

# Mobility as a service (MaaS): An emerging concept in urban transportation

---

## Brief summary of the talk

This public lecture will introduce the mobility as a service (MaaS) multimodal setting and provide details of some of the major features of this new mobility future (with and without autonomous vehicles), which include digital platforms, mobility contracts (bundles, budgets and brokers), market preferences for these offerings (using evidence from stated preference studies) and the nature of the MaaS entity in matching consumer preferences. The participation of suppliers under emerging business models (as operators, aggregators or simply equity investors) is discussed, particularly in the context of what this might mean for the future of public transport contracts. On-going research including progress on a developing MaaS trial in Sydney is also presented.

## About the speaker

**Yale Wong** is Doctoral Candidate and Research Analyst at the Institute of Transport and Logistics Studies (ITLS). Yale's research focus encompasses three core facets in future mobility, transport contracts and bus operations. A major area of work for Yale is to market test the [mobility as a service \(MaaS\)](#) proposition with the aim to understand what the community demands and businesses are willing to provide. As part of this, Yale won the David Willis Prize (2018) for pioneering work using stated choice methods to identify the structure of broker/aggregator mobility contracts. Yale has also received the ITLS Research Prize (2018) and was selected amongst a competitive pool as Youth Ambassador (2019) for Australia at the 26<sup>th</sup> Intelligent Transport Systems World Congress in Singapore. In addition, Yale undertakes a number of advisory and consultancy work with clients ranging from bus operators to industry bodies, vehicle suppliers and local government. Having previously worked in bus operations with experience in network planning and service development, Yale continues to be called upon regularly by the bus industry in his now strategic capacity looking to the future of the bus industry in an era of disruption and change.



The **Institute of Transport and Logistics Studies (ITLS)**: Australian Key Centre in Transport Management at the University of Sydney Business School is an internationally renowned centre of thought leadership in transport and logistics. Established in 1991, the goal is to contribute to the design, management and optimisation of infrastructure, transport, logistics and supply chain initiatives around the globe. The focus is on providing impartial, evidence-based research on these key facets of Australia's economic competitiveness, environmental prosperity and social wellbeing, with a view to informing the management and policy directions of industry and government.

**Date: 18/06/2019 – 12h00 – 14h00; Maison du Nombre, 1<sup>st</sup> Floor (Campus Belval)**