

West of England Future Transport Zone

Request for Information

Appendix C – MaaS

02 December 2020

1. **General Information (answers will not be published)**

This section is for information only to understand the context for your subsequent answers. Answers to these questions will not be used for any supplier selection or prejudice for any future procurement

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| .1.1 Are you a provider of an end to end MaaS platform or an associated service and what are your solutions? We define MaaS platform as a single platform through which users would be able to plan, book, pay, validate and monitor their journeys across multiple modes.  If you provide associated services such as smart ticketing solutions, journey planning solutions, real time information systems please answer the following questions with your own service in mind. | Word Limit: 250 |
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| 1.2 What service model do you operate, e.g.: White label / Own platform and own service / Platform built from scratch / Other model. Please elaborate. | Word Limit: 250 |
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| 1.3 Have you been involved in either MaaS trials or commercial MaaS operations elsewhere? Could you provide a brief overview of your involvement specifying whether it was a trial or a commercial operation, modes and services included, delivery timescales, location, active users, number of journeys made. Please include any other detail which you feel would be relevant. | Word Limit: 600 |
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1. **Experience (answers might be published)**

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| 2.1 Based on your past experience what are some of the commercial challenges that we would need to overcome to deliver MaaS in the West of England? How might these be addressed? | Word Limit: 250 |
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| 2.2 Based on your past experience what are some of the operational challenges that we would need to overcome to deliver MaaS in the West of England? How might these be addressed? | Word Limit: 250 |
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| 2.3 Based on your past experience what are some of the technical challenges that we would need to overcome to deliver MaaS in the West of England? How might these be addressed? | Word Limit: 250 |
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| 2.4 What do you think are some of the barriers in user uptake of Mobility as a Service? How might these be addressed? | Word Limit: 250 |
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| 2.5 Within the WECA FTZ, we are planning to implement mobility credits as part of the MaaS implementation. How might mobility credits be implemented through a MaaS platform? | Word Limit: 250 |
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| 2.6 As part of the FTZ, we are exploring the approach of starting with a Minimum Viable Product with selected modes and services as part of the initial MaaS offering and then subsequently scaling up by adding more modes and services, and features through an iterative development approach. What do you think are the opportunities, challenges or risks with this approach and do you have any suggestions for what our roadmap could be? | Word Limit: 300 |
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1. **Capability (answers might be published)**

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| 3.1 What are the open data and API standards you think transport operators and infrastructure operators should follow for efficient integration into a MaaS platform? | Word Limit: 300 |
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| 3.2 Considering there is mix of public and private transport operators in the West of England region, how would you envision integrated ticketing or integrated payment for multimodal journeys might work? Please include any API's, data streams or other information that might be useful in doing this, including things not currently publicly available. | Word Limit: 500 |
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| 3.3 Considering there is mix of public and private transport operators in the West of England region, how would you envision integrated booking for multimodal journeys might work? Please include any API's, data streams or other information that might be useful in doing this, including things not currently publicly available. | Word Limit: 300 |
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| 3.4 Building on the iterative development approach referenced in 2.8: How might a MaaS platform be designed to add, remove or modify services on an ongoing basis? | Word Limit: 300 |
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1. **Impact (answers might be published)**

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| 4.1 How do you think we could measure the impact of MaaS? Not only in terms of revenue generation but also wider metrics such as customer engagement, customer satisfaction, economic impact etc. | Word Limit: 250 |
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1. **Delivery (answers might be published)**

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| 5.1 How quickly could a MaaS service be established in the West of England? | Word Limit: 350 |
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| 5.2 Once we have introduced a baseline MaaS service what innovations could we trial alongside it during the FTZ programme which runs to March 2024? | Word Limit: 350 |
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1. **Impact & Evaluation (answers might be published)**

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| 6.1 Who are the typical users of MaaS, why do they use MaaS, and how has the way they travelled changed from before? (Modal shift? New journeys? Different journeys?). | Word Limit: 250 |
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| 6.2 Has there been any published research that we should look at to learn more about the impact of MaaS? Please provide links. | Word Limit: 250 |
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