# Evaluating the Performance and User Preferences for On-Demand Transport Services in the Half Moon Bay Area of East Auckland

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| Mobility as a Service (MaaS) is an emerging type of transportation that enables users to plan, book and pay for multiple types of mobility alternatives. This involves a shift of transport solutions to an on-demand service, where instead of users owning and operating vehicles, transport options can be provided to users when and where the user requires. There is then potential for this to become autonomous (i.e., without a driver). Shared Autonomous Vehicles (SAVs) have been tested and researched worldwide. There are still many unknown factors about this technology, however, responses from the public will help determine and shape the future of transportation networks.  Current mobility choices and habits, and demographics of users can influence the uptake of MaaS and SAVs and their impact on travel behaviours. For successful implementation of MaaS and SAV mobility services, the needs and expectations of users must be met, and existing barriers identified and overcome. This research considered the MyMobigo on-demand shuttle service that is operated by Transdev in the East Auckland region. Users can safely travel using this service to the Half Moon Bay ferry terminal where they can then take connecting transport to the city centre. In the future there is potential for MaaS and SAVs to transport users to mass rapid transit hubs, providing users with more accessibility to job markets and cultural and community activities. Public transport will also be utilised more often and as a result will help reduce emissions. Active transport modes like cycling and walking will also be promoted, encouraging users to connect more with the environment and as such will improve their physical and spiritual wellbeing. |