

Details

RFx ID :	25906311
Tender Name :	ART 21/09 Research to understand the potential effectiveness of different incentive types delivered through Mobility as a Service (MaaS) systems for New Zealand
Reference # :	6524
Open Date :	Tuesday, 7 June 2022 9:00 AM (Pacific/Auckland UTC+12:00)
Close Date :	Friday, 8 July 2022 5:00 PM (Pacific/Auckland UTC+12:00)
Department/Business Unit :	New Zealand Transport Agency
Tender Type :	Request for Proposals (RFP)
Tender Coverage :	Sole Agency [?] - 78110000 - Passenger transport - 80000000 - Management and Business Professionals and Administrative Services
Categories :	- 81000000 - Engineering and Research and Technology Based Services - 83000000 - Public Utilities and Public Sector Related Services
Regions:	- New Zealand
Exemption Reason :	None
Required Pre-qualifications :	None
Contact :	Tenders Secretary - Miriama Leota wro.contracts@nzta.govt.nz
Alternate Physical Delivery Address :	
Alternate Physical Fax Number :	

Overview

The purpose of this research is to inform a Ministry of Transport and Waka Kotahi policy position on the potential implementation of MaaS platforms in New Zealand. Central to this work is gaining an understanding of the potential for incentives delivered via MaaS to support, for example, mode-shift, emissions reduction, and equitable inclusive access and how this can be achieved

The objectives of the research are to understand:

- a. Where, and to what degree, MaaS trials or deployment have delivered benefits of equity, inclusive access, mode shift, emissions reduction.
- b. Lessons learned and barriers to implementation (including the model of deployment) from these trials or deployment.
- c. The types of incentives that could be delivered to users in New Zealand, assuming varying levels of integration in the MaaS platform, including, for example, information-based incentives, competition-based or peer pressure mechanisms or direct financial incentives.
- d. The potential costs of different incentive types and levels of incentive.
- e. How effective each of these incentive approaches could be on different demographic groups in New Zealand, including:
 - the level or type of incentive required to make people shift from driving alone to using public transport or other shared passenger services for their usual trips?
 - the level or type of incentive required so that people continue to use a more sustainable mode on a regular basis?