



Transport Innovation through Open Platforms and Partnerships

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Technology Video

<https://www.youtube.com/watch?v=FA7Nsi-AXBk&feature=youtu.be>



Five key technology strategies to deliver customer outcomes



My (autonomous) car is (still) king



We're all in this together



Super-commuting with public,
active and shared transport



Why travel so much?



Personalise customer interaction:

Develop digital platforms that provide rich, contextual information, frictionless payment, easy navigation and two-way engagement to customise transport experiences



Transform the mass transit network:

Apply technologies to automate mass transit solutions, improve their efficiency, deliver better service frequency and reduce transit times



Foster shared, demand-responsive services:

Develop flexible and shared-use transport service models based on aggregated demand to meet market needs and extend transport access



Enable connected, automated vehicle platforms:

Support adoption of vehicles and infrastructure that deploy automation to efficiently, reliably and safely move people, goods and services



Create intelligent transport networks, managed with data:

Install technologies and build networks that actively gather data. Use AI and real-time analytics to manage demand, optimise capacity, improve flows and enable better customer outcomes.

15 'No Regrets' initiatives...



Personalise customer interactions

Integrate and transform digital channels for tailored, two-way interactions

Extend Opal functionality to create a state-wide mobility payment platform

Develop a single integrated account for mobility services



Transform the mass transit network

Automate networks and optimise timetable planning, service delivery and performance

Use analytics to optimise end-to-end customer journeys, routes and interchanges

Create the blueprint for highly automated and fully digitised mass-transit networks

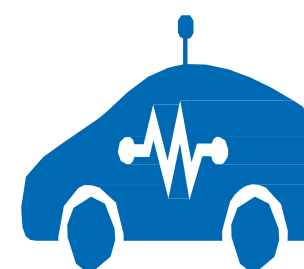


Foster shared, demand responsive services

Trial on-demand transport services

Pilot a customised service model for regional centers that includes on-demand services

Incubate new ventures that encourage shared mobility services



Enable connected, automated vehicle platforms

Activate the Smart Innovation Centre for advanced transport technology

Foster development of the regulatory environment to support automated vehicles

Develop a Blueprint and operating model for automated vehicles on network



Create intelligent transport networks, managed with data

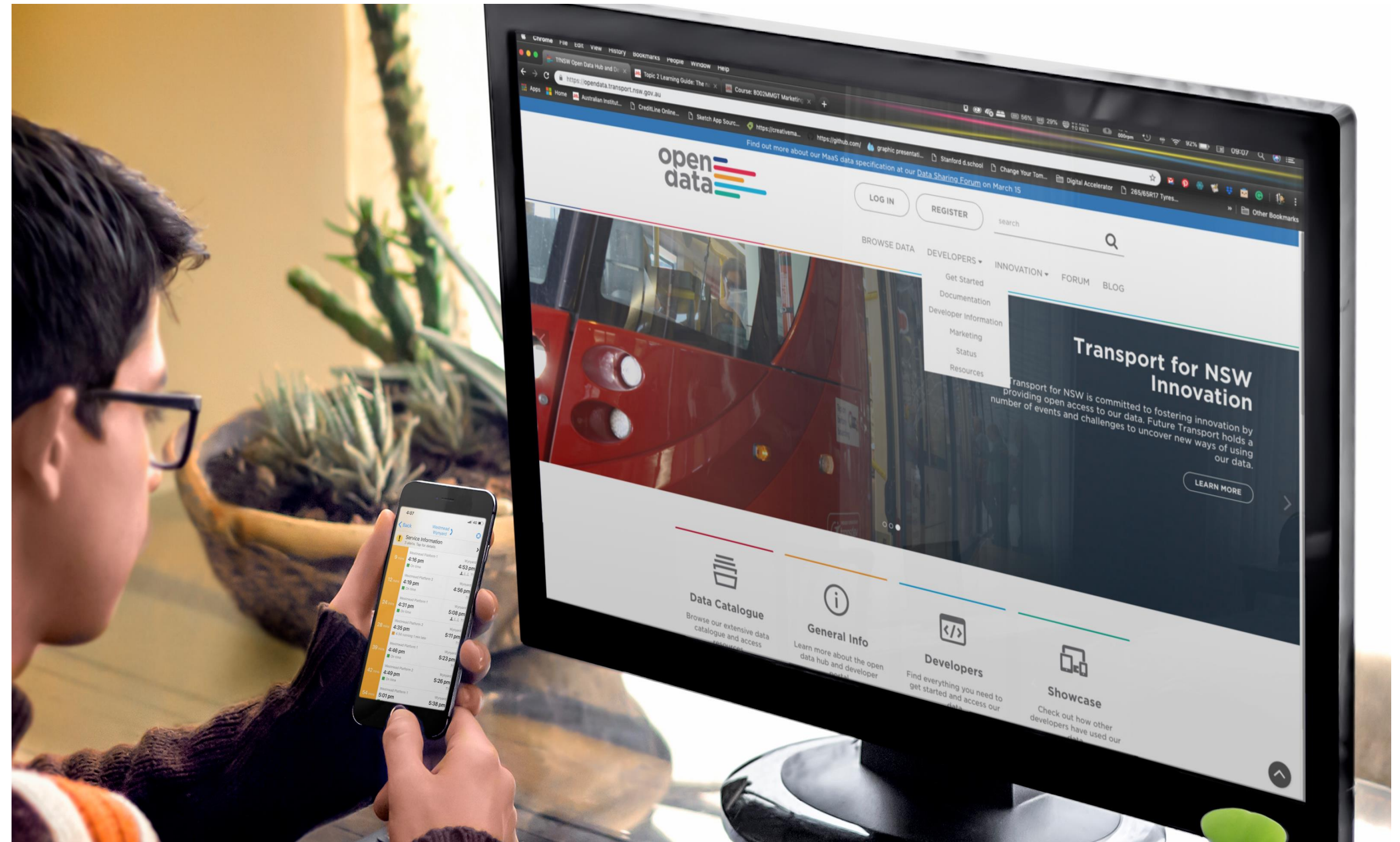
Set up a Transport Data Science Incubator and expand Open Data

Trial AI applications that improve network management and/ or customer service

Integrate predictive analytics into network asset management and maintenance

Open Data: a key platform for innovation

- **5+ billion API Hits**
- **29,000+** registered users
- **4,500+** applications





Contactless Payments opens our public transport system – 30 Million Journeys completed

Customers can pay with:



Anything that is a:



Now available on Ferries, Buses, Light Rail and Trains...



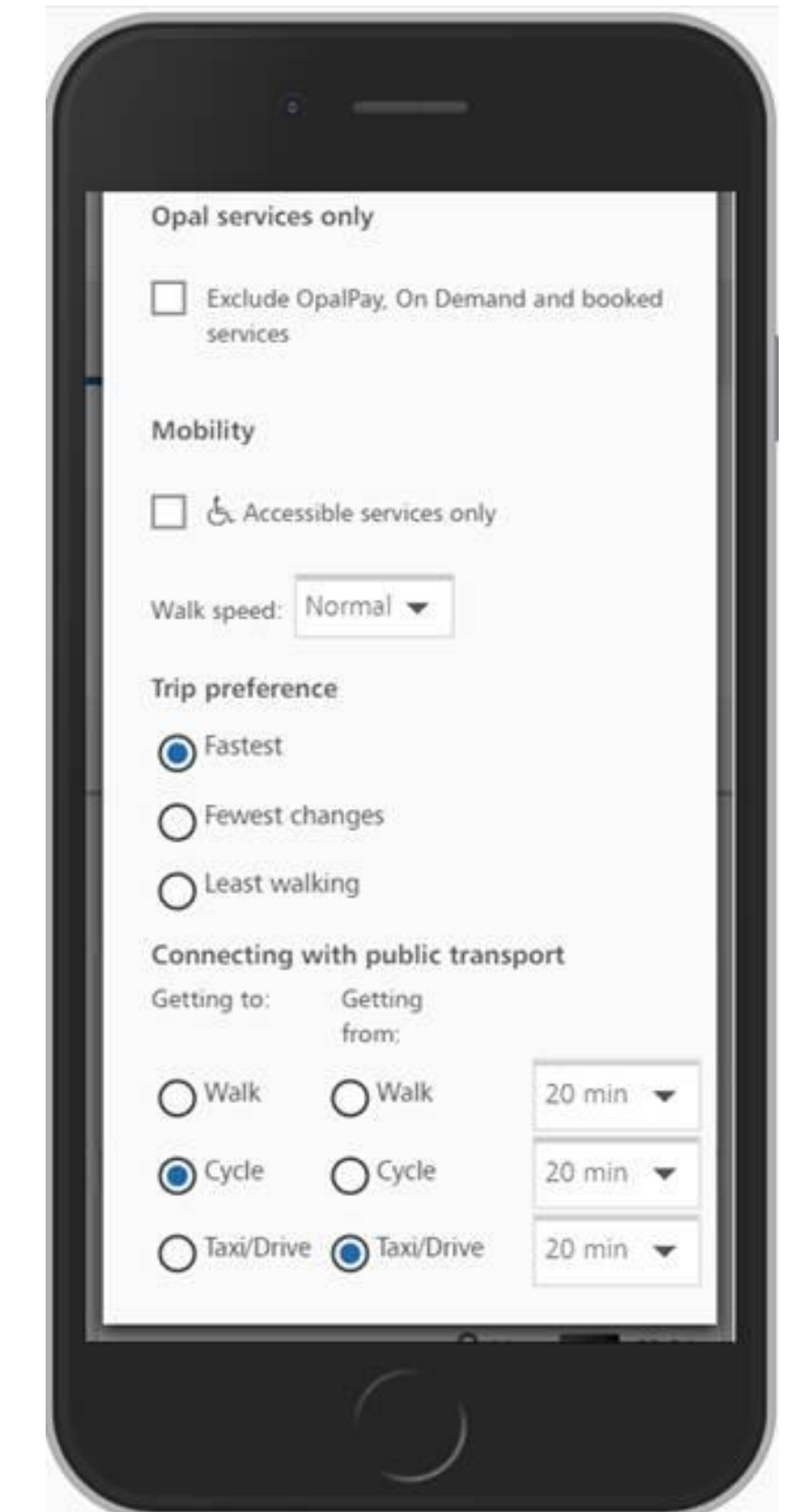
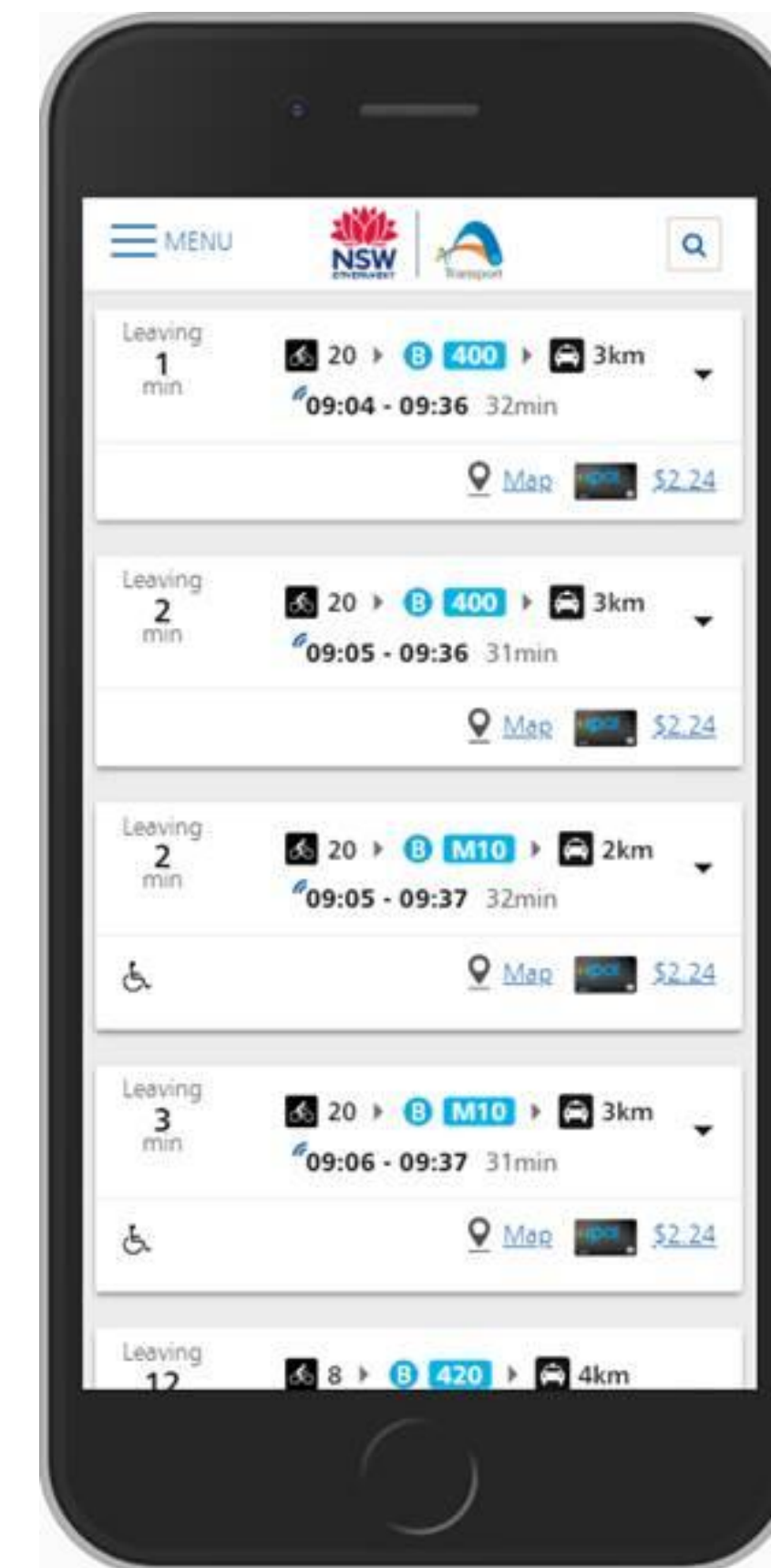
Opal Connect

- An Opal Connect account earns you travel credits each time you use an On Demand service and then transfer to an Opal service
- Currently in trial at Edmondson Park, The Ponds and Norwest with Opal
- Use the credits to pay for future On Demand trips

A screenshot of the Opal Connect account management interface. The interface is divided into two main sections: a left sidebar and a right main content area. The sidebar contains four sections: "Personal details" (with an "EDIT" button), "Payment method" (with an "EDIT" button), "Connected services" (showing "Opal card: Not linked" and "On Demand: Not linked"), and "Security details" (with an "EDIT" button). The main content area has a close button (X) in the top right. It contains three sections: "Connected services" (with a sub-section "Opal card" showing the card number "4123 4567 8901 2345" and a blue "LINK" button circled in red), and "On Demand" (with instructions to start earning travel credits by downloading the app and signing in, followed by "Download on the App Store" and "GET IT ON Google Play" buttons).

Transportnsw.info MaaS Trial

- To include walk, cycle, ride share and bike share options in the transportnsw.info trip planner
- Cycling/drive, on-demand and point-2-point is now in trip planner on .info and Opal Travel app
- Trial began in December 2019

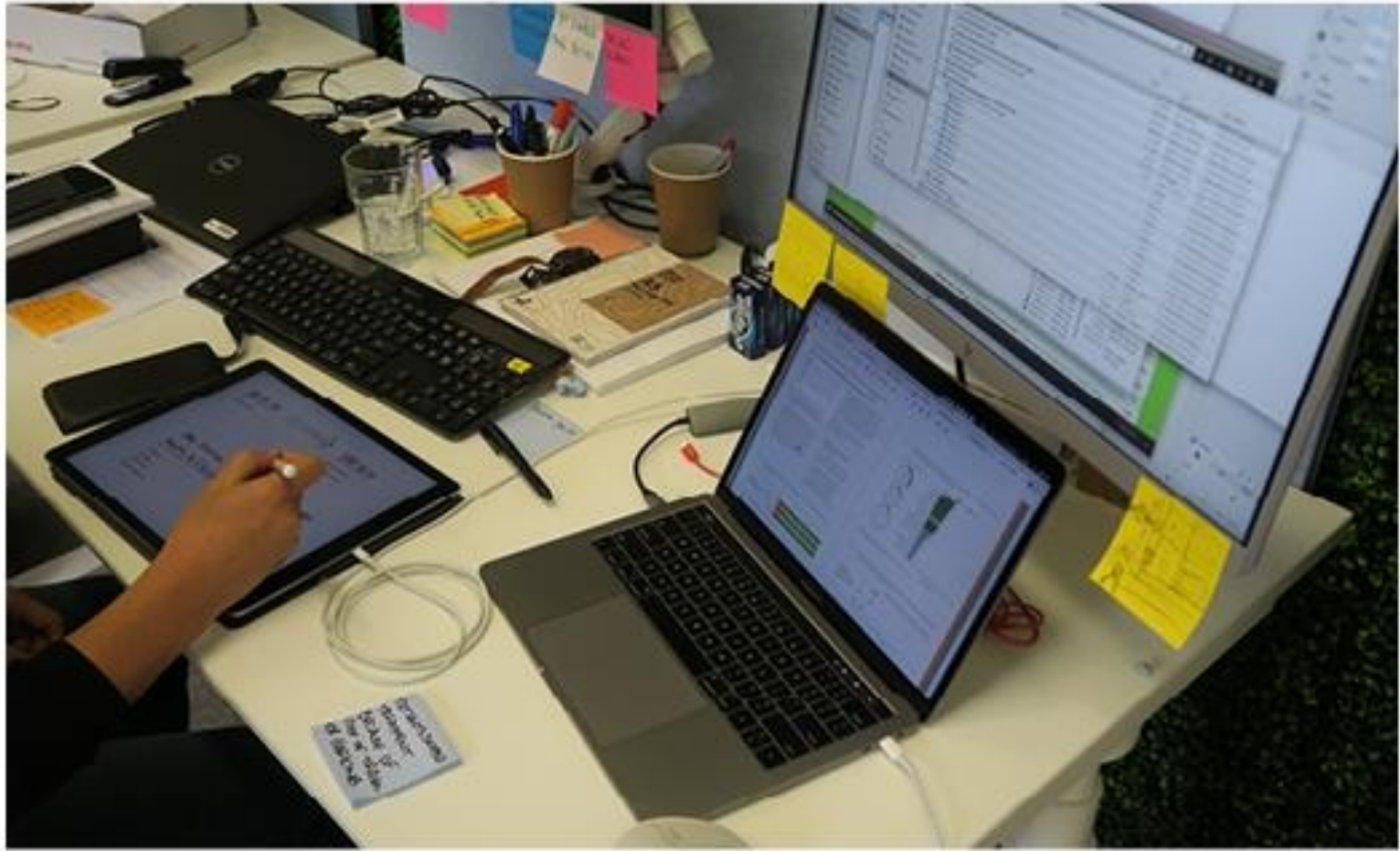
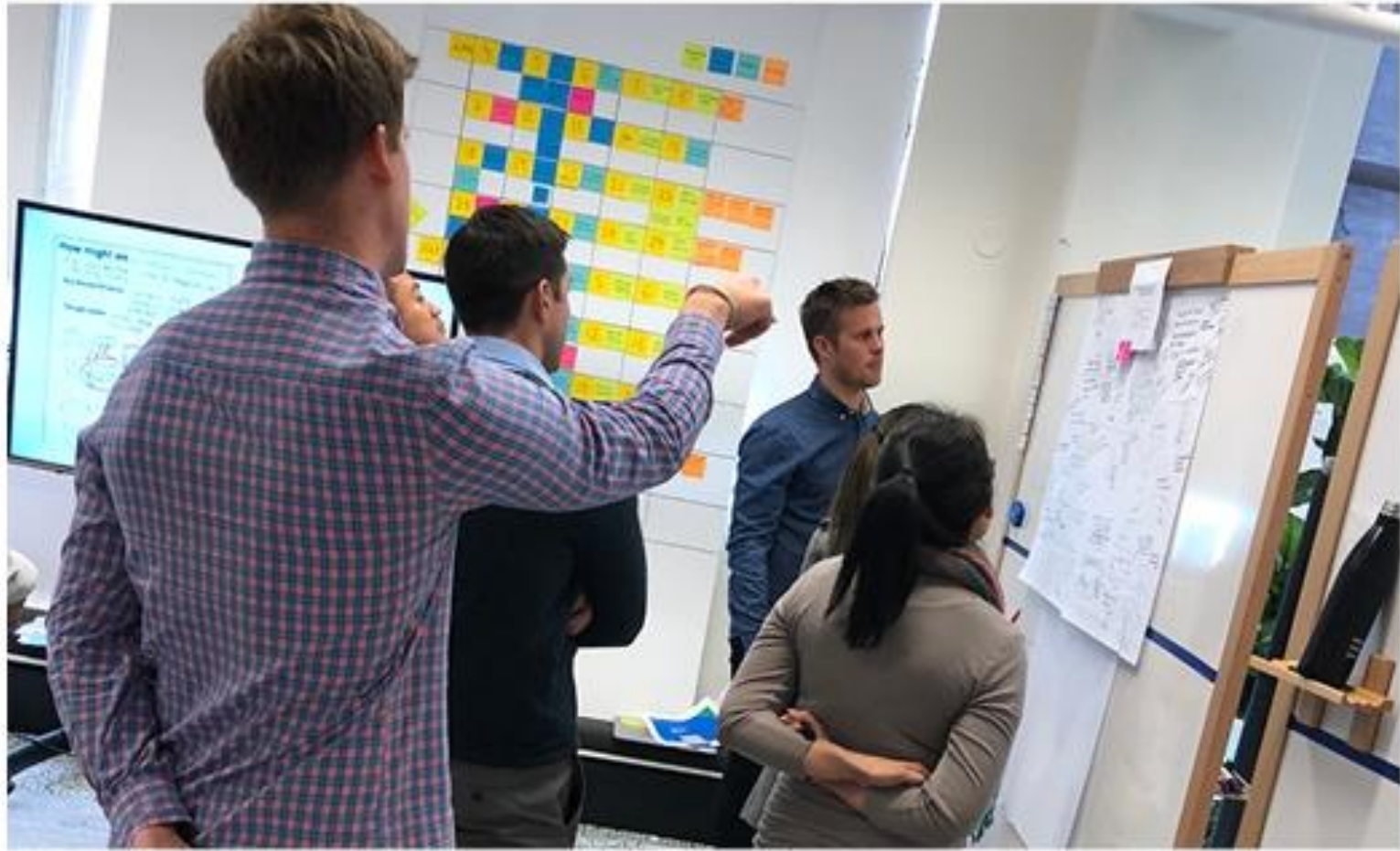




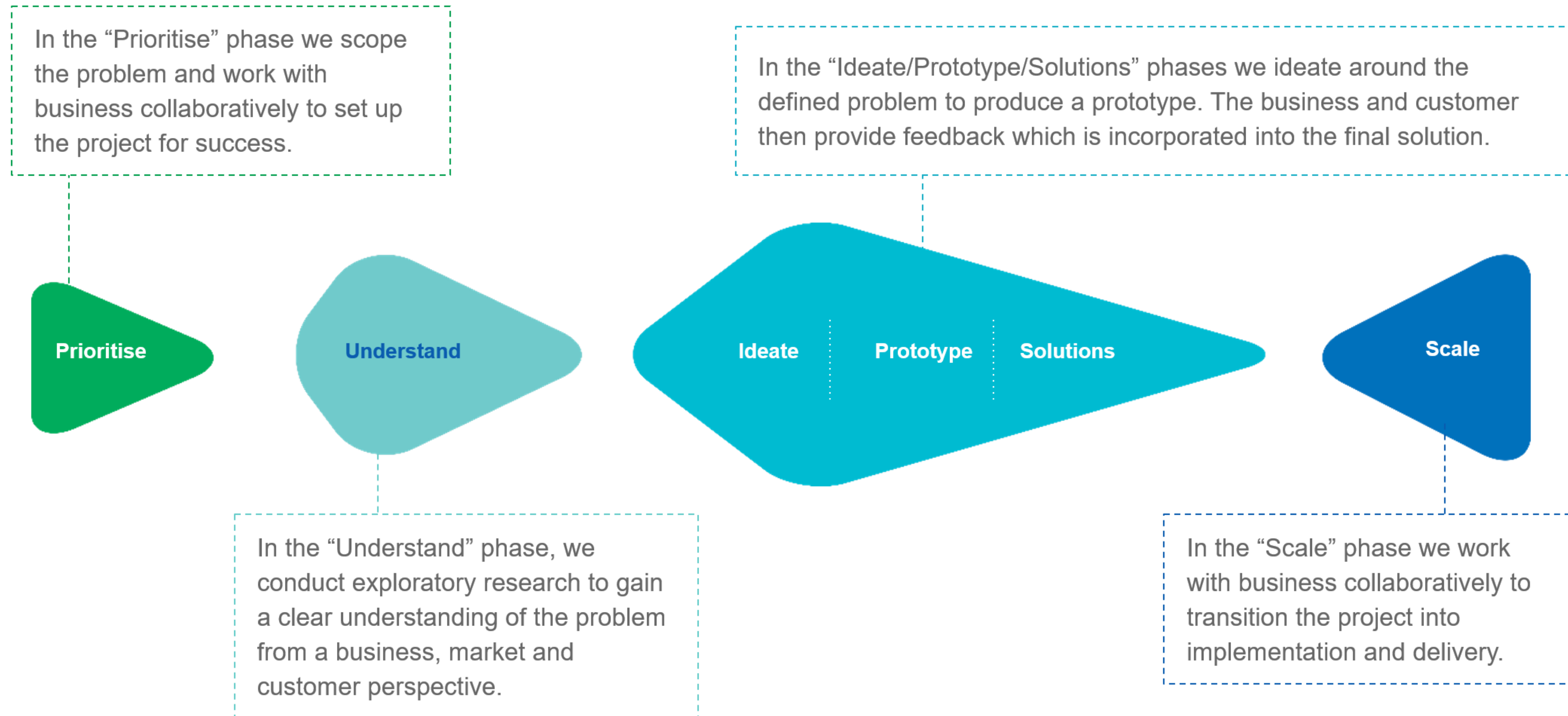
transport digital accelerator

Collaborate. Innovate. Activate.





The Transport Digital Accelerator follows a four-phase approach:





We team up with Industry Partners



CITY INNOVATE



Deloitte.



OPTUS



Stops nearby

SYDNEY
Central Station 
Sydney 200060
218m away

ULTIMO
Harris St 
before Broadway 200715
307m away

SURRY HILLS
Chalmers St 
opp Bedford St 201019
323m away

ULTIMO
University of Technology Sydney 
Broadway 200723
331m away

SURRY HILLS
Elizabeth St 
at Devonshire St 201081
373m away

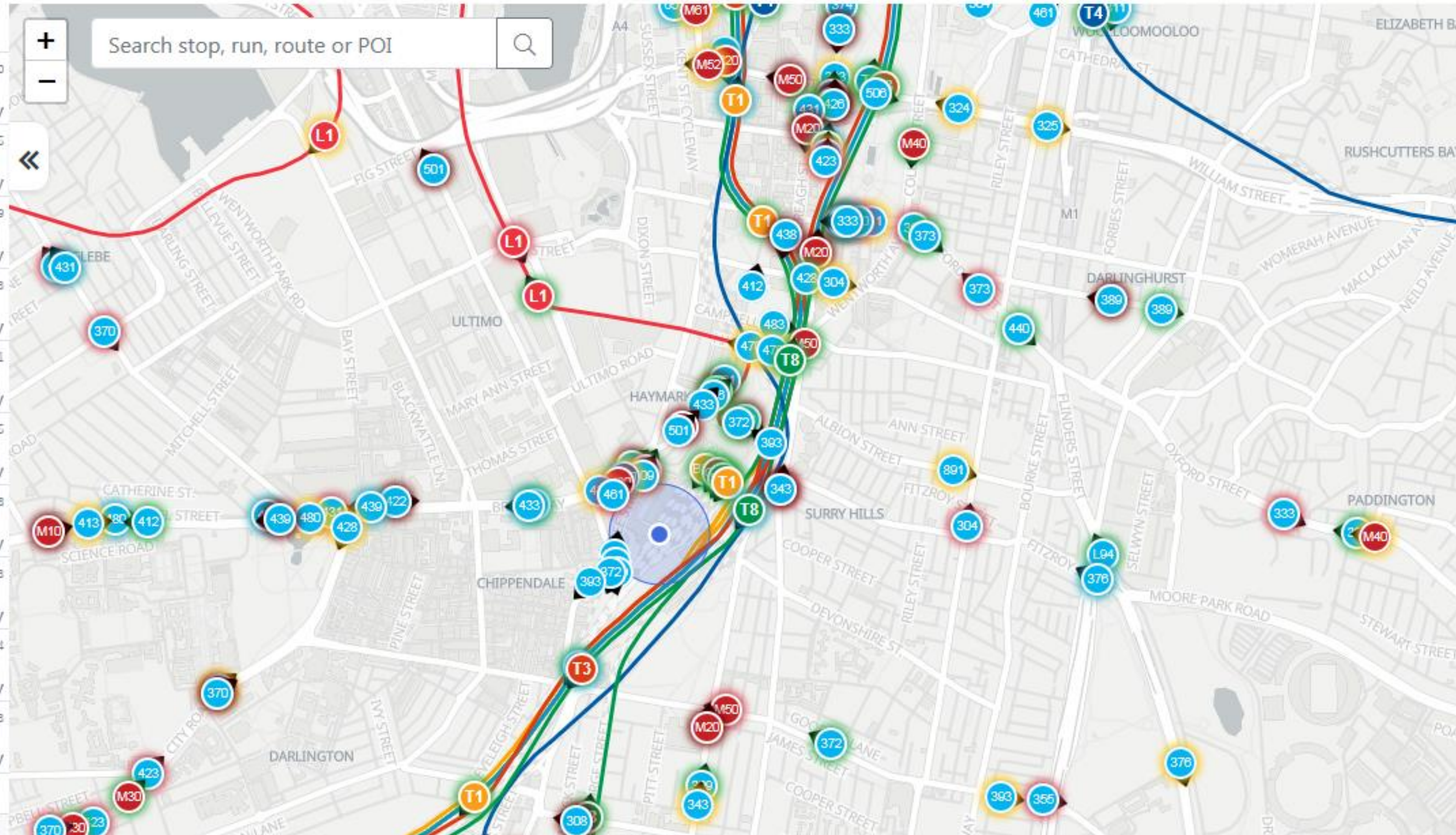
SURRY HILLS
Chalmers St 
opp Belvoir St 201015
428m away

HAYMARKET
Pitt St 
at Barlow St 2000428
451m away

HAYMARKET
Pitt St 
opp Barlow St 200083
479m away

HAYMARKET
Pitt St 
before Hay St 2000434
512m away

REDFERN
Cleveland St 
before Pitt St 201643
514m away

[Show more nearby stops](#)



M T B F L



100,901

Estimated customers on the network

= 10000 customers

Updated 1:00 PM

Trip Plans Today

226K

55,343 55,085 115,583

Updated 1:00 PM

Customers Online Now

2845

1,095 614 1,136

Updated 1:00 PM

Taps Today

2.3M

2.1M 243.8K 6.38%

Updated 1:00 PM

Taps/min (previous hour)

2.9K

2.7K 111.45 8.73%

Updated 1:00 PM

Trips Today

1.1M

8.60%

Updated 1:00 PM

Boardings Today

1.2M

8.43%

Updated 1:00 PM

Active Cards Today

940.6K

5.12%

Updated 1:00 PM

Mode Transfers Today

14.64%

4.50%

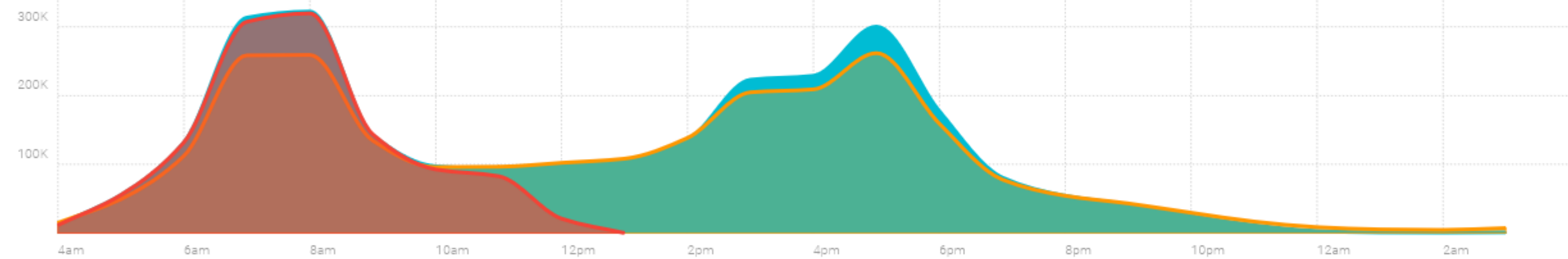
Updated 1:00 PM

Tap ons by Hour

up to last completed hour 1:04 pm

7.66%

Weather/Holiday Deviation



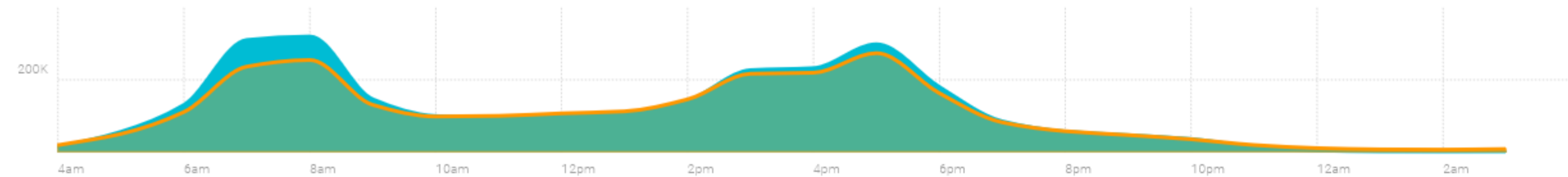
Updated 1:00 PM

Last week Today Prediction

Tap ons by Hour Tomorrow

7.13%

Weather/Holiday Deviation



Complaints and Feedback

Created Today

268

of 526

Open Cases

819

of 10110

Closed Today

34

of 232

Updated 1:01 PM

131500 Contact Centre

Service Level

63%

Handling Time

154s

Enquiries

1206

In Queue

3

Current Wait

10s

Calls Aband.

4%

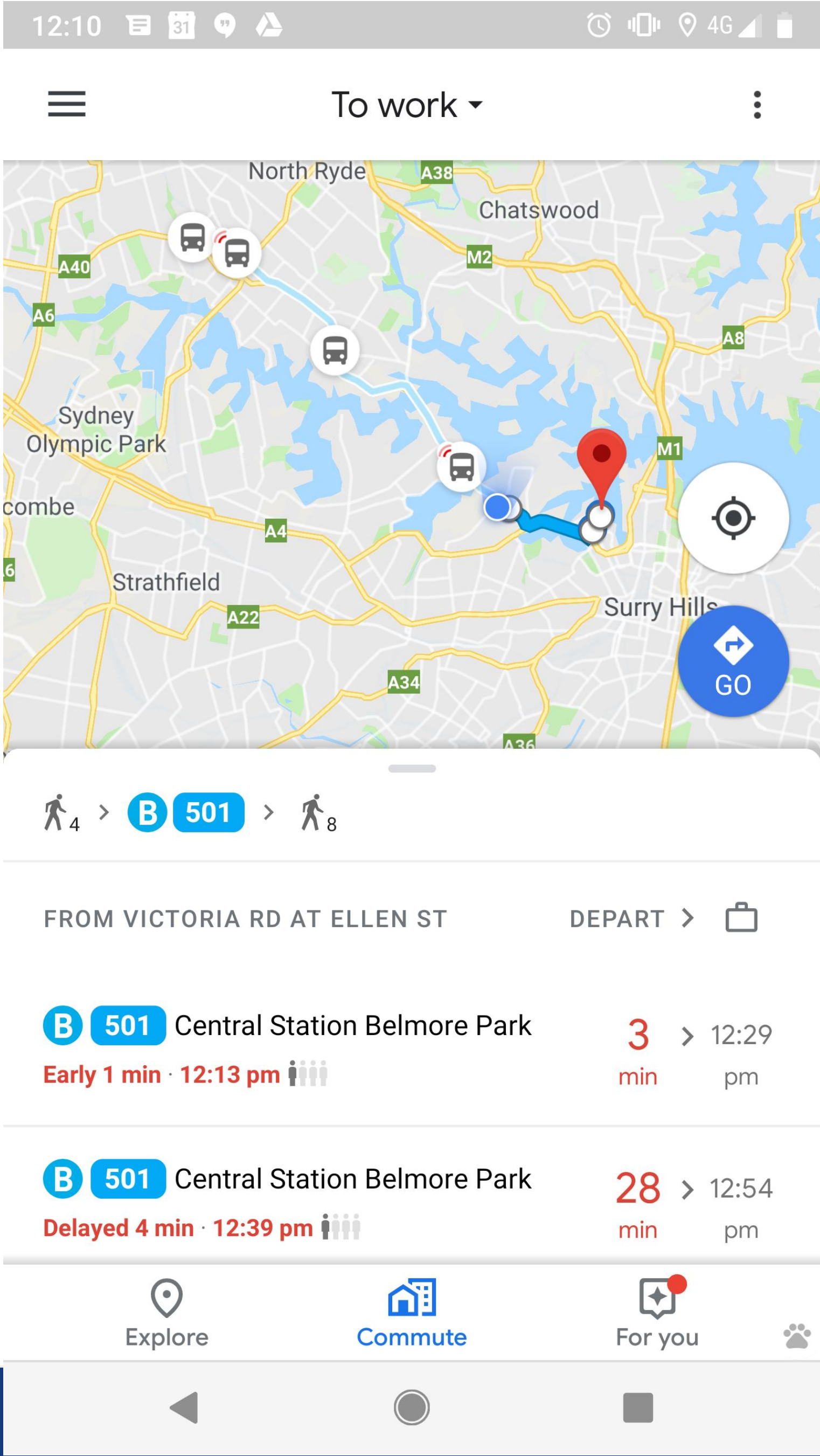
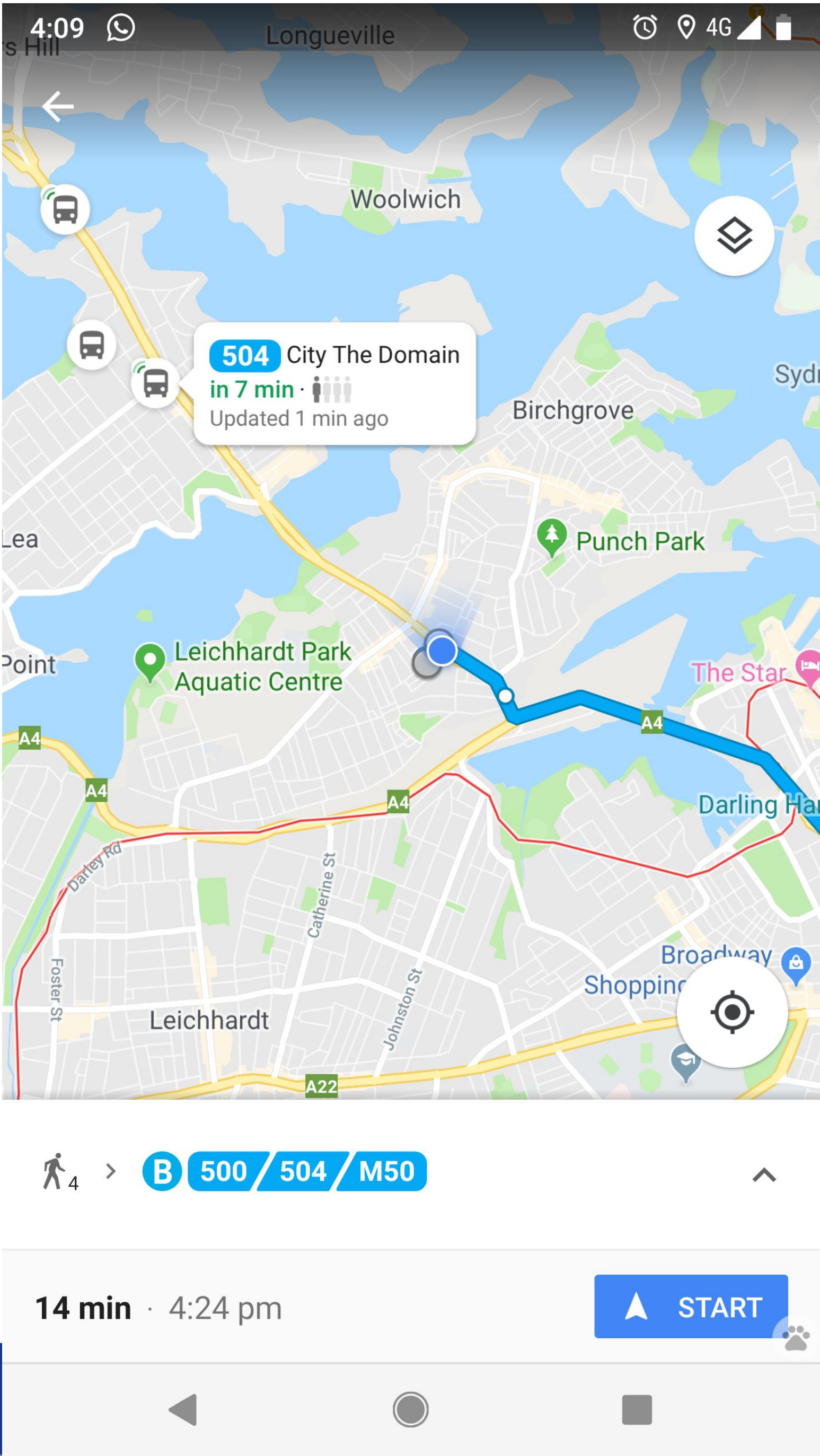
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Taps by Card Type (last hr)



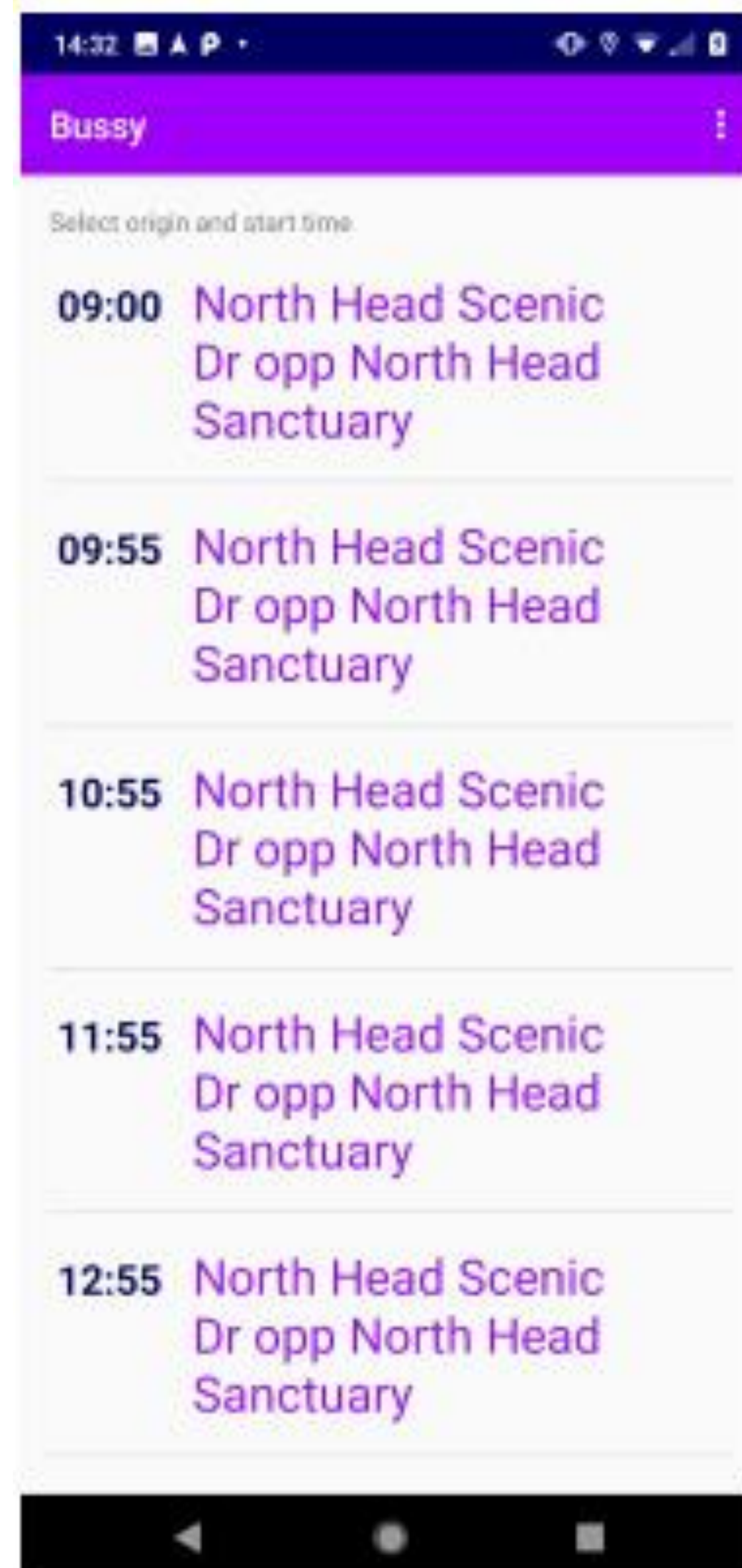


Bus on Maps

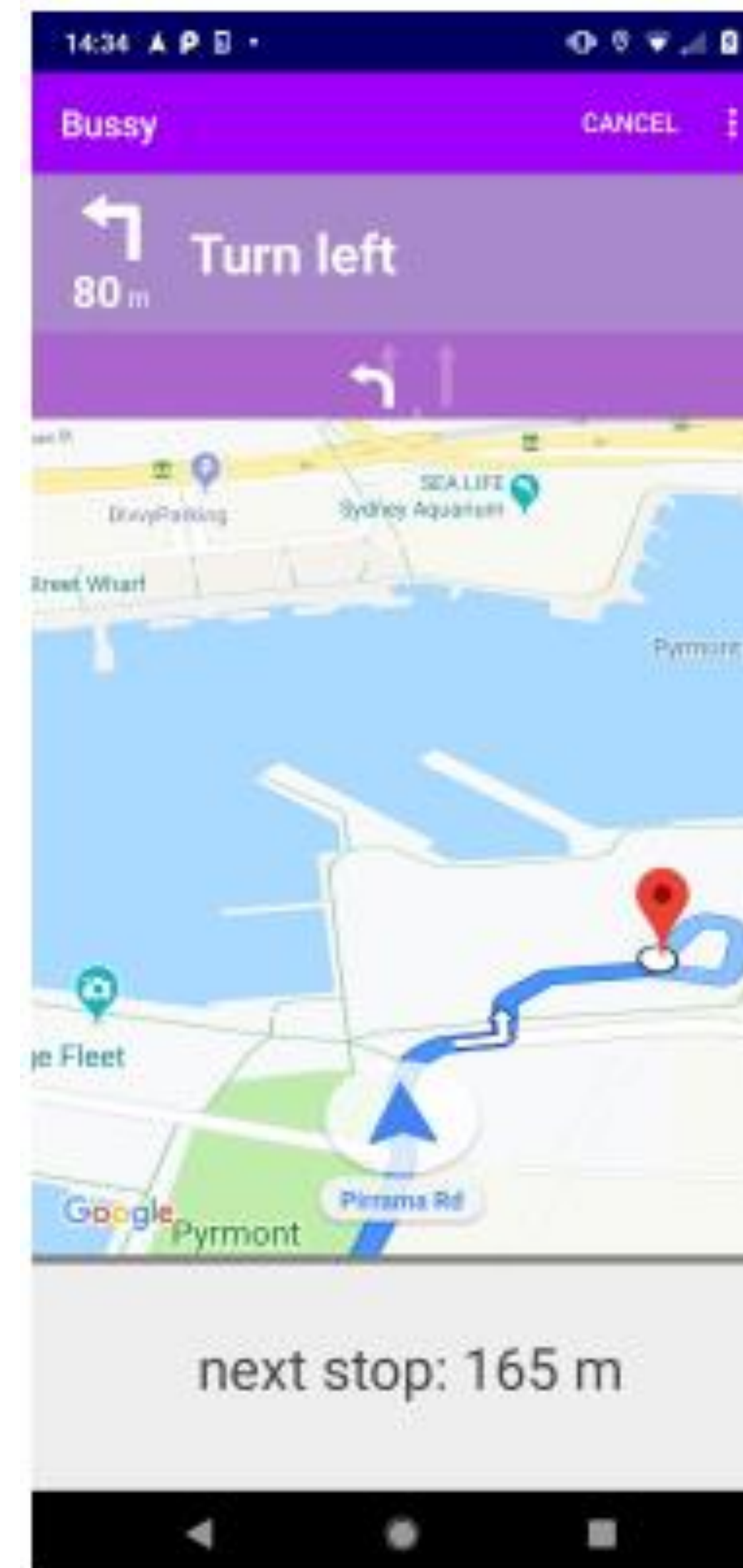




Select Route



Select Origin



Trip Guidance



Complete Trip

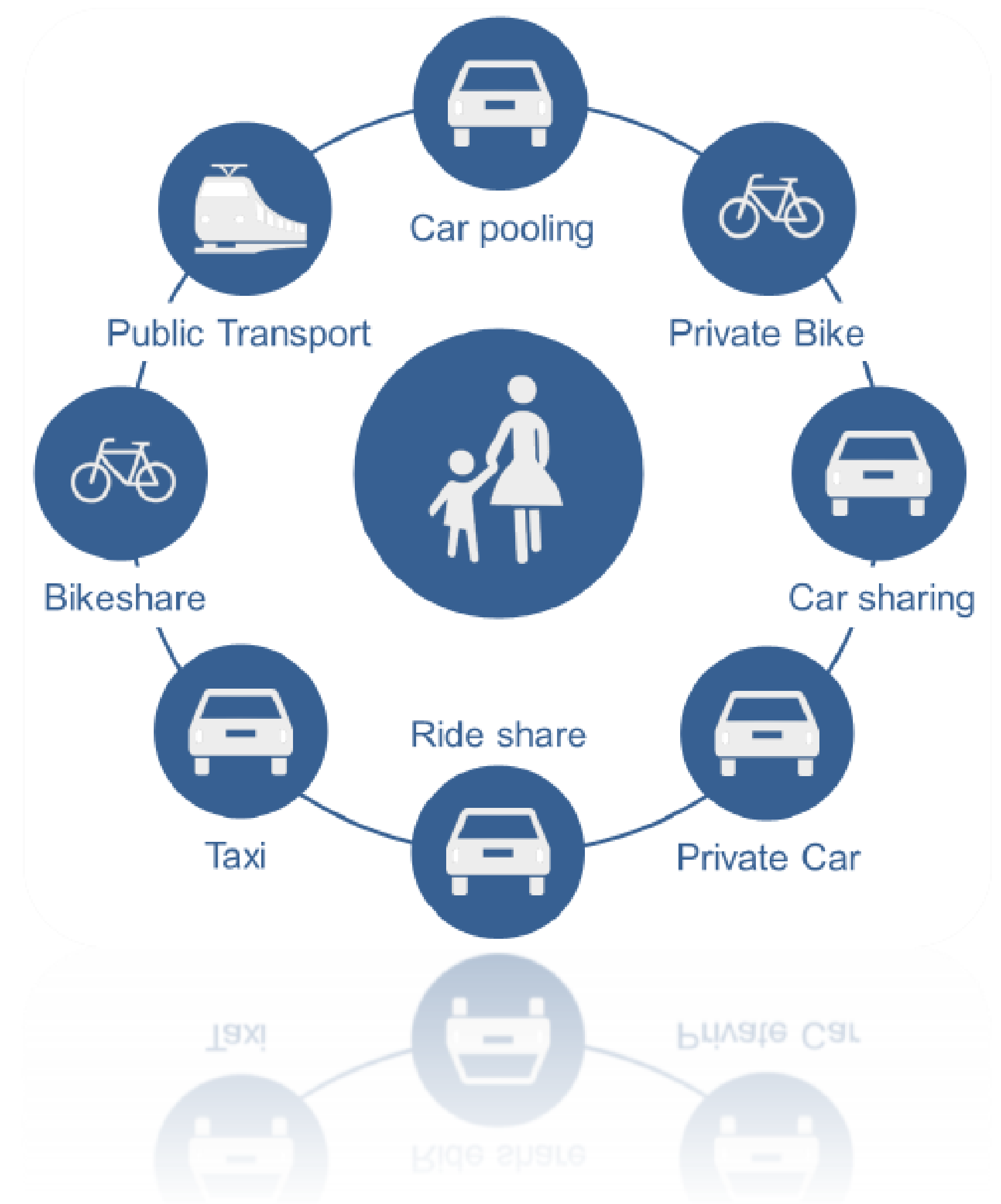
Our MaaS Vision

A vibrant, open mobility marketplace where providers compete to best meet community & customer needs with compelling alternatives to car ownership.

Sharing data for full network optimisation.

Why are more mobility options required?

- Increasing population: 11 million people will live in NSW by 2056
- Last mile connectivity can be better
- “3 cities” within Greater Sydney and beyond
- Car is still king

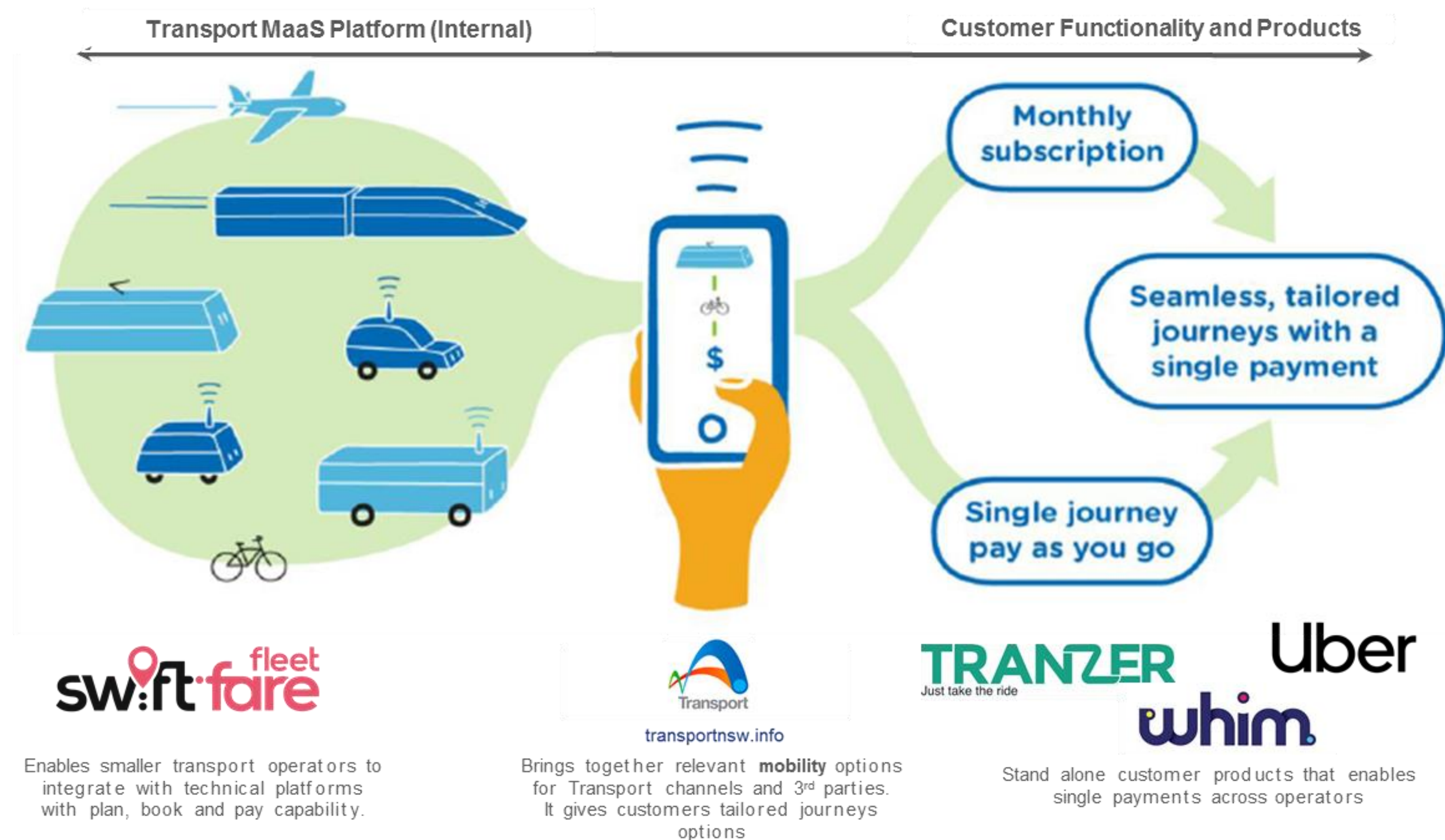


MaaS Innovation Challenge

How would you give customers optimal door-to-door mobility service options and seamless combinations for their situation, including the first and last mile?

Results of the Challenge

- Platform focus means barriers to entry removed
- MaaS product trials in progress
- MaaS Data Sharing Specification launched – World First!
- Journey planner integration underway – cycling, driving, on-demand, point-2-point integrated



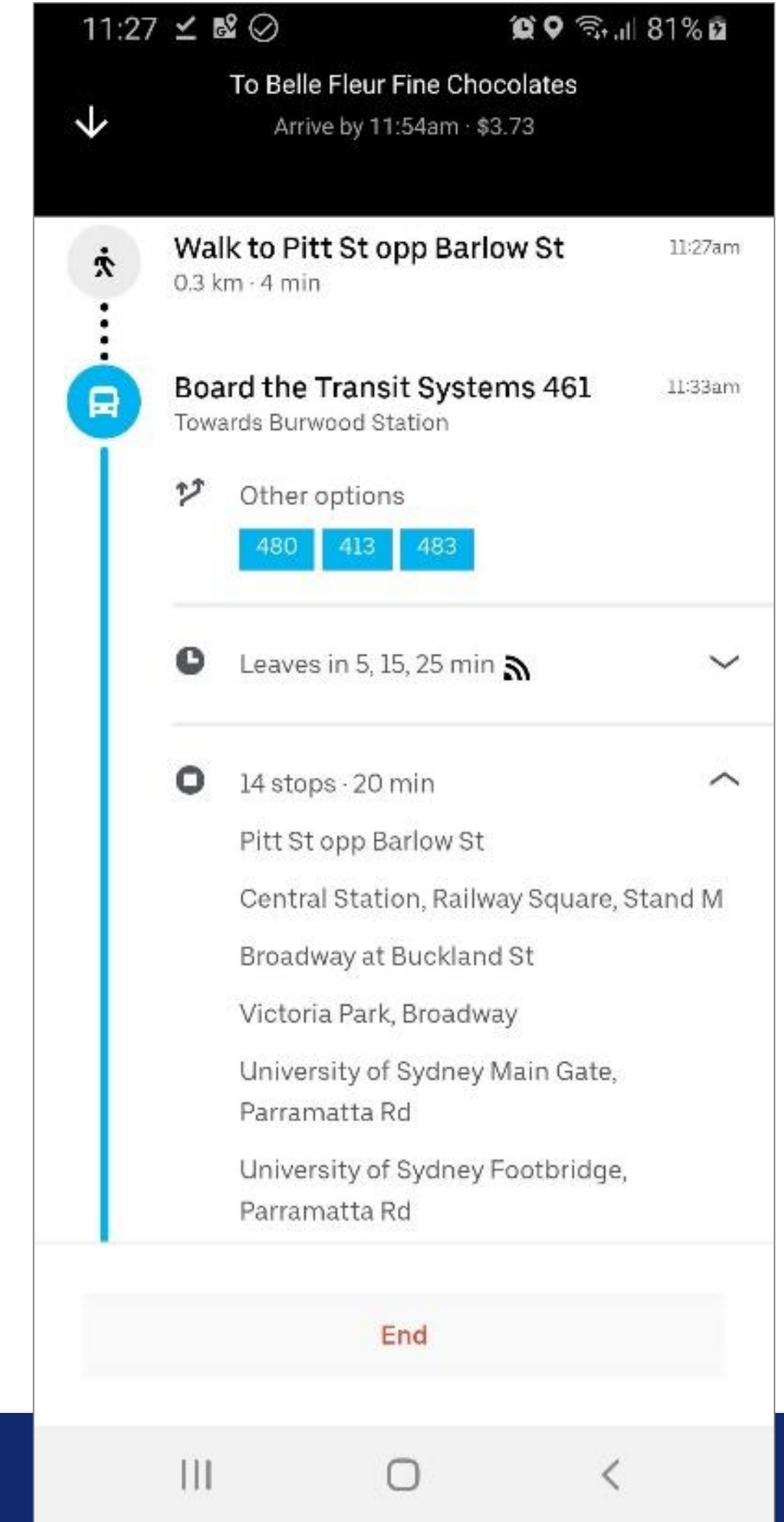
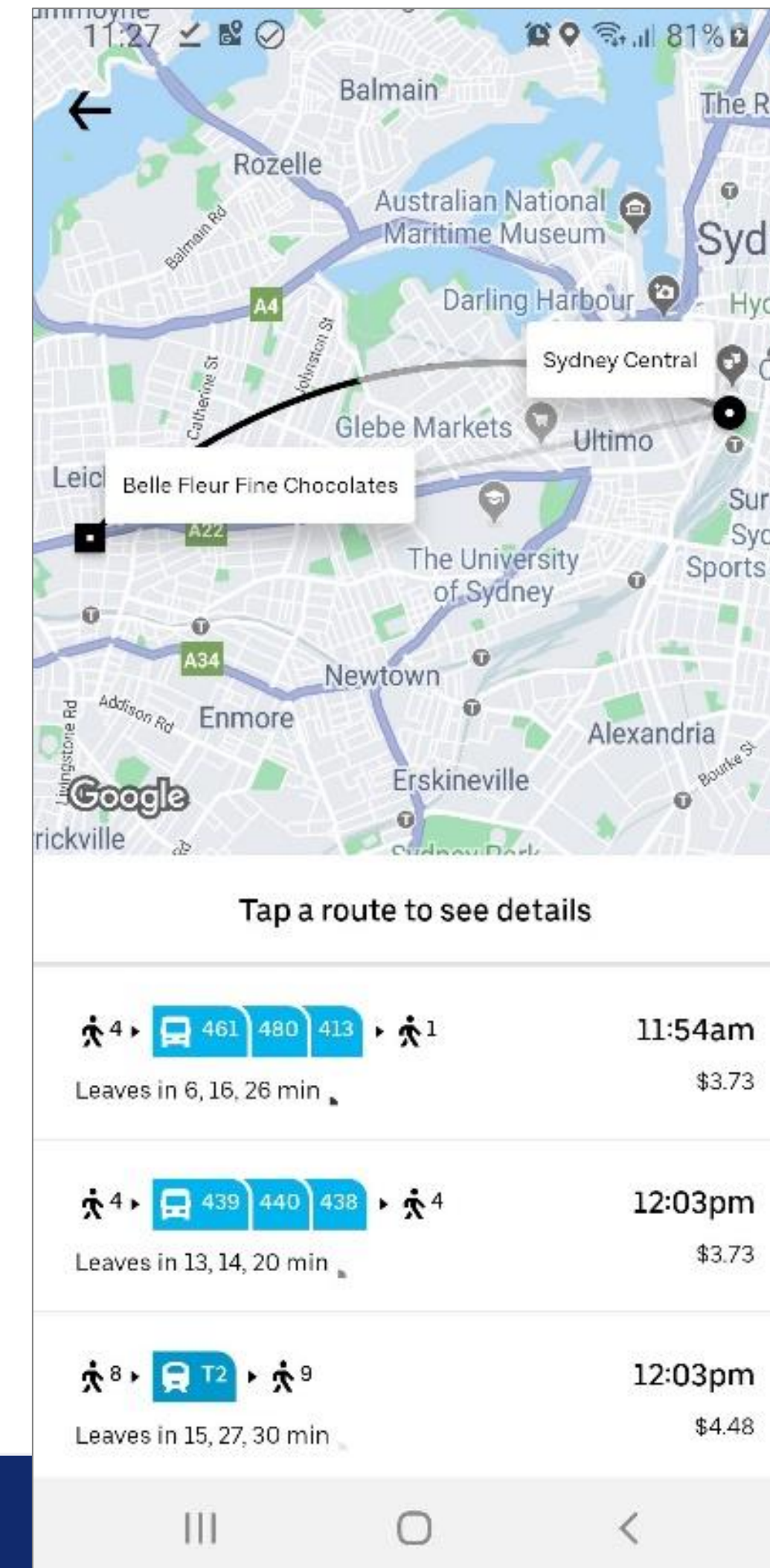
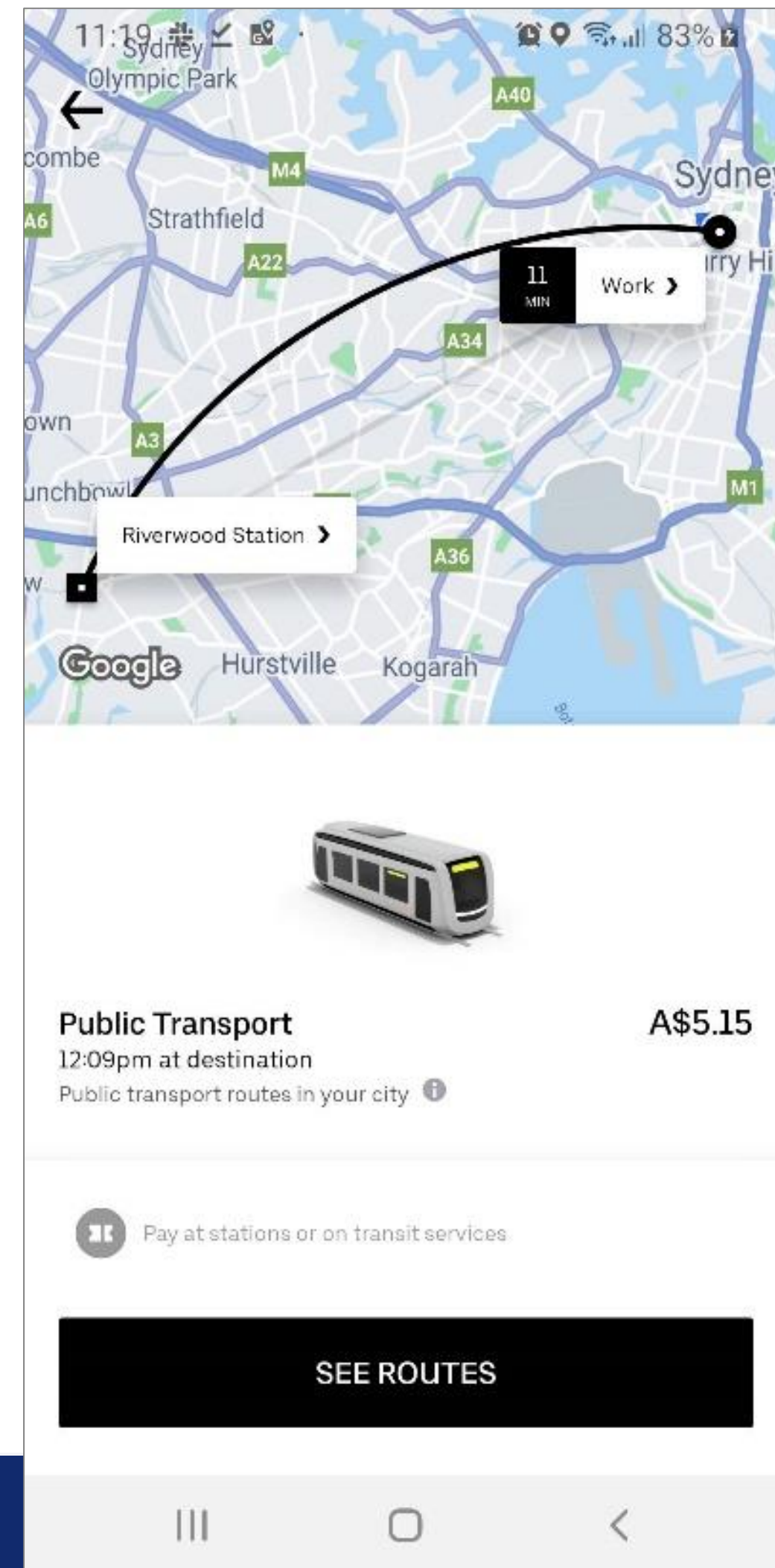
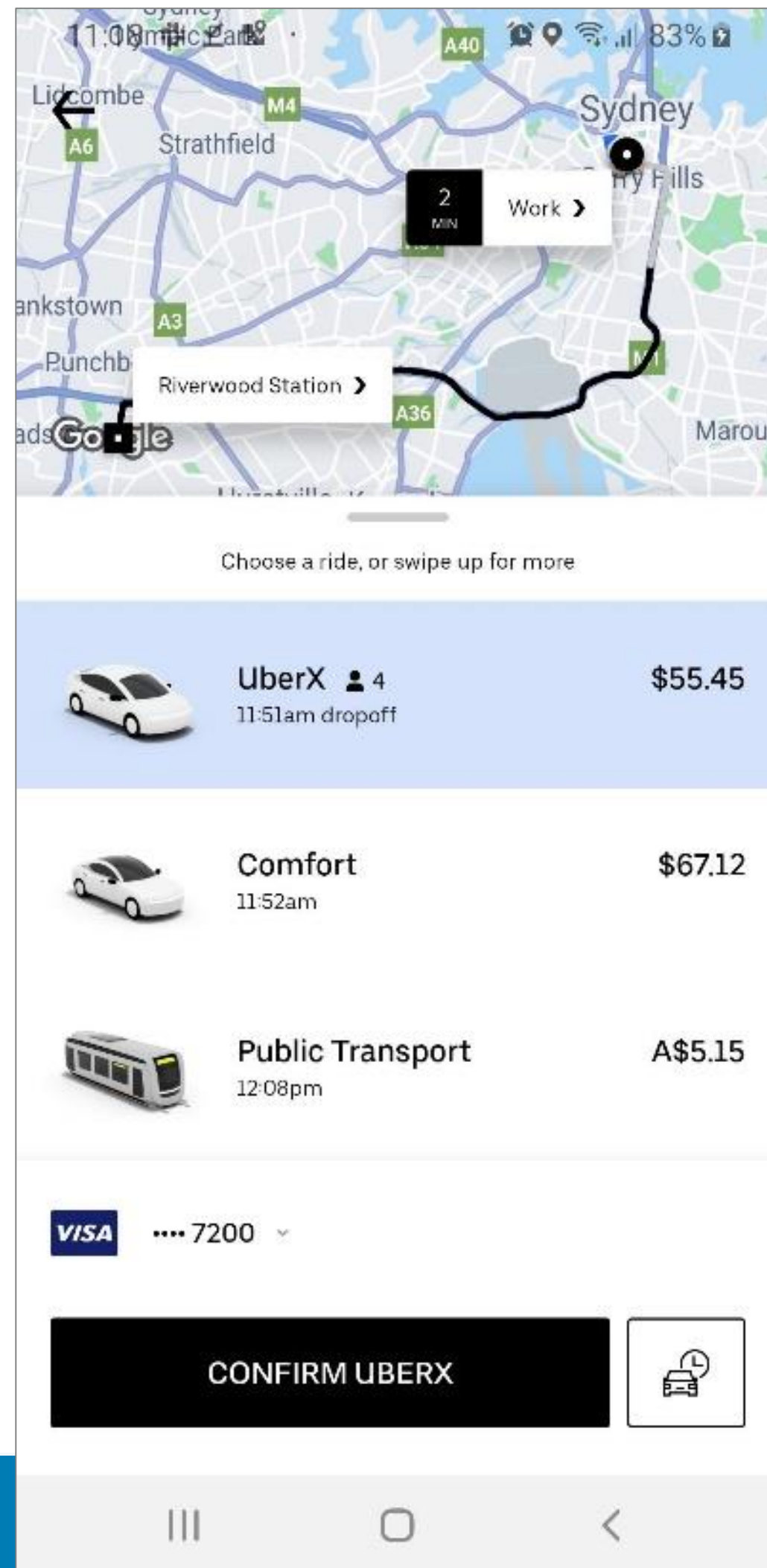
FerryConnect Trial by Uber

- \$3.50 pool rides to and from Manly Ferry Wharf
- Repeat customers



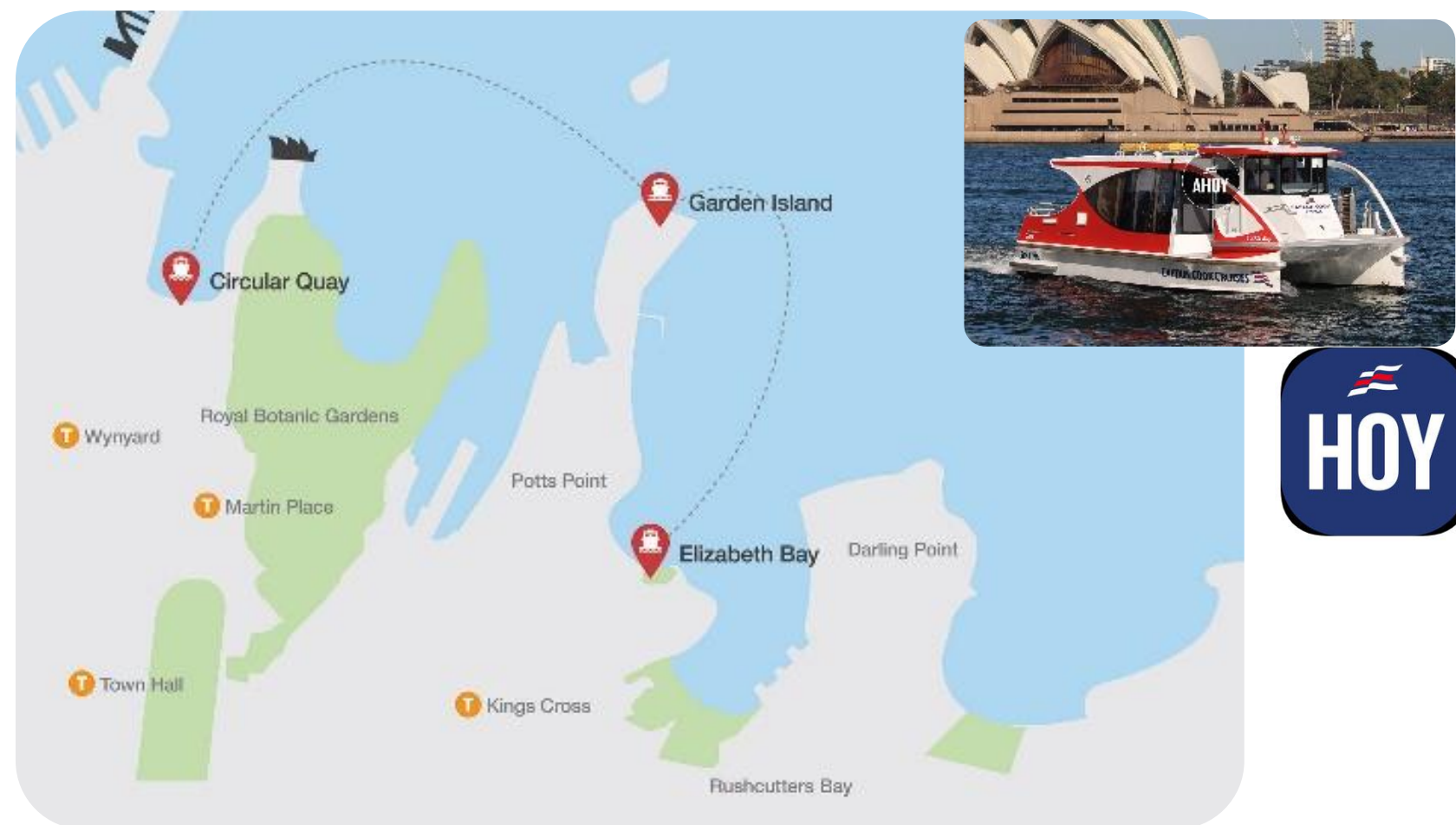
Uber with public transport

Include public transport modes in the Uber app journey planner



Swiftfare Fleet

- Delivered app 'HOY' for new on demand ferry service operated by Captain Cook Cruises making the services realtime and bookable
- App in testing for Randwick Waverley Community Transport making the services realtime and bookable
- Route Editor Live – a service for operators to create real time routes and timetables without understanding complex data processes and standards.





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