobility Award at the 13th ITS Australia Awards in February 2023.

As part of the iMOVE project, a research report providing trial findings will be published in late 2023.

Key interim trial metrics are provided below.

ODIN PASS performance[1]

- 6,618 people have taken part in ODIN PASS.
- 21,976 bundles purchased.
- The ODIN PASS app has been used for public transport trips as far north a Victory Heights near Gympie, west to Helidon and south to Coolangatta.
- 1,938 people on average used ODIN PASS in March 2023.

Trips taken[2]

- 734,174 trips taken with ODIN PASS including:
  - 591,831 by Translink bus
  - 9,191 by ferry
  - 95,712 by train
  - 5,968 by light rail
  - 3,609 by e-bike
  - 27,863 by e-scooter

Trial Insights[3]

- 20% of micro-mobility trips are first / last mile trips to / from PT stations.
- 20% of PT trips have two legs or more.
- 50% of ODIN PASS users reported using the private car less since the trial.
- 53% of ODIN PASS users reported travelling more using PT and micro-mobility.

[1]Statistics are for the period from Trial commencement to 31 March 2023
[2]Trip data is preliminary and subject to validation processes. Data is from trial commencement on 31 March 2021 to 31 January 2023
[3]Insights from mid trial survey conducted in 2022

For more information

✉ MaaS_PMO@tmr.qld.gov.au

🖥 www.odinpass.com.au