



Personalising Transport Options in Victoria

Today's Transport Challenges

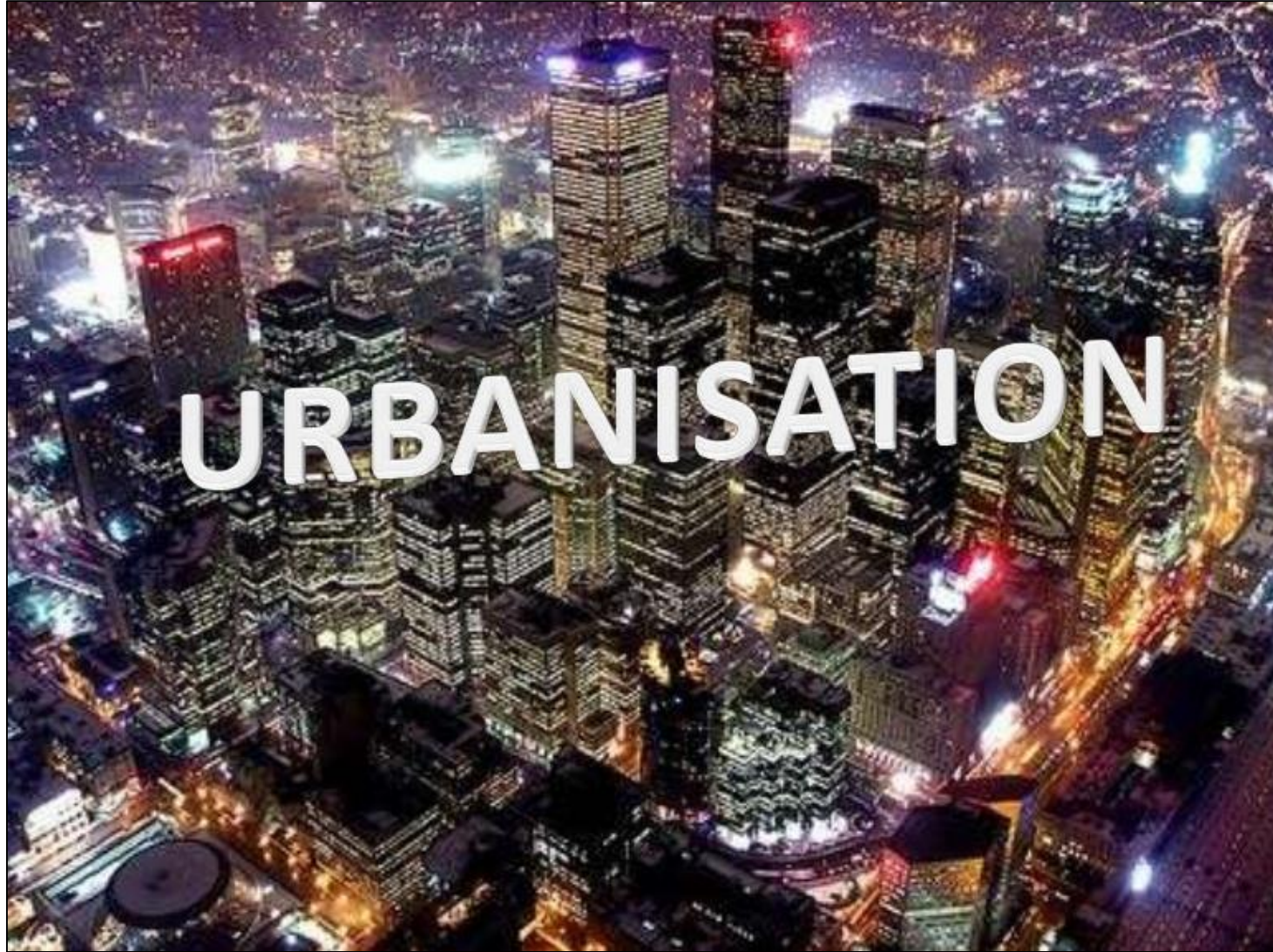


Transport Costs

>14% of household income



Changing consumer preferences



**SHARING & ACCESS
Vs. OWNERSHIP**



Growing number of transport options



Our Purpose

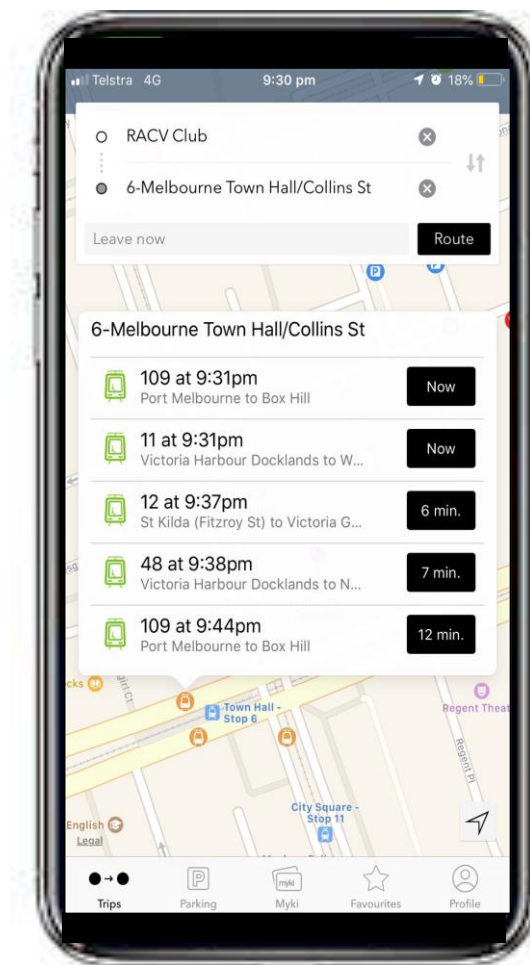
Improve the lives of Victorians
by helping users to get around
conveniently, **cost-effectively**
and **sustainably**.





Mobility as a Service (MaaS)


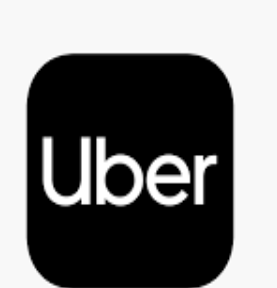



**Find, Book and Pay
for transport services
with a single account**




- Journey Planner
- Myki Top Up
- Find & Book services
- Member offers







Bike Share

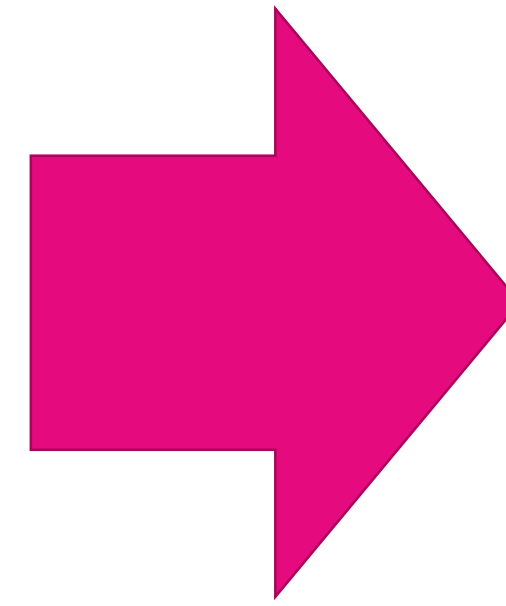


Car Share



Bus Transport Pain Points

- Bus frequency & reliability
- Convenience of ticketing (Myki)
- Convenience of information access
- Coverage of bus network

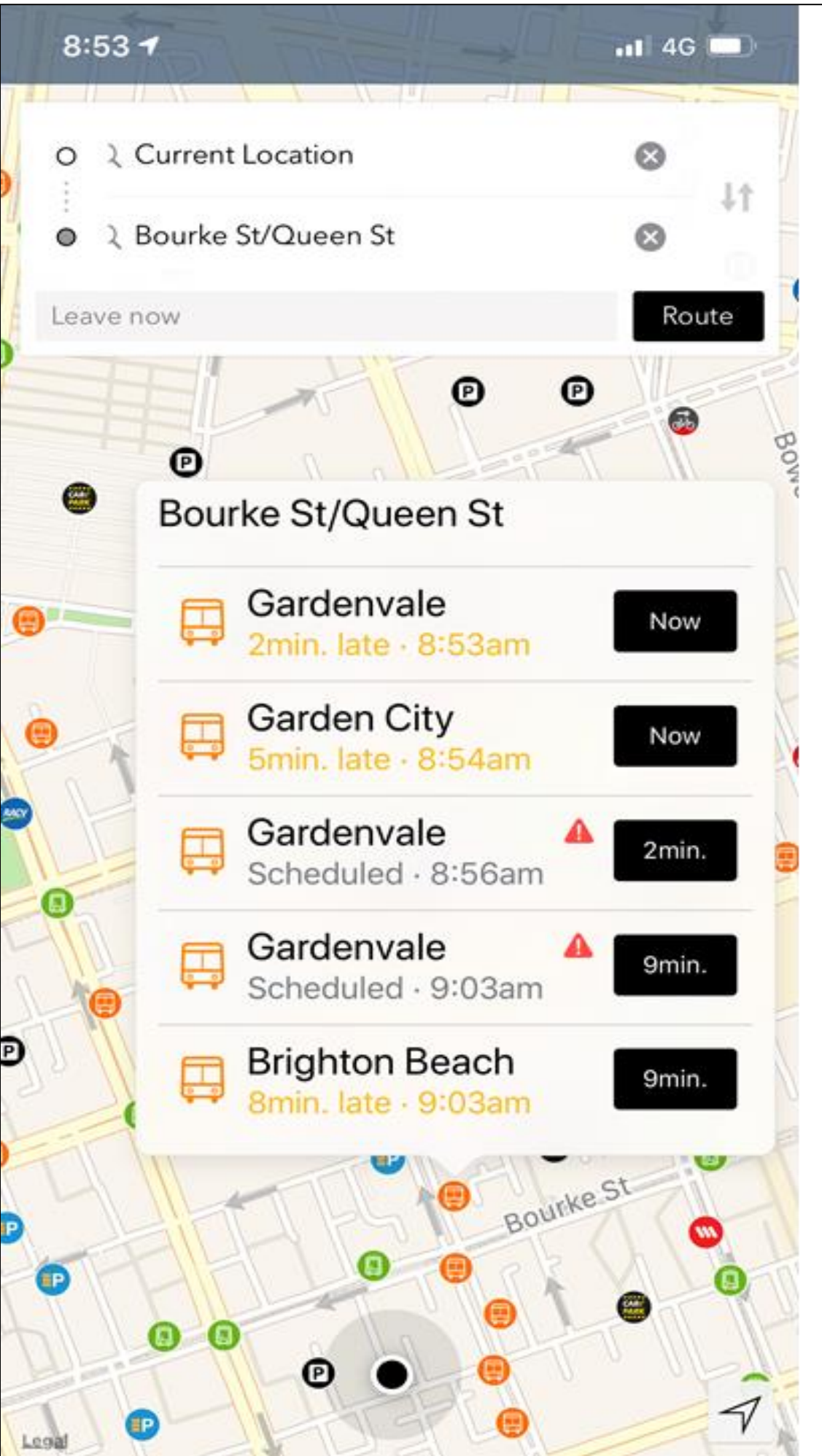


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Bus transport opportunities

Schedule information

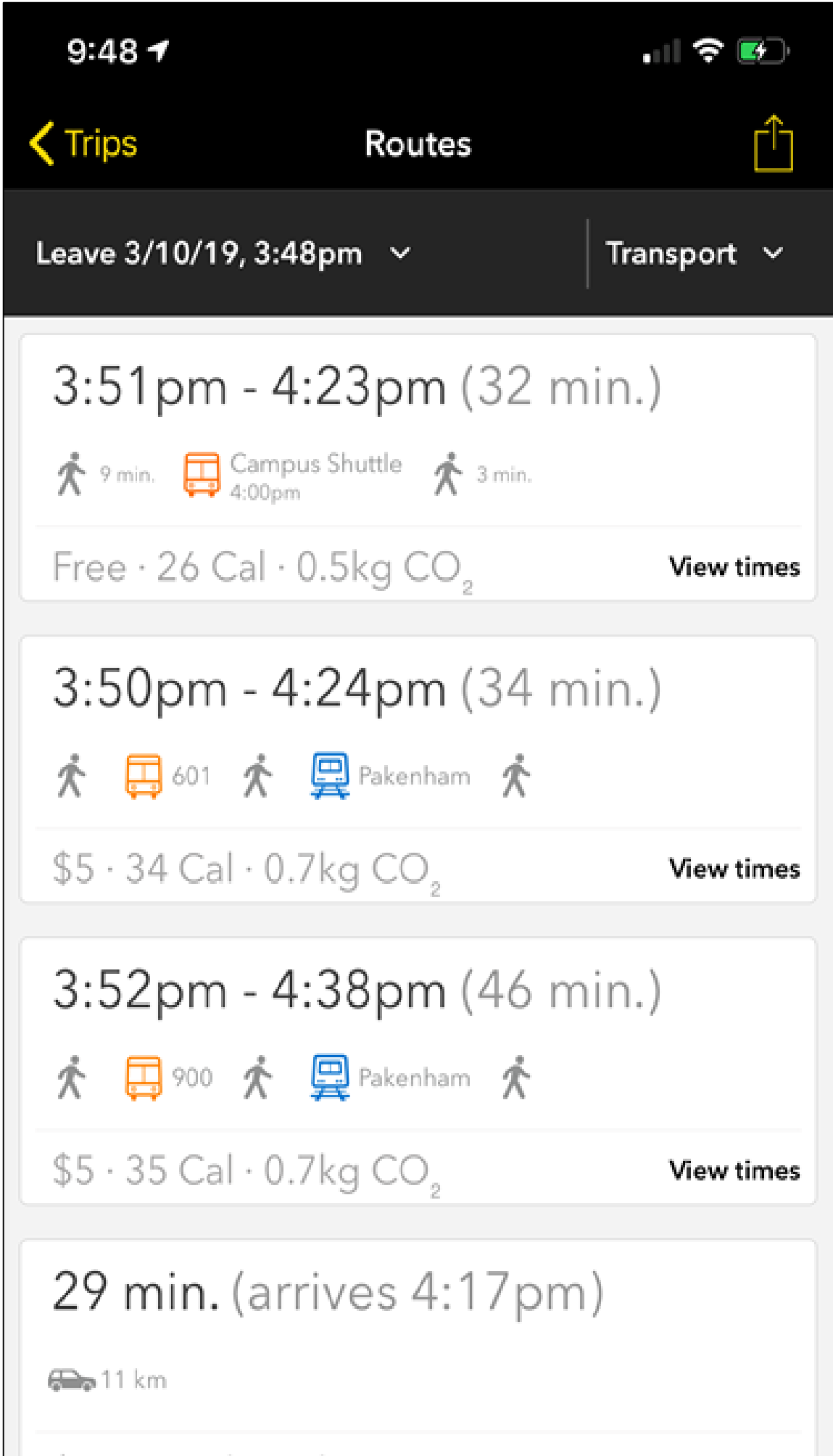
Public Bus Schedules



Planned Disruptions



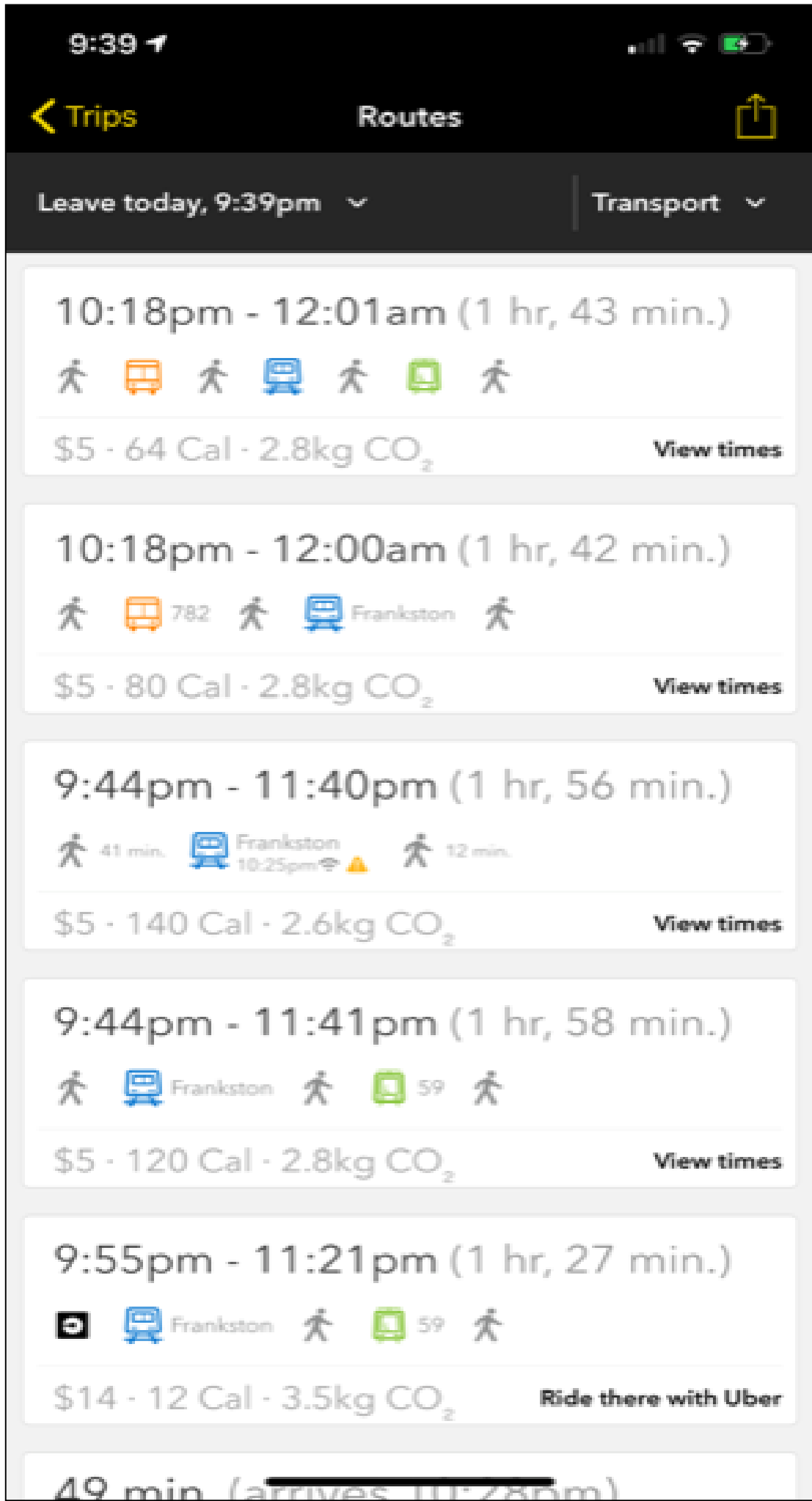
Private Bus Schedules



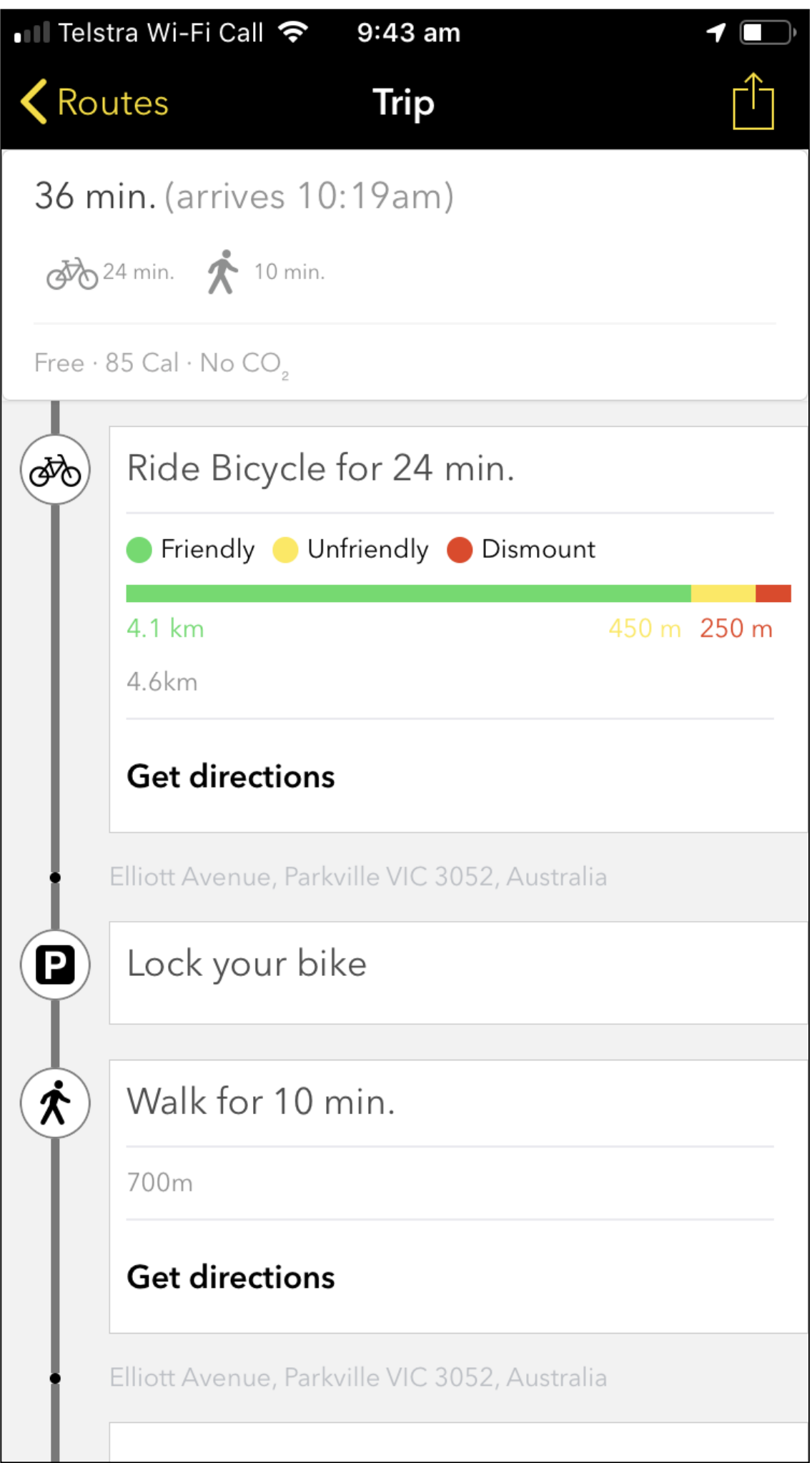
- Monash Campus Shuttle
- Community Shuttle

Suggest alternative & multi-modal transport options

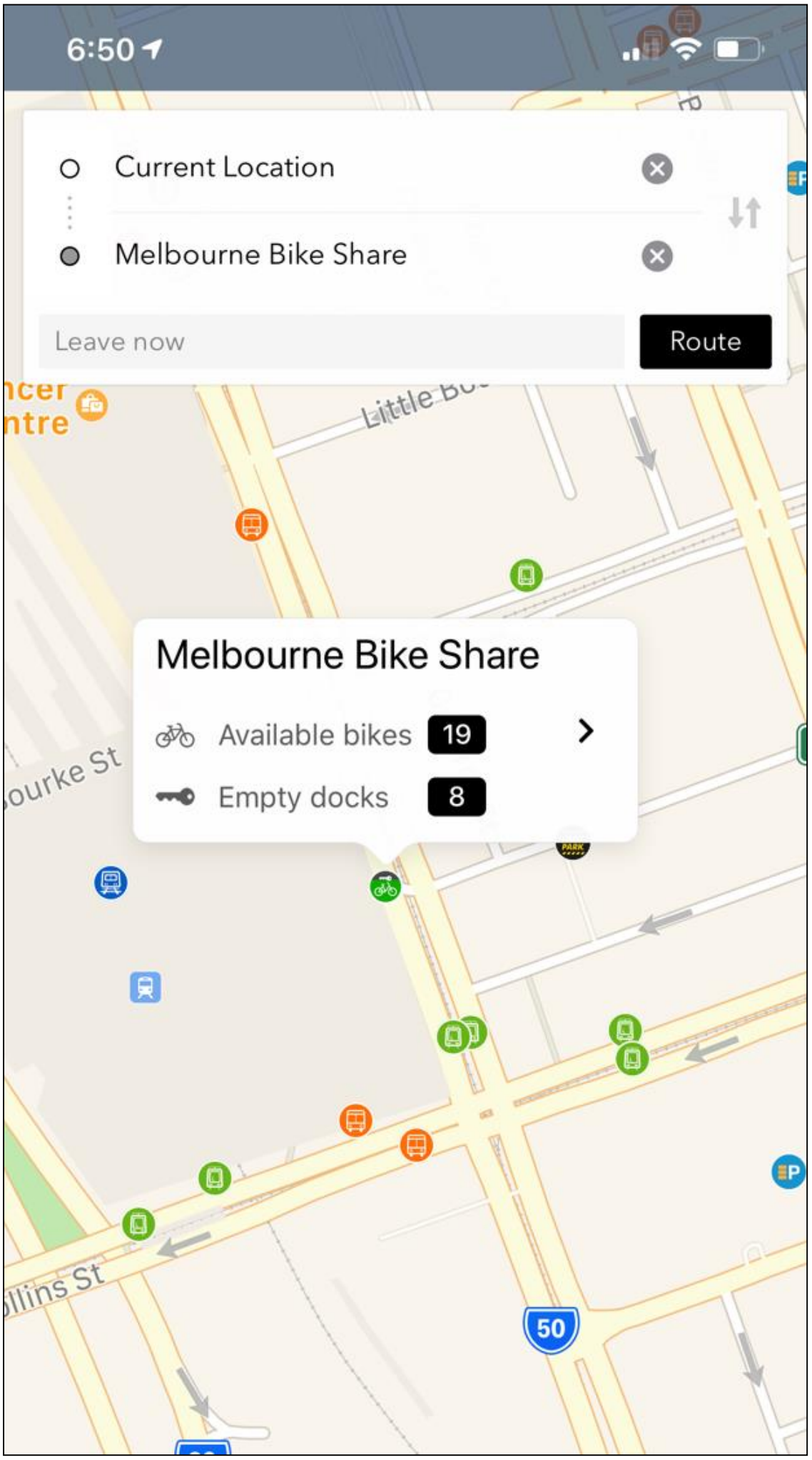
Route Planning



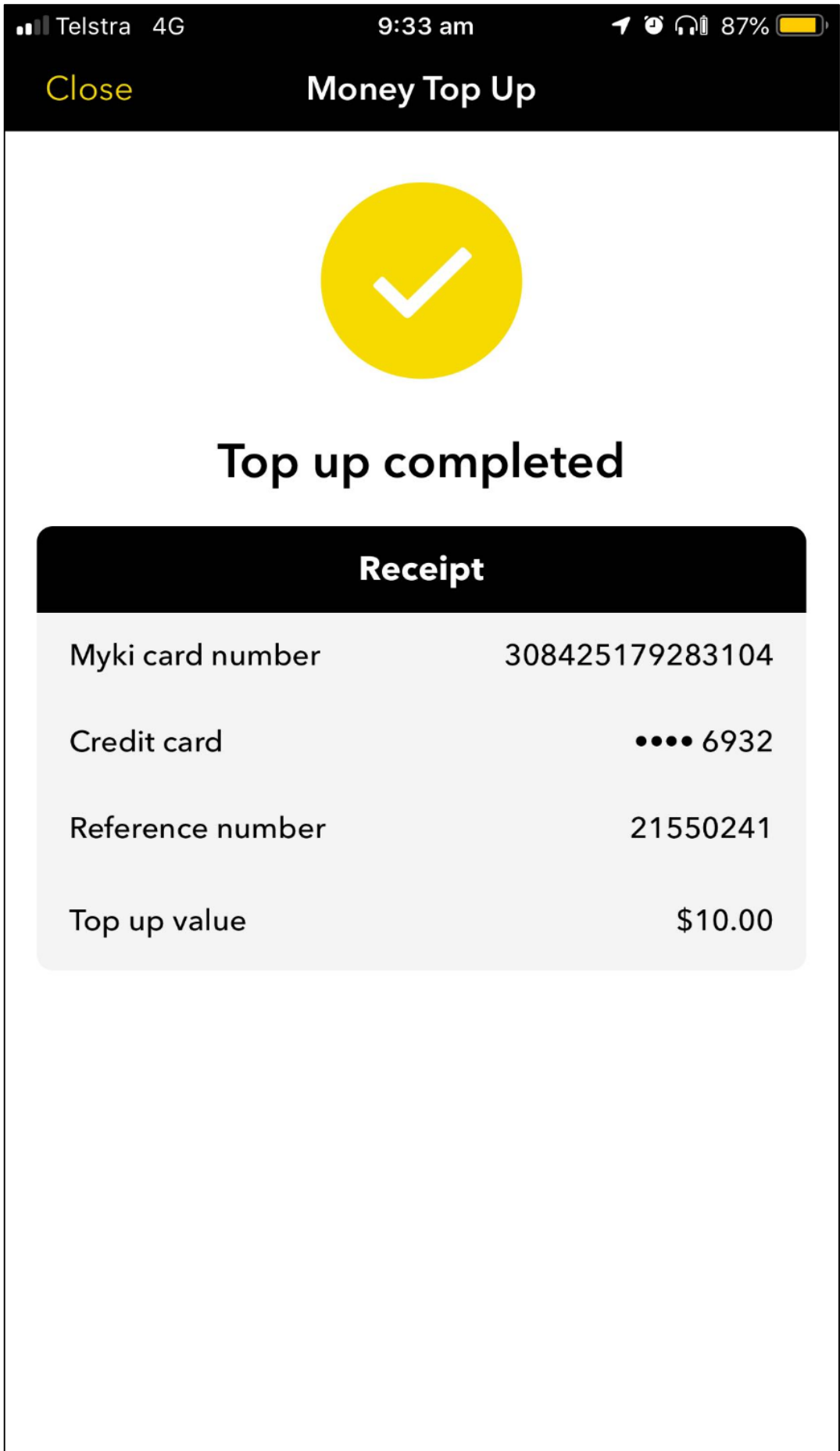
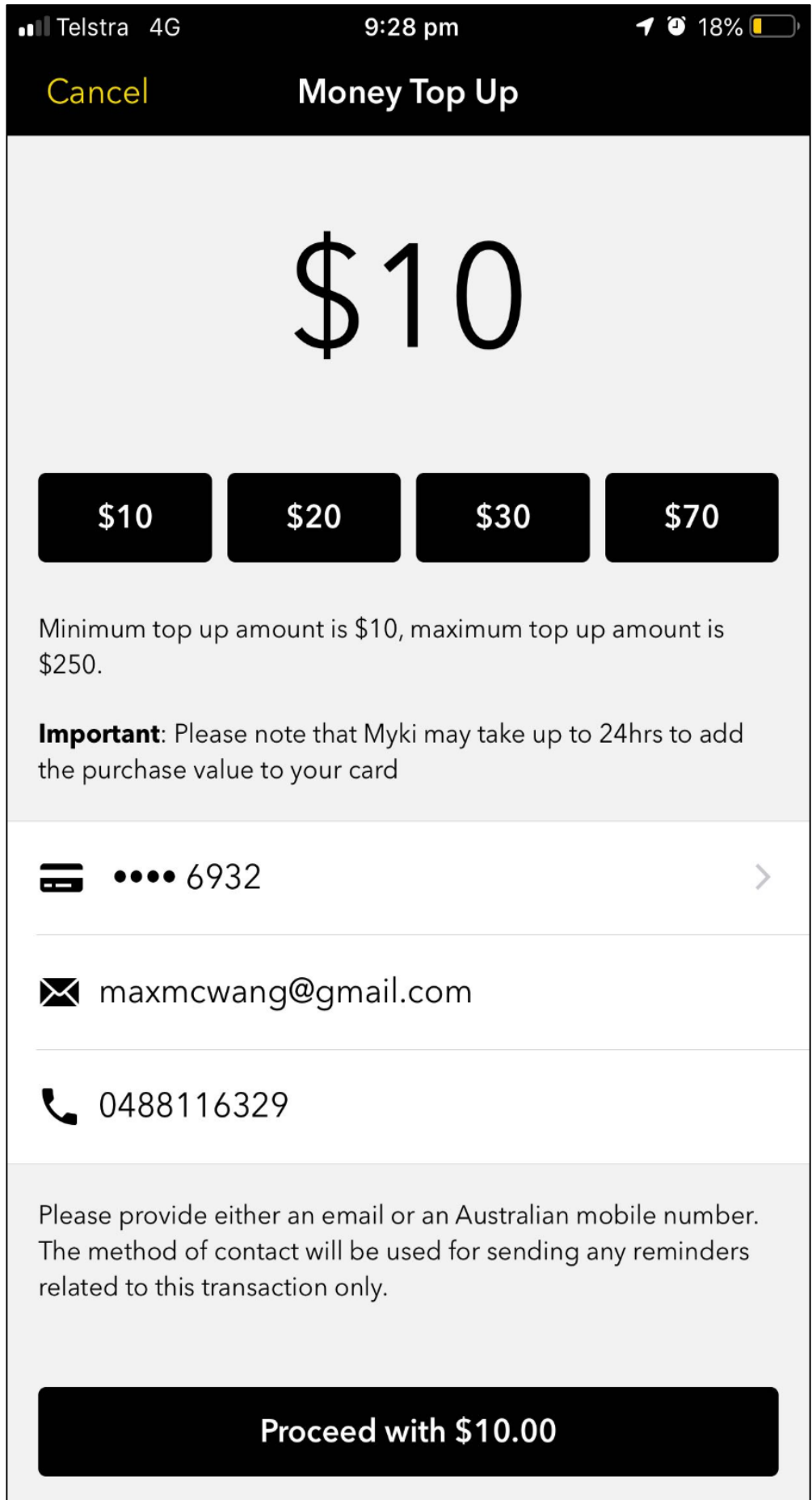
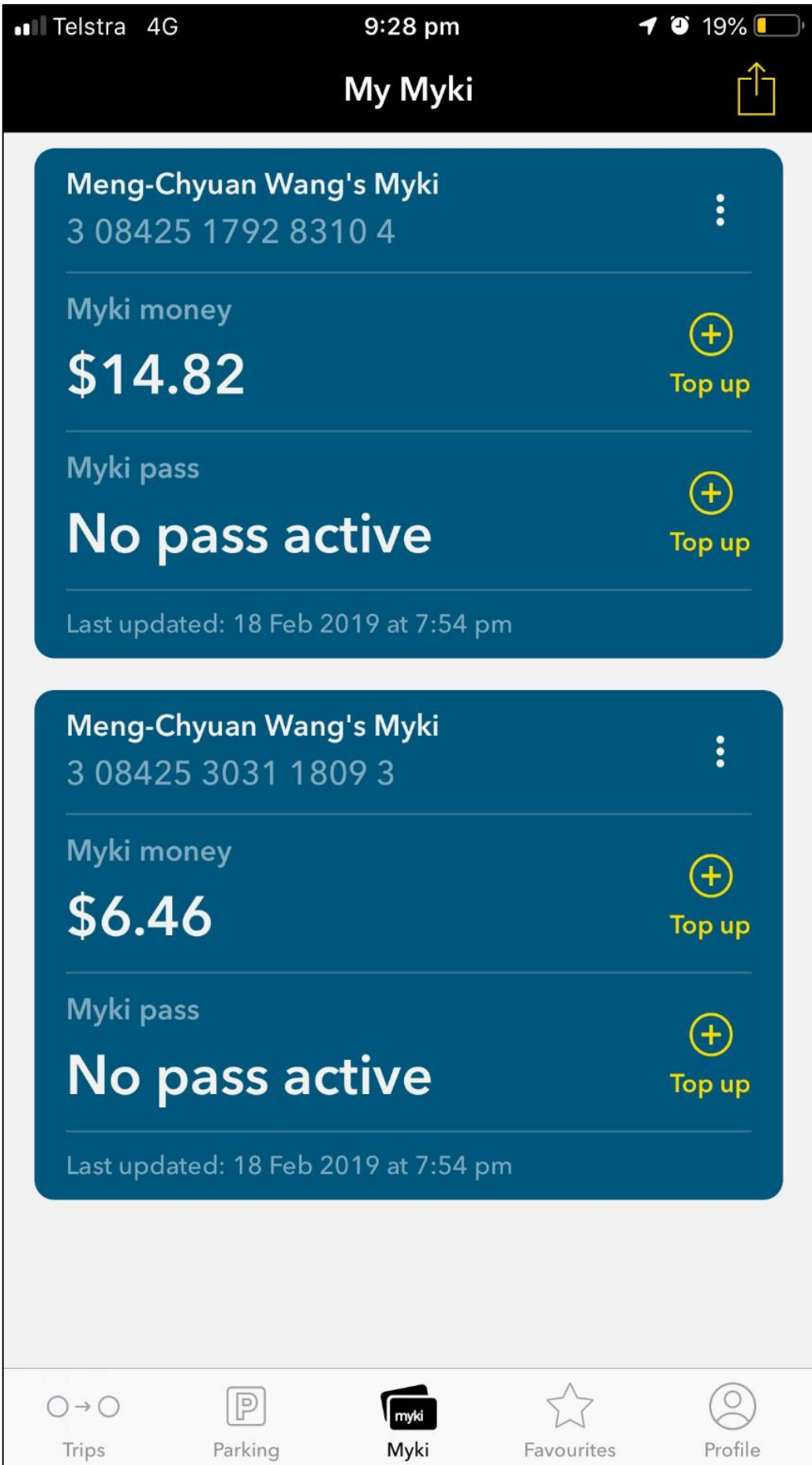
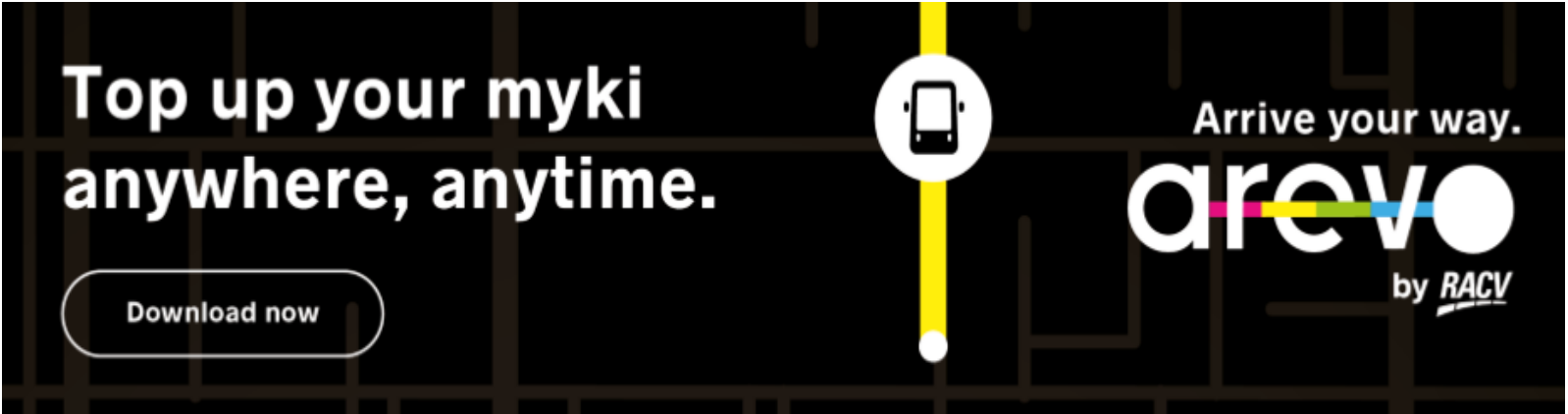
Bike Routes



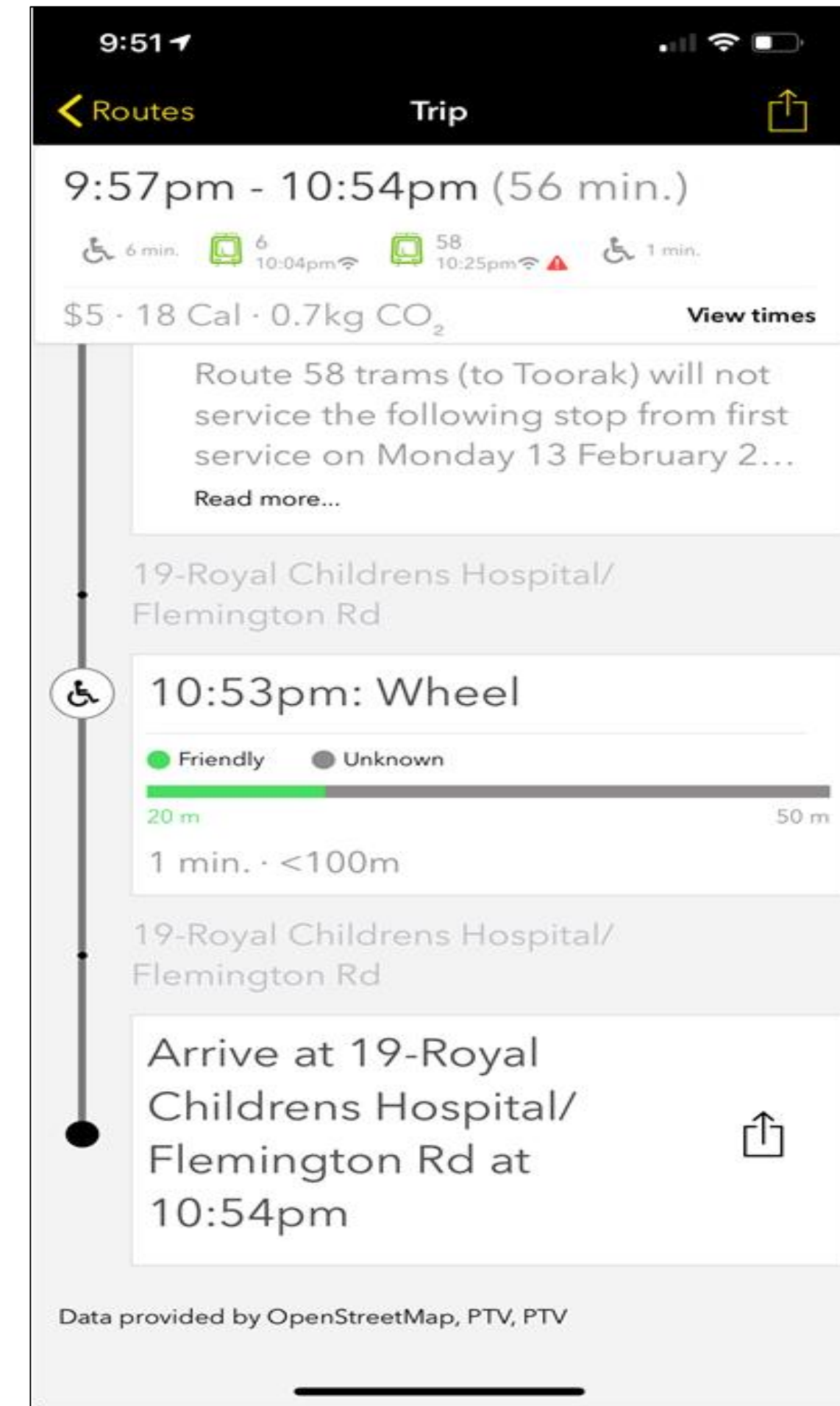
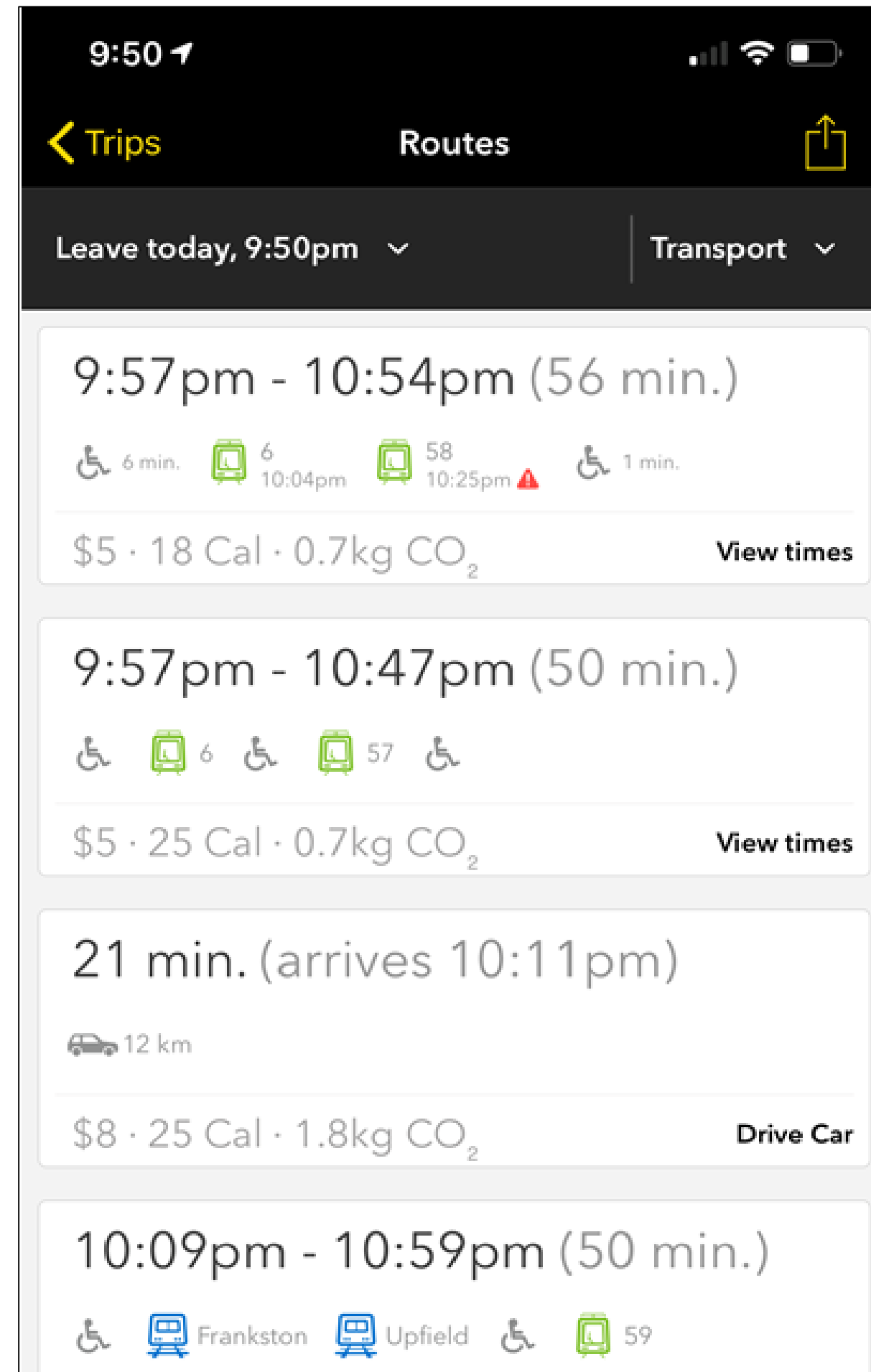
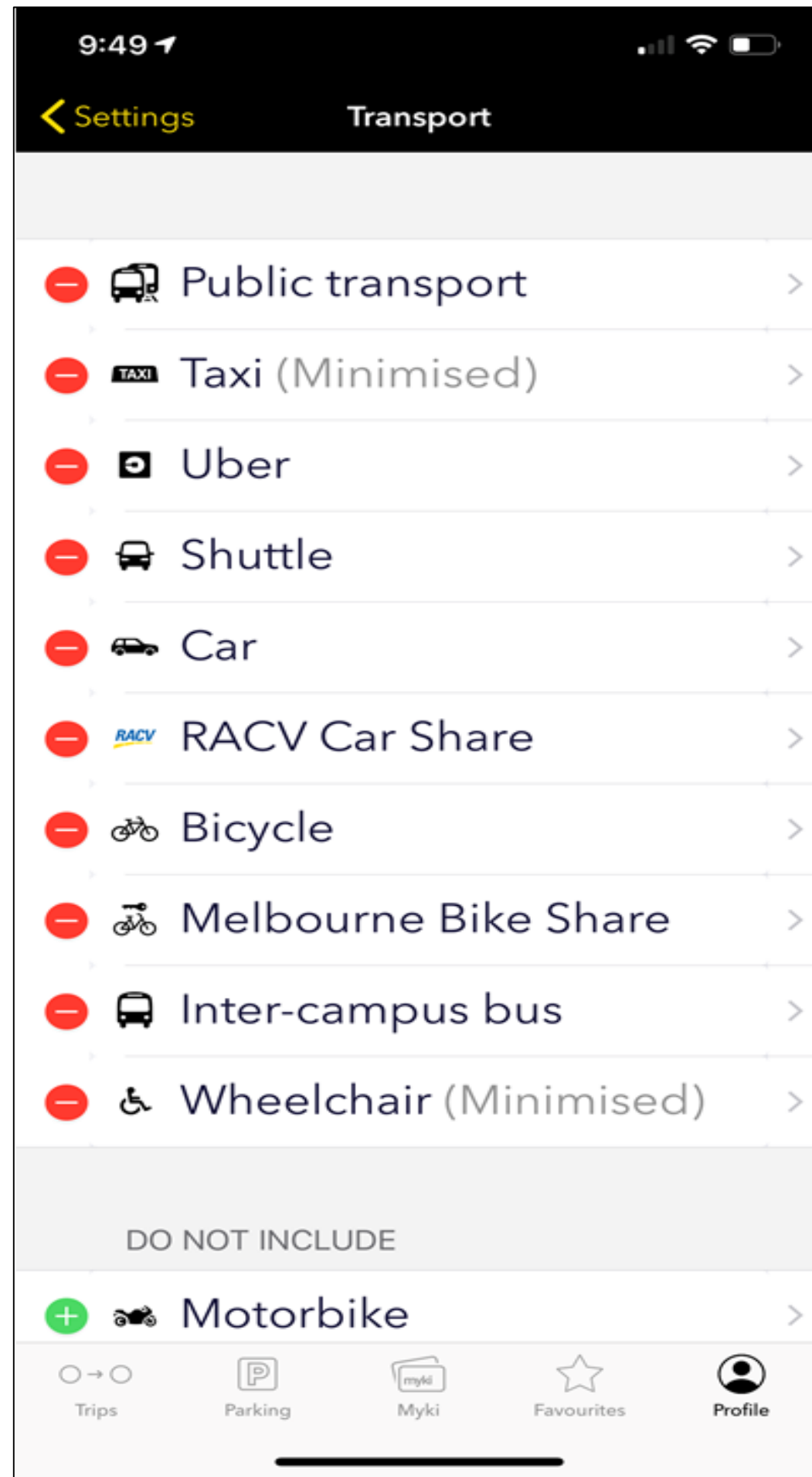
Find and Book services



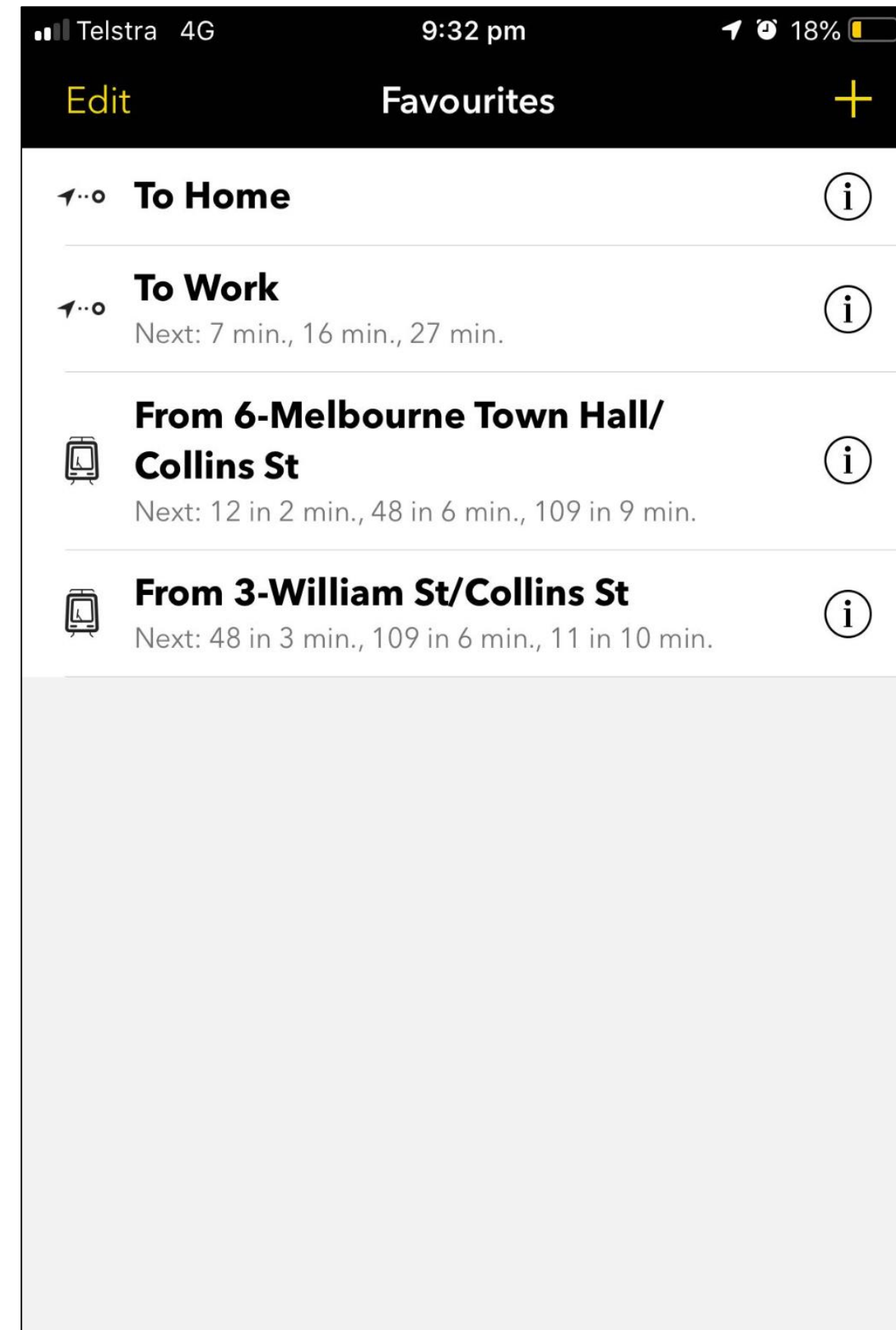
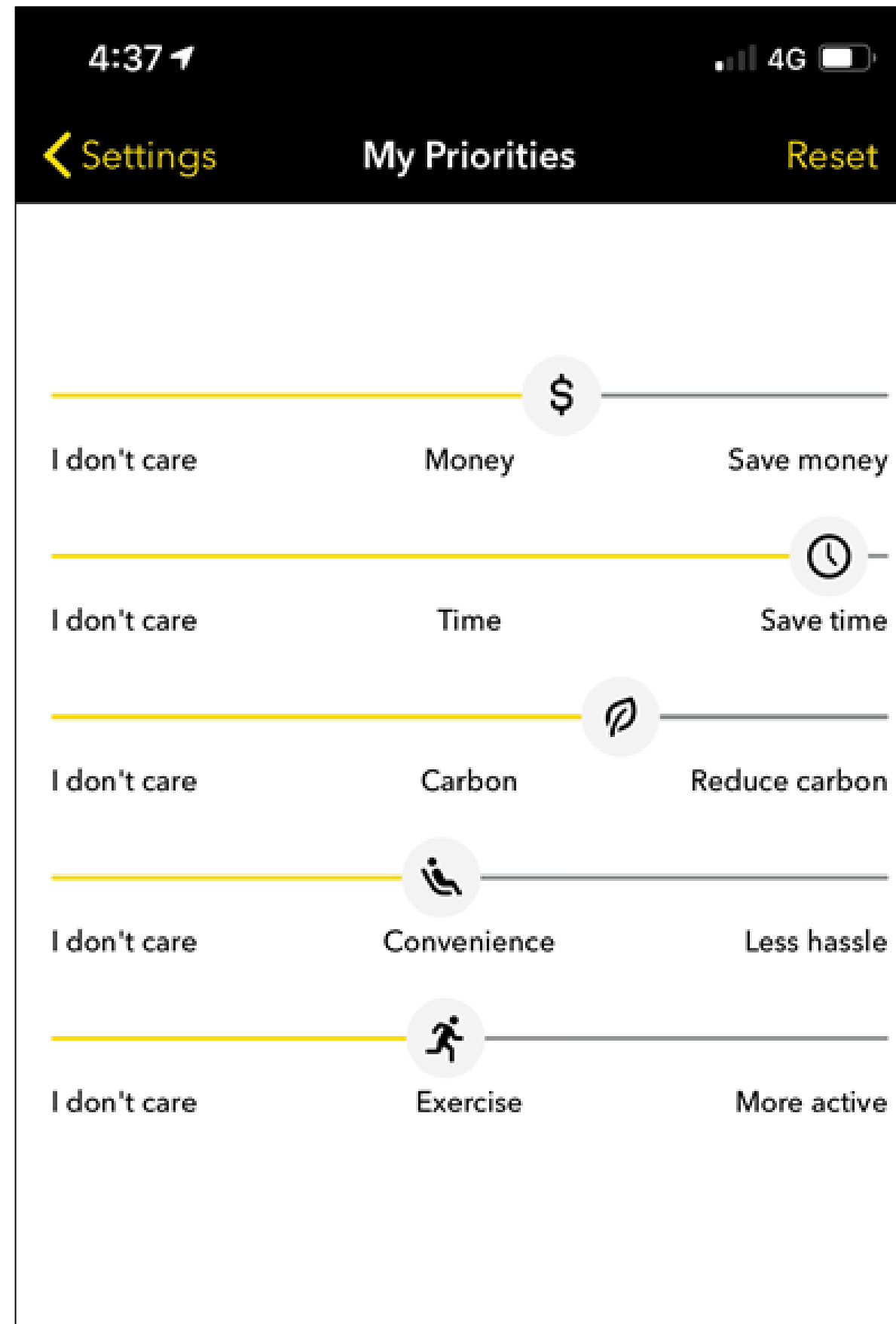
Top up your Myki



Accessibility



Personalisation



Pilot: On-demand shuttles



Expand coverage & frequency



New arevo Brand



- Target new segments
- Distinct positioning, tone and voice
- Trust of RACV master brand



Arevo - Bus Transport Opportunities

- Alternative transport options eg. seamless multi-modal alternatives
- Up to date schedule information*
- Myki top up
- Private Bus Schedules eg. Monash University, Other
- Accessibility information
- Pilot: On-demand shuttles to Major trunk routes

* Future feature