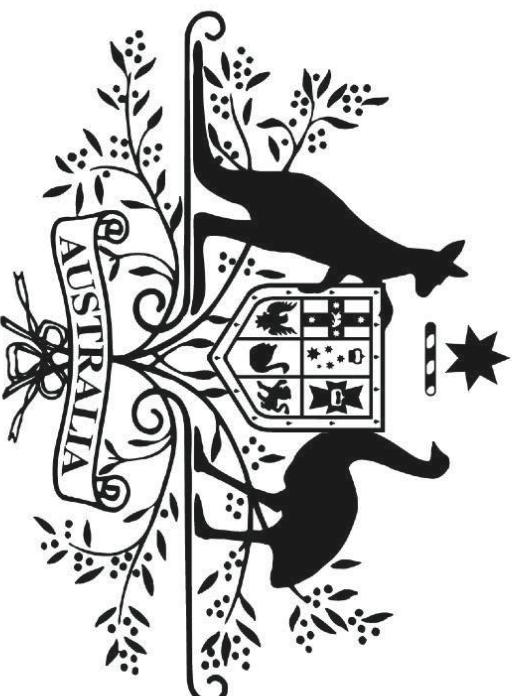




G'DAY!





Australian Government

Department of Human Services



A woman with long brown hair, wearing a blue and white polka-dot shirt, is smiling and holding a white cardboard box. In the background, a Deliveroo delivery person is visible, wearing a blue uniform with a kangaroo logo and the word "DELIVEROO" on the back. The background is a blurred city street scene with buildings and a bicycle rack.

**21st century services
have changed the way
we live our lives.**



THESE SERVICES ARE...



FLEXIBLE



PERSONALISED



RESPONSIVE



Citizens expectations
have been raised...

Public services are *beginning* to do the same...



Department of Human Services

💰 Payment and Service Finder

Helping you find, estimate and compare payments and services you may be

1. Questions



2. Payment Results



3. Estimator Questions








4. Est

Assistance beyond Centrelink

In addition to the payments below, there are other services in your area that can assist you.

But is this enough?

12:56	 Green Square Station, Botany Rd (Stop 201511) 310 Eastgardens to Central Railway Square via Botany Rd
	 Wheelchair accessible service
	 \$2.15
13:04	 Redfern St at Renwick St (Stop 201647)
	 Walk 3 min to Destination



Accessible travel in NSW

Helpful tips and tools for planning accessible travel on public transport. Download transport apps with accessibility information to assist you during your trip.

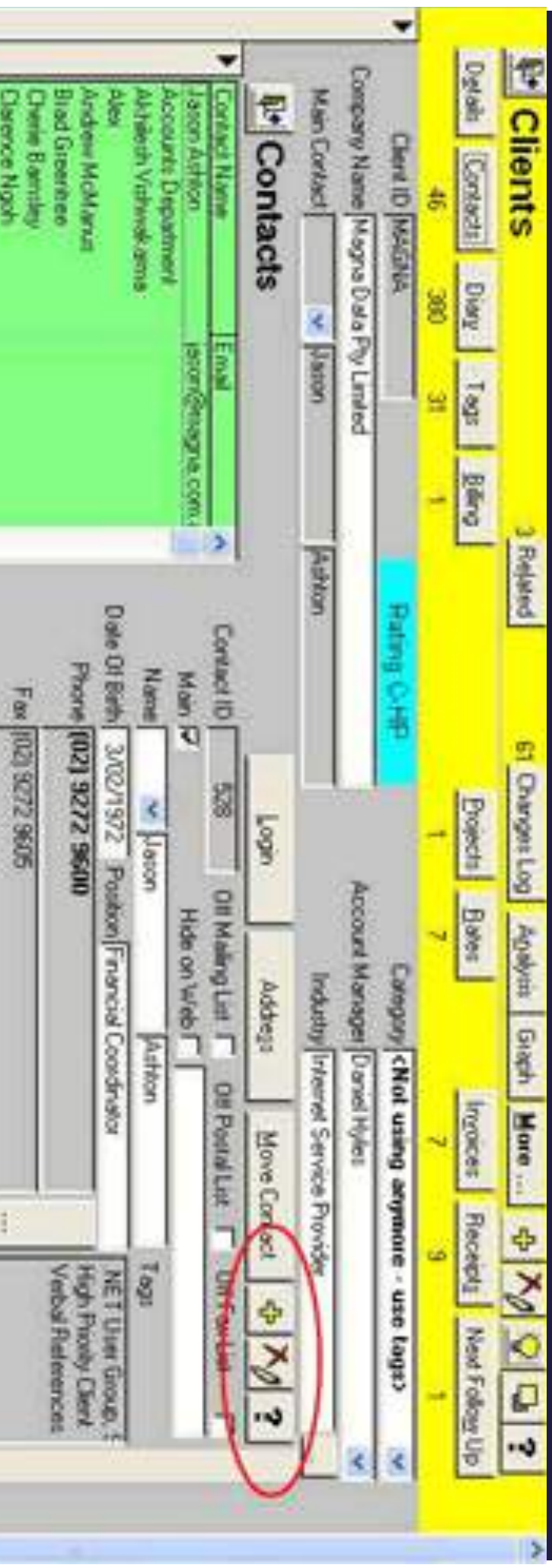
Accessible travel



Plan an accessible trip



Our solutions are technocratic not user centred.



**It is time to
change all that**




As the deliverer of public services, it is even more essential for government to adopt this approach in order to effectively help those who are often the more vulnerable members of our communities and who may be dependent on government interventions and support to achieve better life outcomes.

Re-Designning

Re-Structuring

Re-Bootng

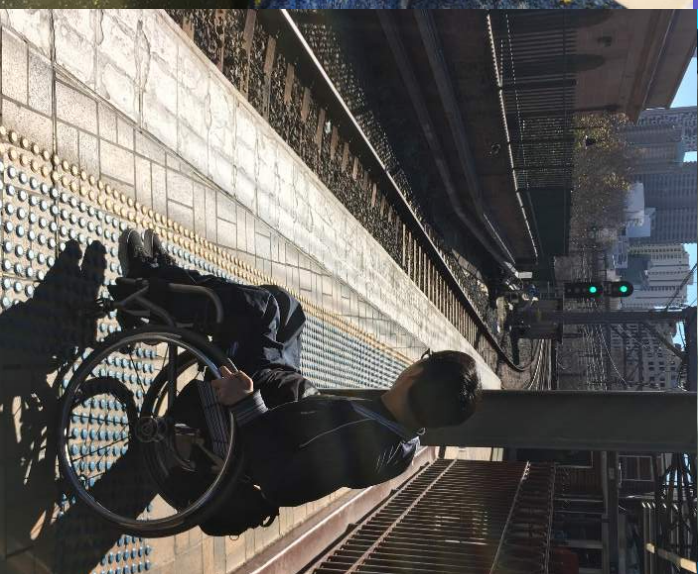
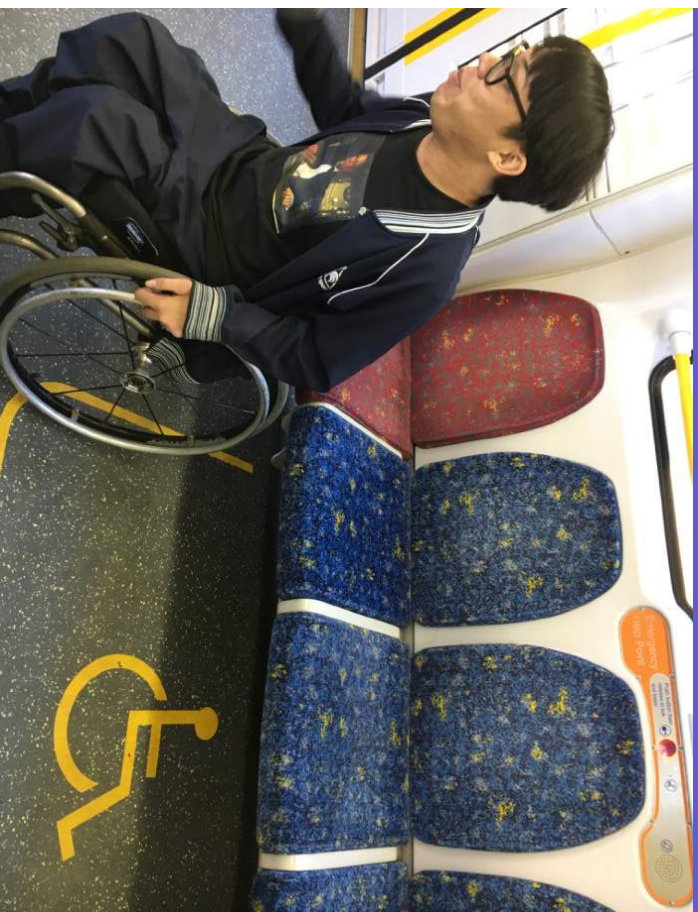
PUBLIC SERVICES



Meet Daniel.
He can't afford to
travel by Uber.

A DAY AS A COMPANION

Understand the challenges and frustrations for Daniel and gain experience as a helper.





PROBLEM

Like many, Daniel finds it intimidating and difficult to commute by public transport.



1.36M

people live in NSW with some form of disability



564K

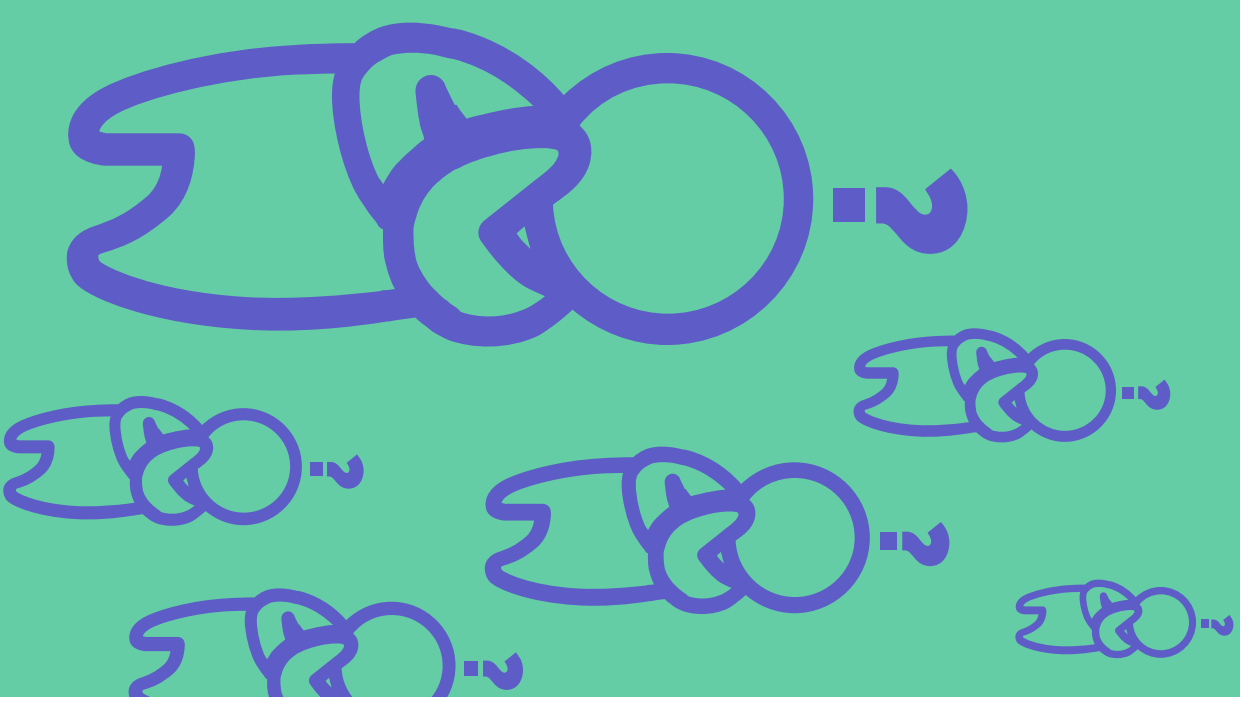
have access to public transport but still **DON'T** use it



83%

NSW train customers have access to wheelchair accessible stations

How might we make
public transport more
accessible for Daniel?

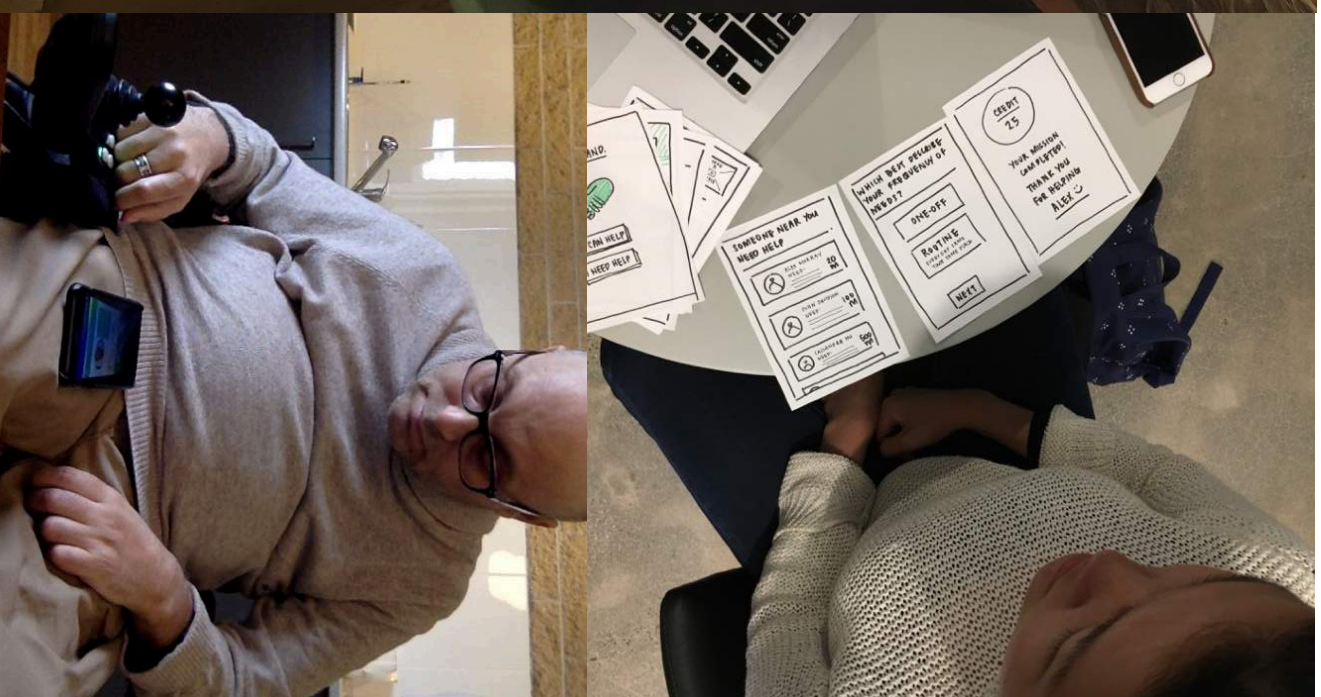
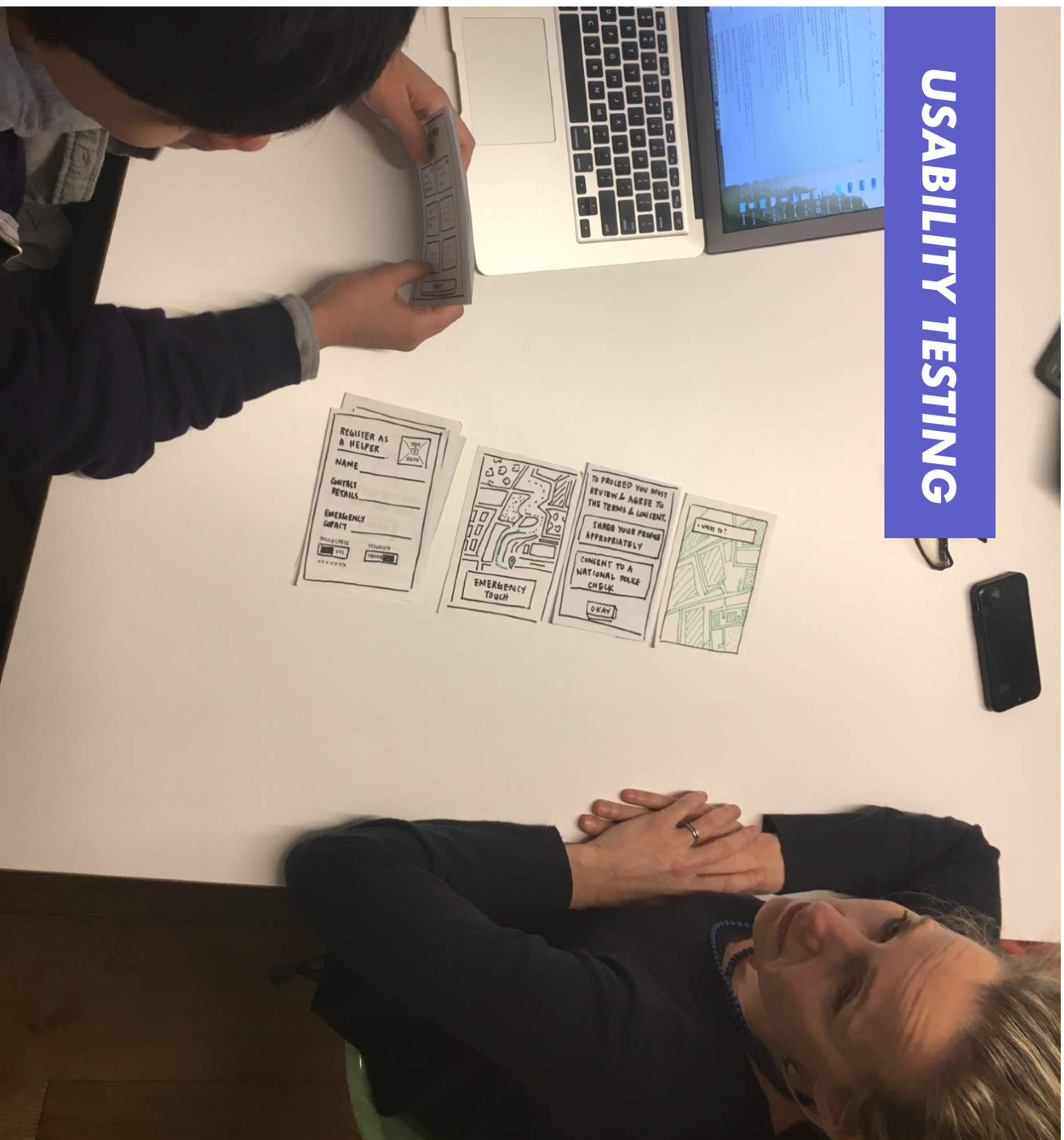


SOLUTION

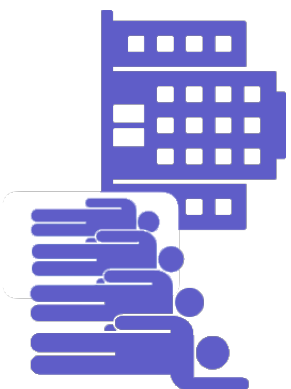
We pair willing commuters with people with a disability to make commuting by public transport more approachable and less stressful.



USABILITY TESTING



HOW IT WORKS



**Helpers
(volunteers)**

from organisation's
CSR program



**Providing a
seamless way
to connect**

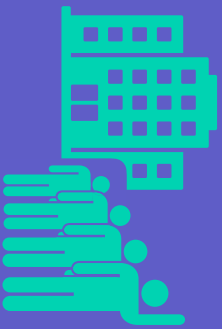


**Travellers
(people with
a disability)**

supported by local
travel training
providers



BENEFITS



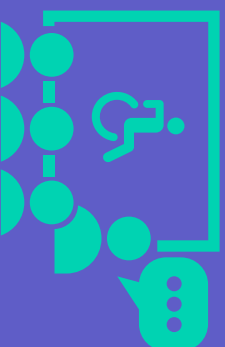
Organisations
supporting volunteering
for their employees

**Flexible
volunteering
options**



Organisations
supporting people
with disabilities

**Empower
independence**



Organisations
providing travel
training programs

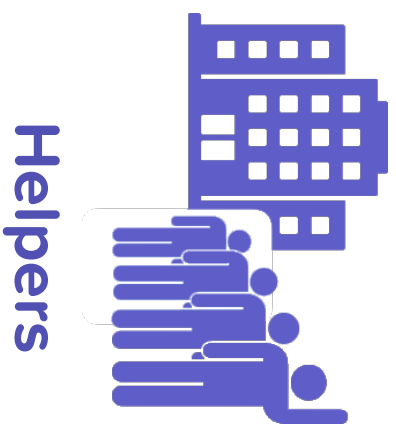
**Empower
independence
& free up
resources**



State
government,
Transport for NSW

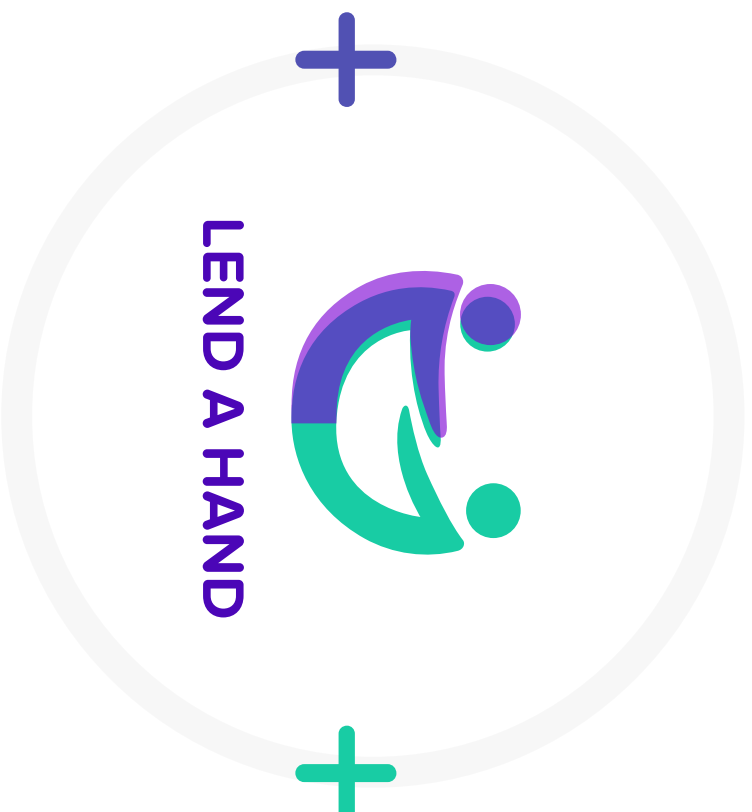
Reduce cost

JOIN US!



Helpers

+



+



Travellers

Register your interest → bit.ly/lend-hand



DO IT FOR DANIEL! FUTUREGOV





Uber doesn't come for Margaret in rural Suffolk

CHALLENGE

A platform that allows people to easily book flexible and affordable local public transport in rural areas.

DISCOVERY, DEFINE, DESIGN, DELIVER



PHASE 1

DISCOVERY

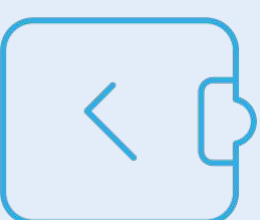
Understand what it's like to be a transport provider, and what it's like to live and travel in a rural area.



PHASE 2

DEFINE & SHOW A CONCEPT

Designed the concept for a digital demand responsive transport service.
Developed prototypes to test demand.



PHASE 3

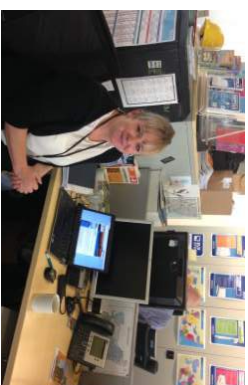
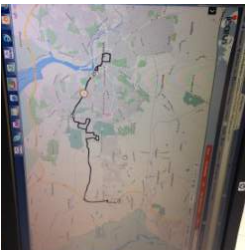
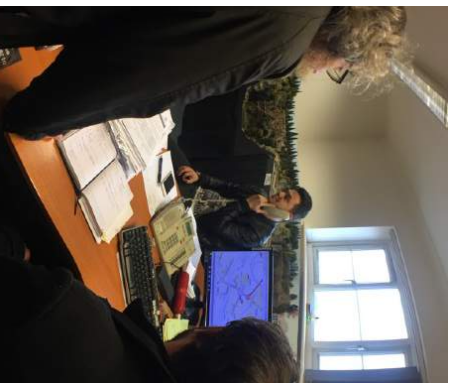
TRIAL A REAL SERVICE

Live testing of a service with further development to testing Alpha at an increased scale. Finally, trailing a service with multiple routes and providers to scale up to a live service.

USER RESEARCH

Provider Research

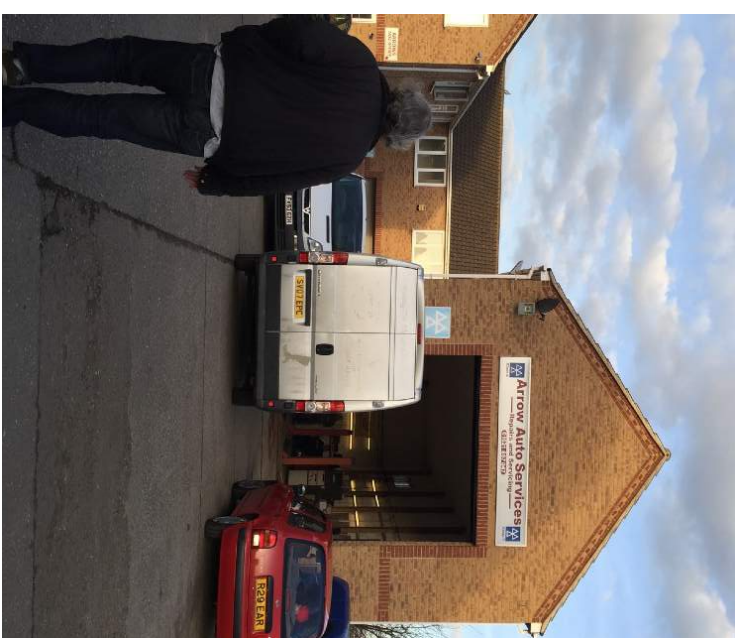
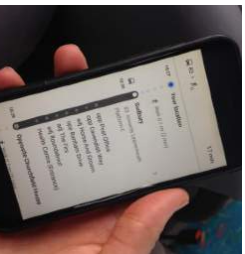
to understand what it is
like as a transport
provider



User Research

to understand what it is like to
travel in a rural area, what
frustrates people most

UNDERSTAND WHAT IT IS LIKE TO USE AND TO RUN A SERVICE FROM BOTH SIDES



UNDERSTAND WHAT IT IS LIKE TO TRAVEL IN RURAL AREAS, WHAT FRUSTRATES PEOPLE MOST

Ann | late 70s | DRT user

Ann lives alone at North Farnbridge, the Denbie area. She is active in local community and usually organises travel for her neighbours to go shopping together.

“I don’t understand what is DRT. But I like my driver Ken who I can phone and book a trip for myself and my neighbours. With out it, I am stuck!”

Insight

- Most people don’t understand DRT i.e. provider, passenger
- Older people need high-touch and assisted service (e.g. single point of contact through out)

UNDERSTAND WHAT IT IS LIKE AS A TRANSPORT PROVIDER

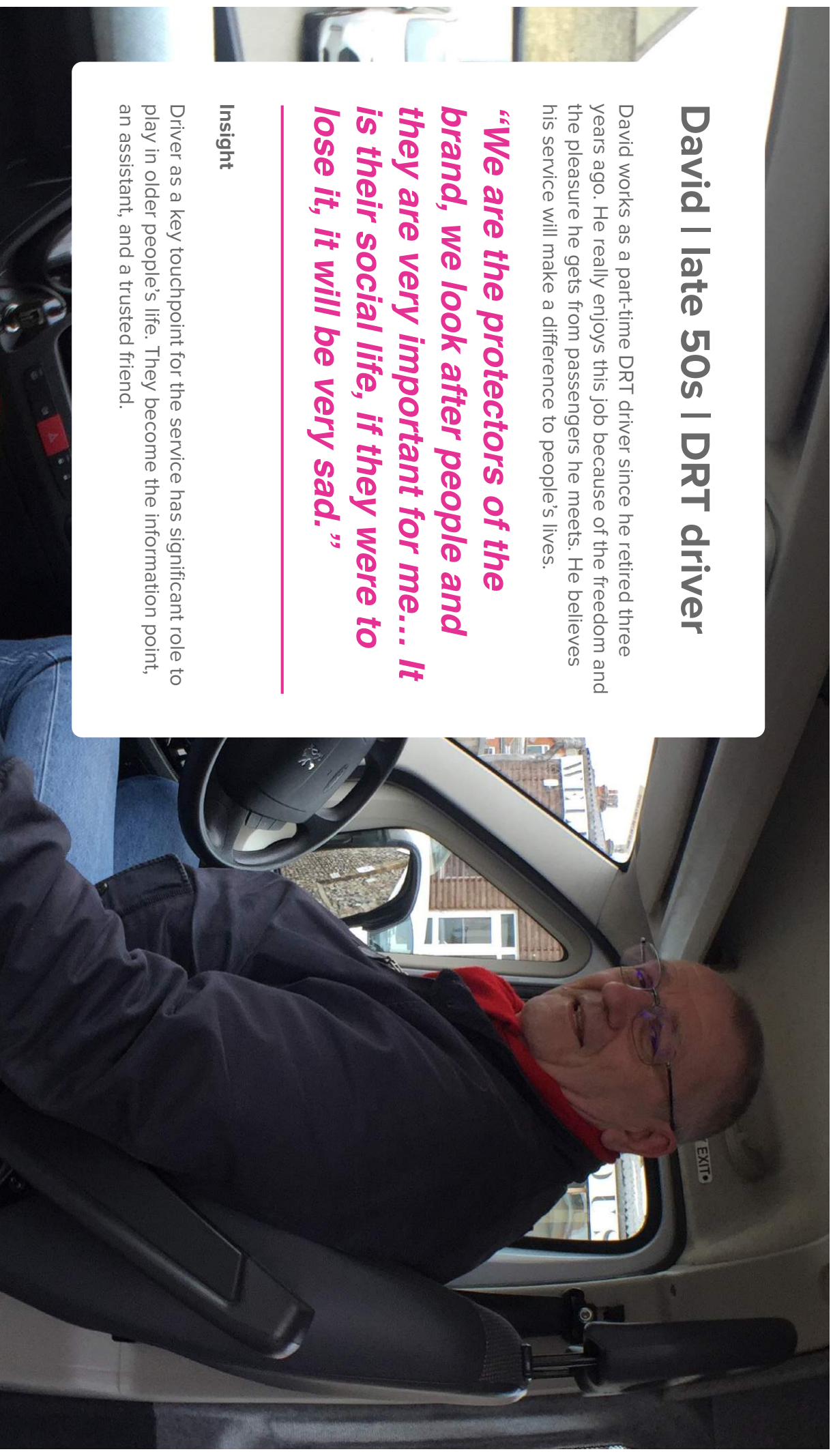
David | late 50s | DRT driver

David works as a part-time DRT driver since he retired three years ago. He really enjoys this job because of the freedom and the pleasure he gets from passengers he meets. He believes his service will make a difference to people's lives.

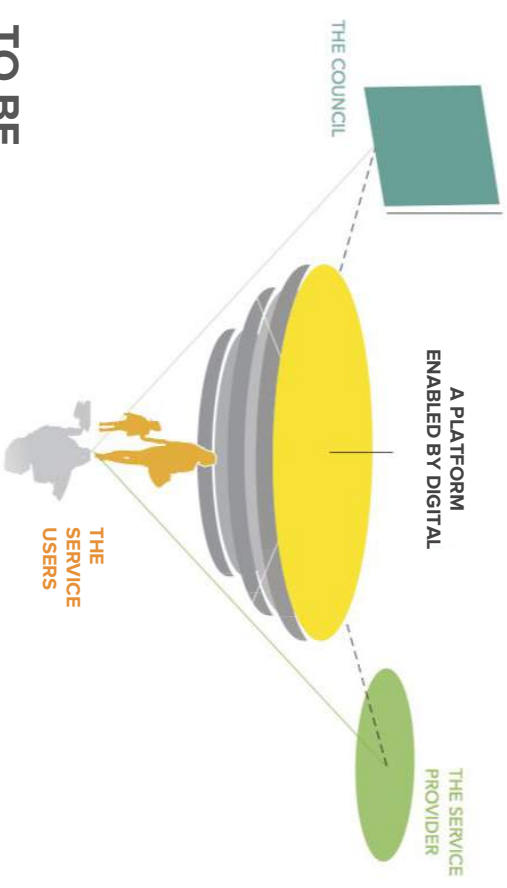
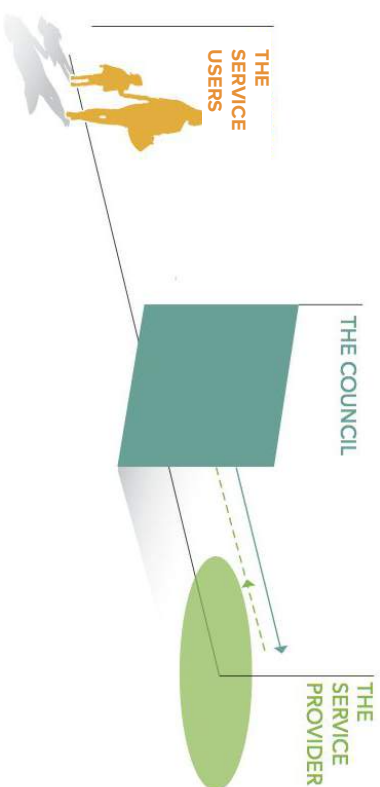
“We are the protectors of the brand, we look after people and they are very important for me... It is their social life, if they were to lose it, it will be very sad.”

Insight

Driver as a key touchpoint for the service has significant role to play in older people's life. They become the information point, an assistant, and a trusted friend.



THE RESULT



AS IS

- Council as a service broker, commissioner and provider.
- Council is reactive to user needs and market change.
- Bundled budget (demand.)
- Suppressed demand.
- Underutilised and disappointed supply.
- No visibility of data.
- Lead by tech availability.

TO BE

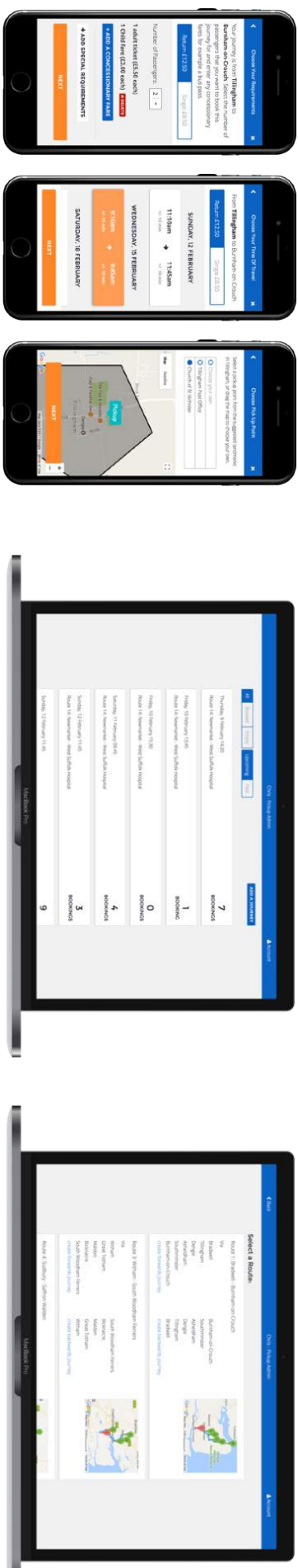
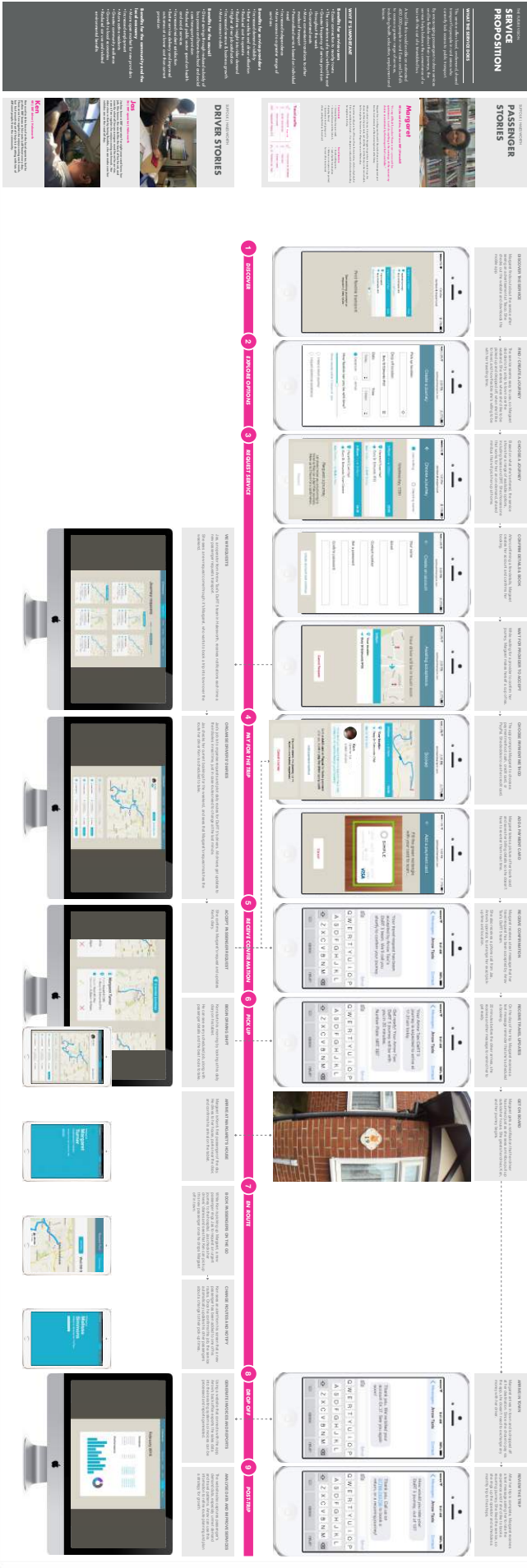
- Council as a platform.
- Council is proactive with future vision and enables change.
- Unbundled budget (demand.)
- Empowered demand.
- Efficient, connected and user-driven supply.
- Owner and disseminator of data.
- The lead of tech design and build.

THE RESULT

© 2016 FUTUREGOV

"To Be" Experience Map | Total Transport Service Prototype

FUTUREGOV



THE RESULT

PASSENGERS

Rural residents aspiring for greater independence represent untapped demand for mobility solutions

SUPPLIERS

Existing transport suppliers have spare capacity and willingness to offer new services to new passengers

PLANNERS

Local Authorities are more willing than ever before to support new ideas that can help tackle the public funding crisis in rural transport

REGULATORS

Urban transport innovators have shown the way that current UK regulations still offer sufficient scope to deliver new models of transport

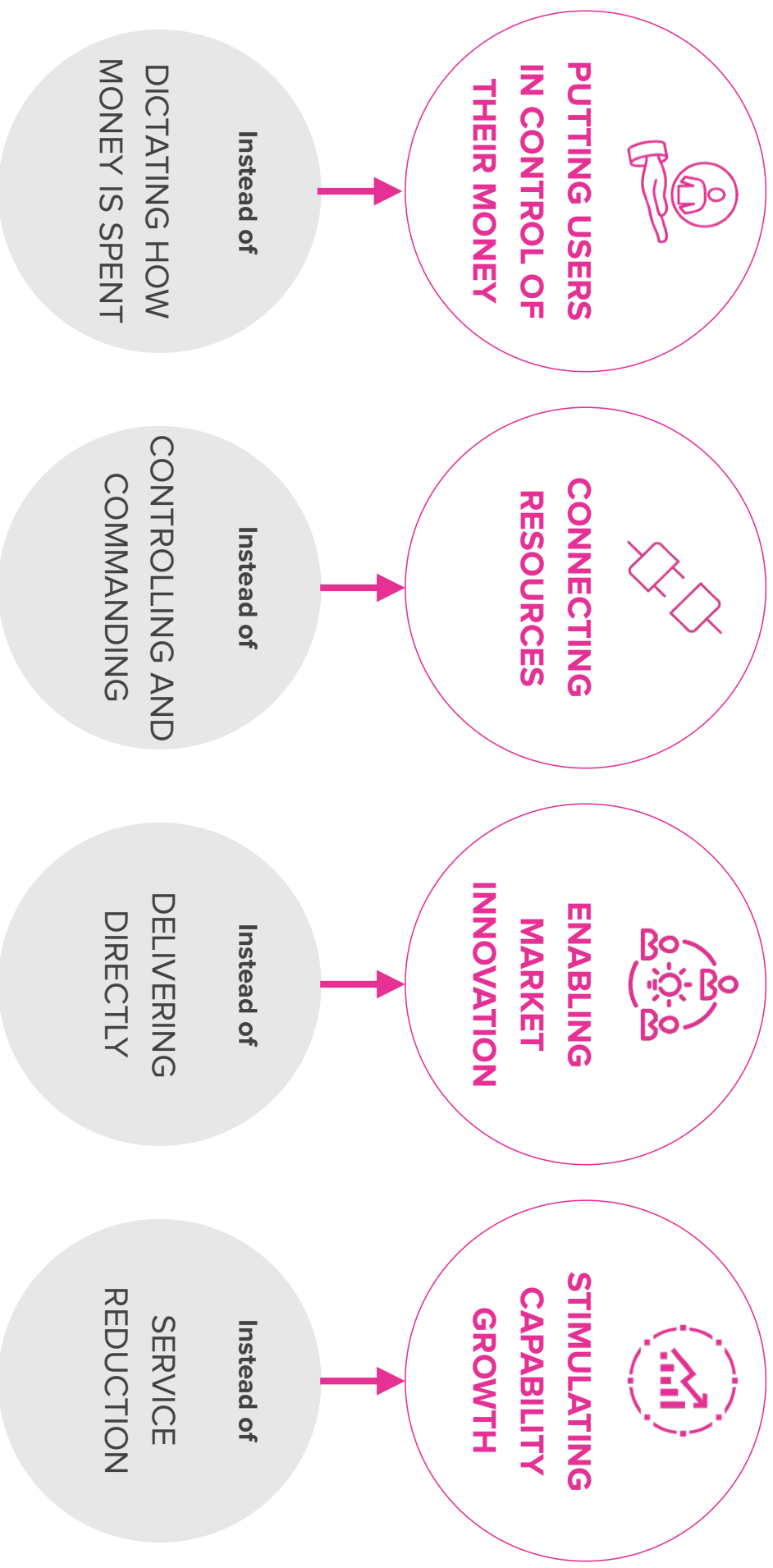
THE IMPACT

IMPROVE RURAL
RESIDENTS' SOCIAL AND
HEALTH OUTCOMES BY
GIVING THEM GREATER
FLEXIBILITY AND
INDEPENDENCE

PROVIDE GREATER
SUSTAINABILITY TO
PUBLIC TRANSPORT
PROVISION

REDUCE THE NEED FOR
TRANSPORT SUBSIDY,
WHILST INCREASING
EDUCATION, HEALTH, AND
ECONOMIC GROWTH
OUTCOMES

WHAT IF THE GOVERNMENT'S ROLE IN TRANSPORT WAS...



COULD THIS BE THE FUTURE OF COMMUNITY TRANSPORT?

VISION

Affordable and demand-responsive transport services that are decentralised, data-led, highly connected and cost-effective.

MISSION

Build a sustainable transport marketplace to increase network capacity and drive market innovation with the help of technology and data.

COULD THIS BE THE FUTURE COMMUNITY TRANSPORT?



Hyper Local On-demand Ride-sharing

Great for spontaneous & routine travel within an on-demand zone to join major network

- . [With Who] Travel alone or in group
- . [Where] Flexible and semi-flexible route
- . [When] Planned, On-demand



Pre-booked Group Transit

Great for planned or regular group trip (e.g. shopper/ commuter bus, school/ day trip, etc)

- . [With Who] Travel in group
- . [Where] Flexible route
- . [When] Planned



Data-driven Responsive Bus

Great for mass transit responding to real time travel needs.

- . [With Who] Travel in group
- . [Where] Fix/ semi-fixed route
- . [When] Time tabled, On-demand

How others are already doing this





**DO IT FOR
MARGARET!**

LET'S GET STARTED DESIGNING PUBLIC SERVICES FOR THE DIGITAL AGE

WEAREFUTUREGOV.COM
