



The Changing Mobility Landscape

Parliamentary Friendship Group for
Better Cities

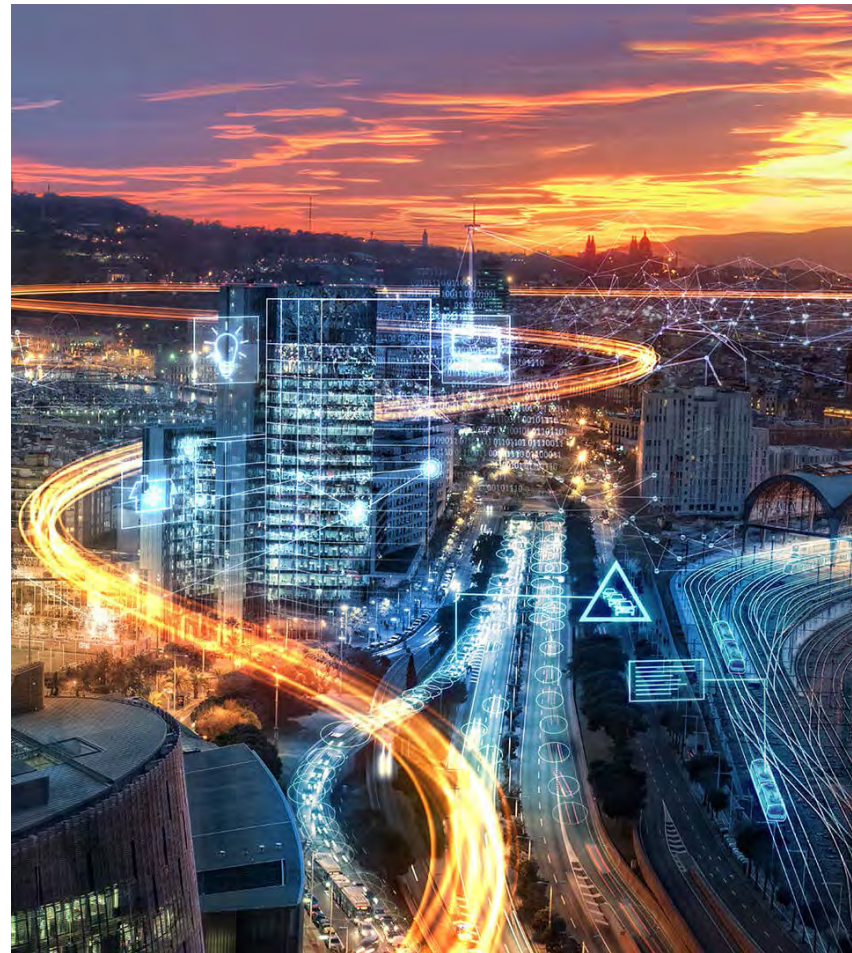
Wednesday, 31 July 2019 in Parliament House, Canberra

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Acknowledging: David A Hensher
John Stanley



A man with grey hair, wearing a dark blue suit, white shirt, and blue patterned tie, is speaking at a podium. He is gesturing with his right hand. The Australian flag is visible in the background. A speech bubble is overlaid on the left side of the image.

There has never been a more
exciting time in ~~Australia!~~

TRANSPORTATION



✓ Opportunities

✗ Realities

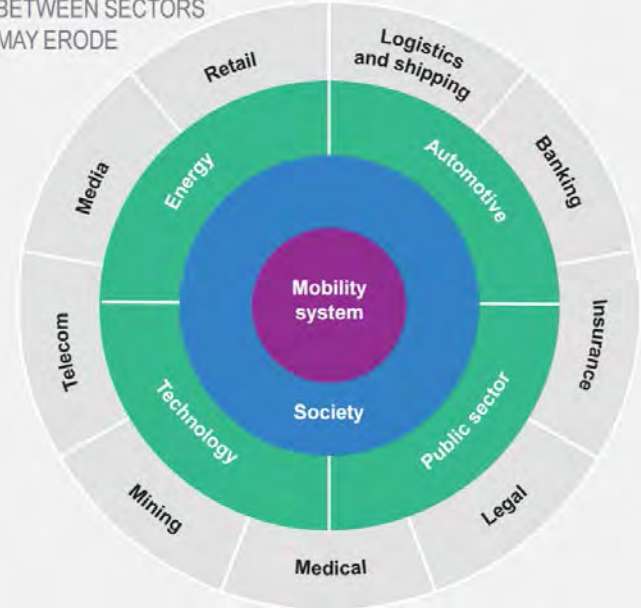
New mobility
services

New mobility
technologies

New mobility
businesses



BOUNDARIES
BETWEEN SECTORS
MAY ERODE



Governance challenges

- Operational legitimacy
 - Labour market issues
 - Data availability
 - Network management
1. On demand buses
 2. Public transport impact
 3. Road congestion
 4. Urban sprawl
 - Travel time budget

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The Innisfil experiment: the town that replaced public transit with Uber



▲ Innisfil, Ontario, has embarked on an ambitious project handing public transport to ride-share app Uber. Ridership is high and there's plenty of work for drivers, but success has come at a cost to this Ontario town

Photographs by Cole Burston

When Daniel Arrega, 19, heads to work at a mall in Innisfil, he has few options for his commute. Walking along the highway would take nearly three hours. A taxi is faster but expensive.

So he takes the town's public transit: **Uber**.

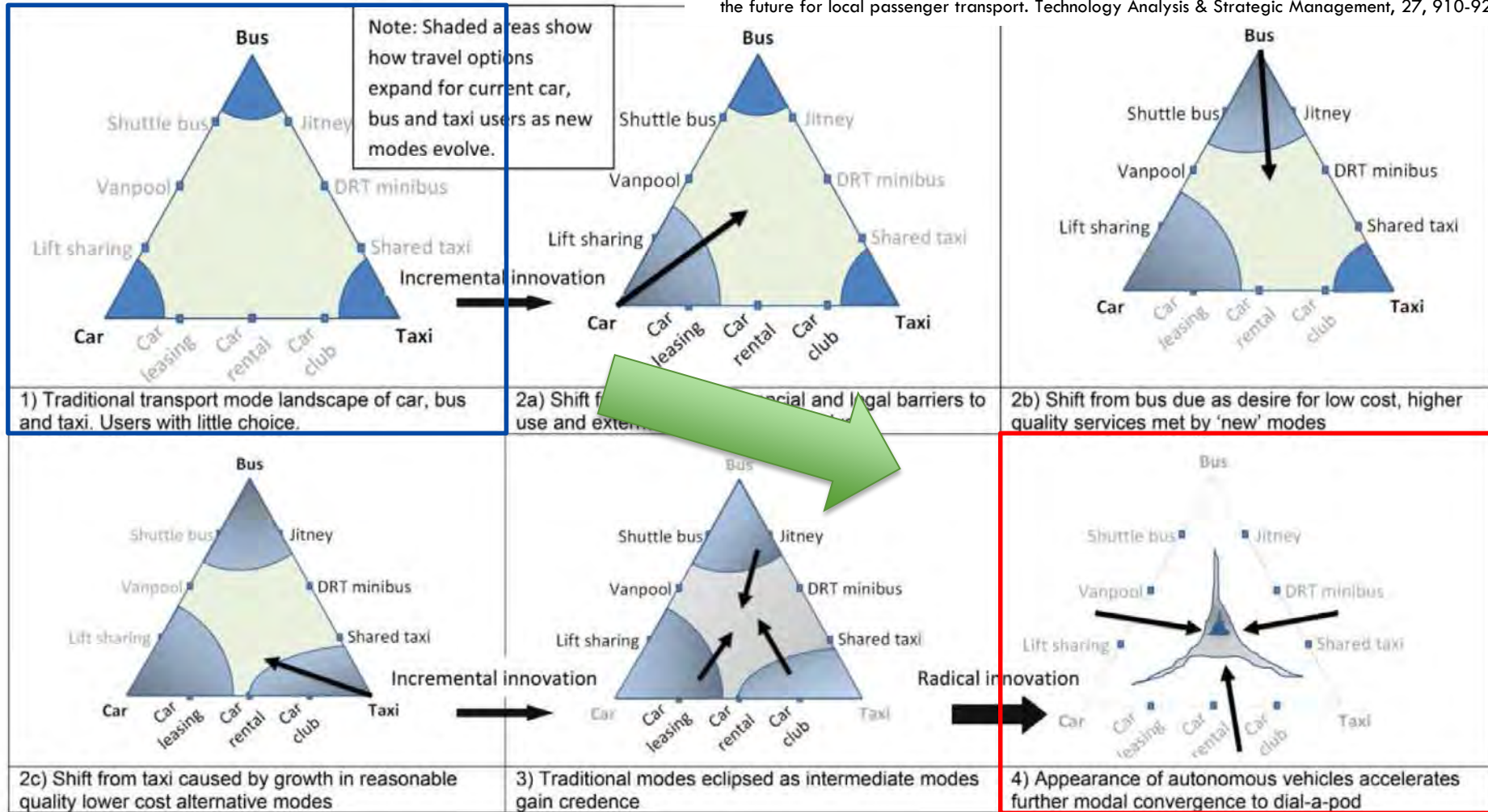
"It's great for young people, especially if you don't have a licence," he said after arriving at the branch of Tommy Hilfiger where he works.

In 2017, the town in Ontario, Canada, embarked on an ambitious - and, to its critics, fraught - experiment. It handed responsibility for public transit to the ride-sharing app Uber.

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Mode	Publication	Locality (Study period)	Public transport impact (by mode where available)
Ridehailing	Graehler Jr. et al. (2019)	22 US cities (2002-18)	Rail and bus decrease
	Boisjoly et al. (2018)	25 North American cities (2002-15)	Not statistically significant
	Schaller (2018)	New York City (2016-17)	Public transport decrease
	Clewlow and Mishra (2017)	7 US cities (2015-16)	Bus and light/heavy rail decrease
	Hall et al. (2017)	US cities (2004-15)	Public transport increase
	Mucci (2017)	San Francisco (2016)	Bus decrease, but not rail
	Sadowsky and Nelson (2017)	28 US cities (assorted)	First entry increase, second entry decrease
	Rayle et al. (2016)	San Francisco (2014)	Public transport both increase and decrease
Carsharing	Martin and Shaheen (2011)	18 North American cities (2008)	Mixed but generally public transport increase
	Lane (2005)	Philadelphia (2003)	Public transport increase
Bikesharing	Graehler Jr. et al. (2019)	22 US cities (2002-18)	Light/heavy rail increase, bus decrease
	Campbell and Brakewood (2017)	New York City (2013-14)	Bus decrease
	Ma et al. (2015)	Washington, D.C. (2013)	Rail increase
	Shaheen et al. (2013)	4 North American cities (2011-12)	Bus both increase and decrease





Autonomous?

Electric?



New mobility
services

UbiGo

whim.

New mobility
technologies

Zip

Mobility as a Service (MaaS)

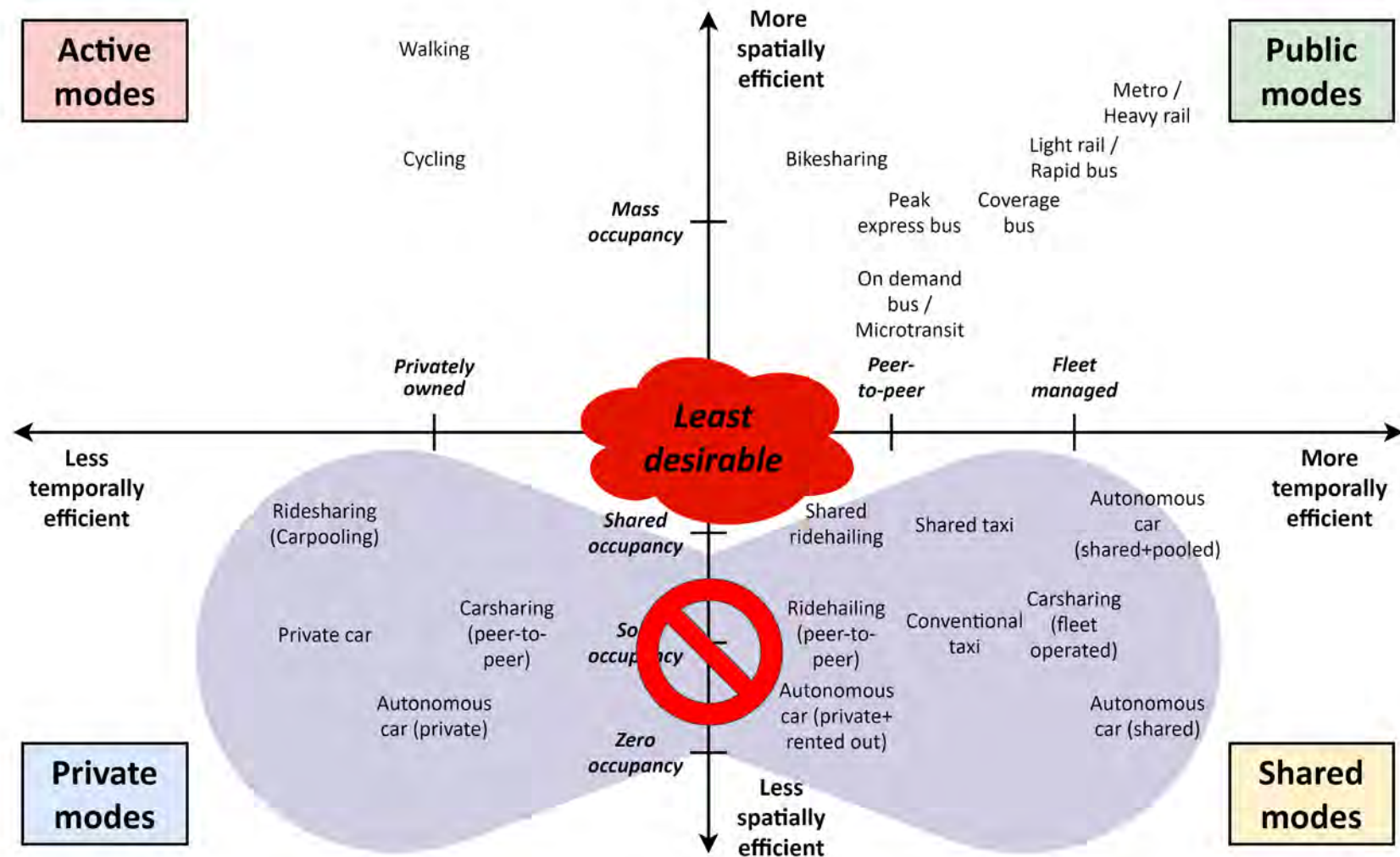
A one-stop travel management platform digitally unifying trip creation, purchase and delivery.



New mobility
businesses

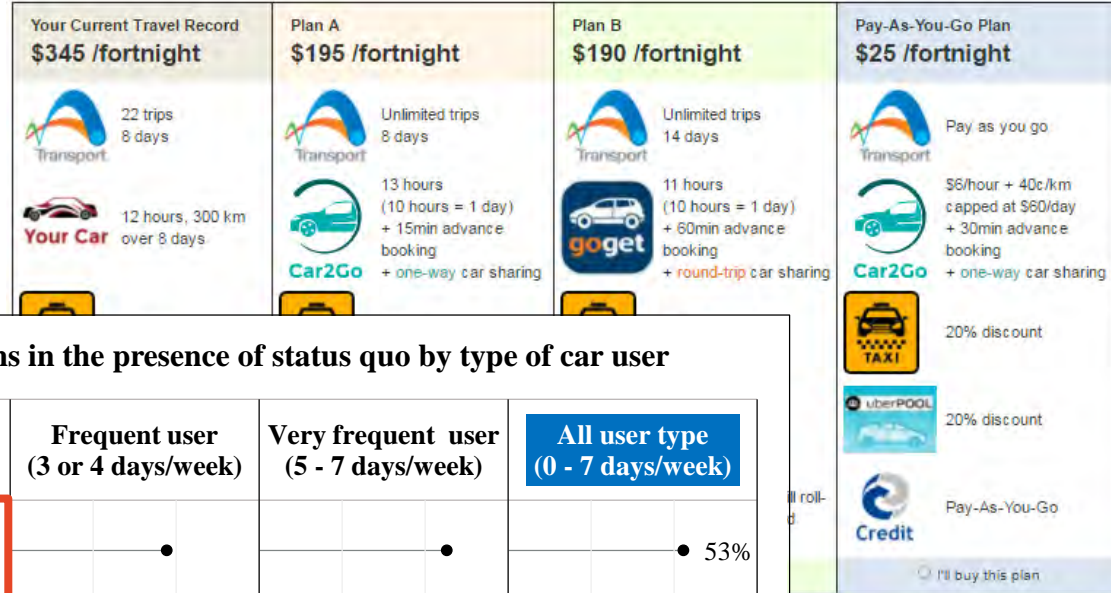
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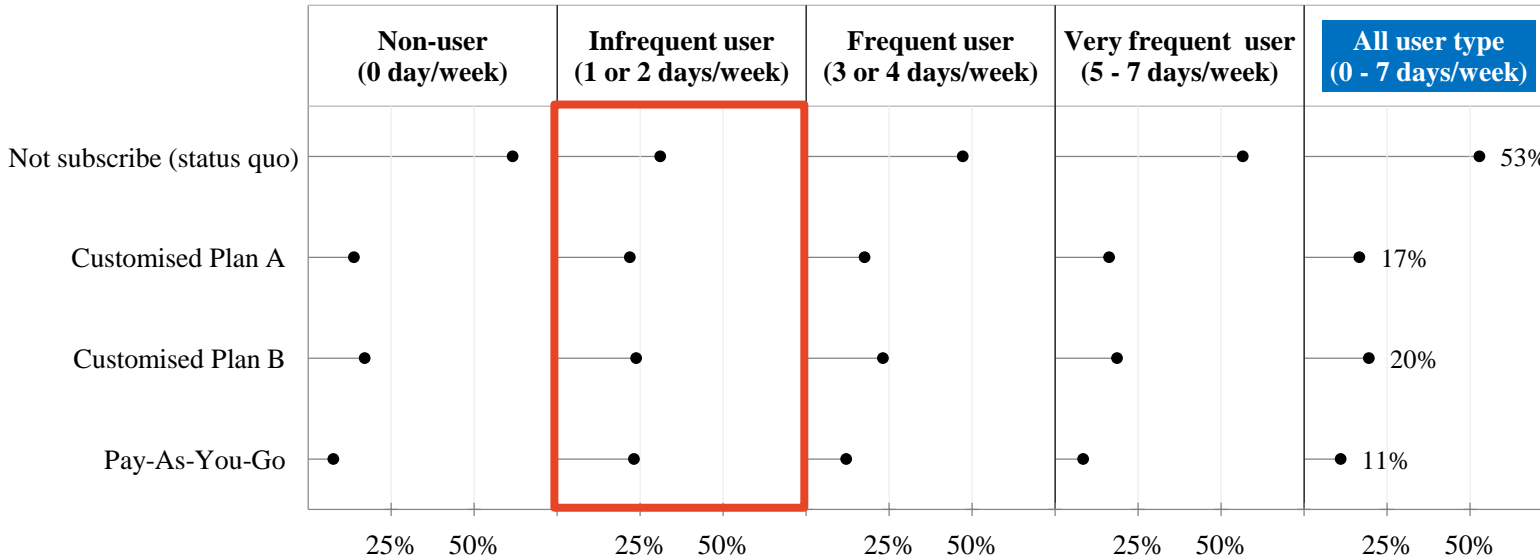


Target market

- Infrequent car users
- Families' second cars



Stated shares of MaaS Options in the presence of status quo by type of car user

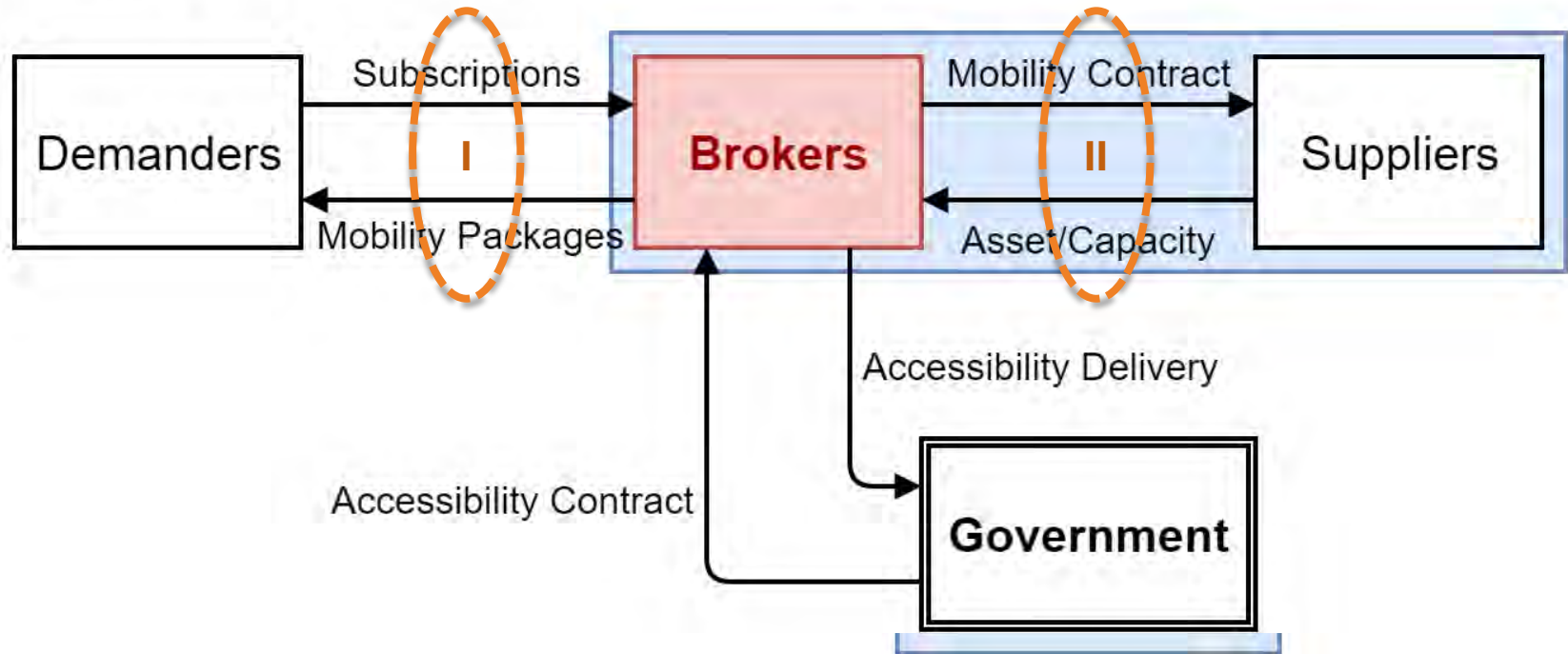


Data source: MaaS survey (this study)



Future governance ecosystem

C: Mobility as a service under government contracting





Future of bus contracts

- Present:
 - Area-specific
 - Output-based
 - Deliver **kilometres** on defined vehicle types
- Future:
 - Mode-agnostic
 - Outcome-based
 - Deliver **accessibility** using any vehicle of choice



Mobility contracts

- Modal mix
- Government support
- Return on investment
- Business equity
- Value proposition

Key question is governance
**MaaS offers the opportunity for
road pricing reform, network
optimisation and travel demand
management**



Food for thought

- How much will MaaS cost/save?
 - **Subsidy reduction**
 - Wider economic benefits
 - Minimum service levels
- Ensure disruption advantageous?
 - **Institutional overlay**
 - Government objectives
- Role of government?
 - In broker/aggregator model
 - **'Light touch' regulation**





Policy recommendations



1. Role of **mass transit**
 - Trunk vs. feeder functions
2. **'Transit fusion'** brings new opportunities
3. Rethink **Federal government's** role in project appraisal
 - Travel time relativity
 - Infrastructure vs. service
4. Integrate public transport with TNCs through **MaaS**
5. Ensure the **regions** are supported

Technology can be
a risk, as much as
a saviour



Congestion is a
geometric problem,
not technological





Policy Thinker series and Landmark Reports

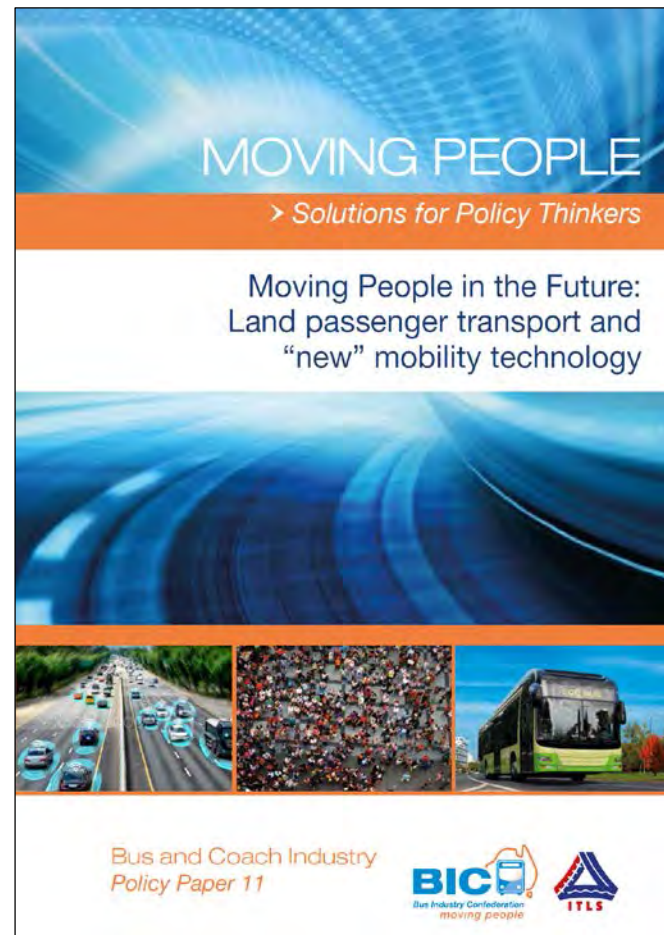
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Bus Australia Network



Bus and Coach Industry
Policy Paper 11



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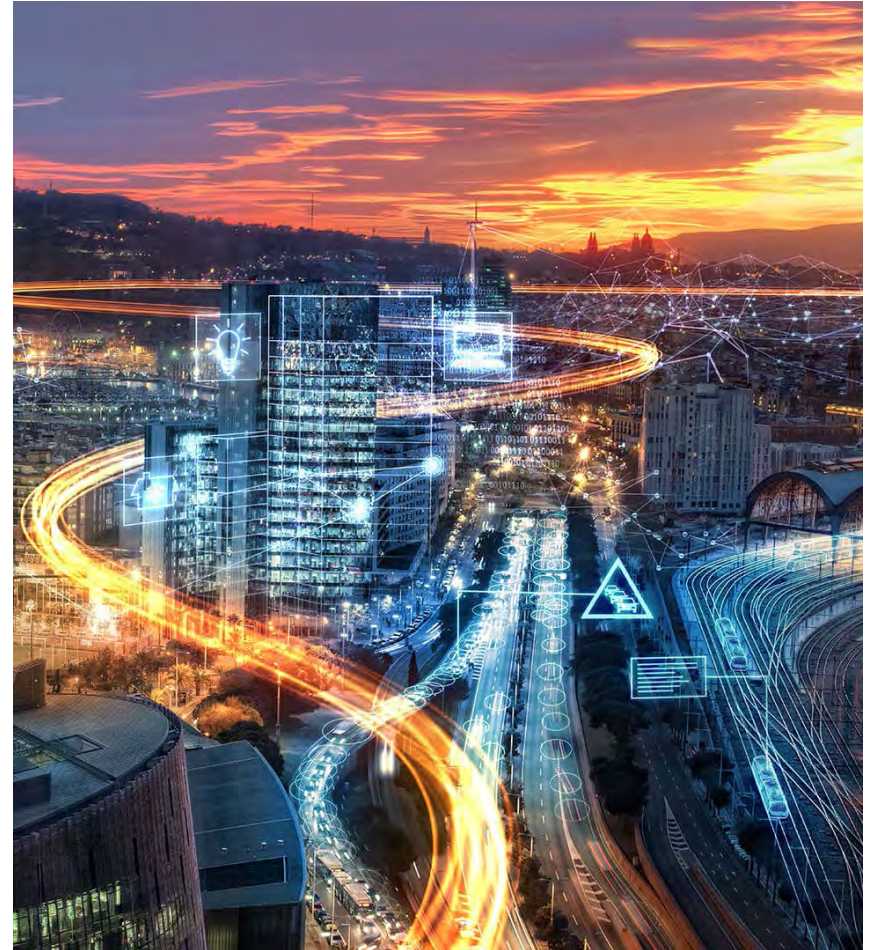
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A final note about electoral success...



... cycling to work and building buses makes you PM (!)