Drivers and barriers towards enhancing mobility through MaaS in a Regional and Rural context: insights from suppliers and organizers

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Appendix A. Overview of the questions used in the in-depth interviews

Table A. 1: Overview of the questions used in the in-depth interviews.

| Theme	Questions	Time
Role of your organization	• What services / products do you provide? What is your role within the organization? • How many vehicles do you operate (by type) and how many employees do you have? • Who is your main constituency (customers / client base) and catchment area?	10min
Getting to know your customers	• How many customers / clients do you have, what are their main characteristics? • What do you consider to be the strength of the services provided by your organization? • How has COVID-19 and other extreme events influenced your service offer? • Have you complemented / substituted any of passenger services with delivery services? • What are the barriers / enablers to meeting the needs of the customer / client base?	10min
Mobility requirements of your customers / clients	• How do your customers / clients currently move around their surroundings? • How easy or difficult is it for them to reach activities in their neighborhoods? • Typically, what types of destinations do they want to go to? • How do they find they information they need to plan their trips? How do they pay? • Are there destinations that clients want to go that you cannot provide and why?	10min
The role of technology in enhancing mobility service provision	• What technology (e.g., booking, payment, information searching, journey planning) do your customers / clients currently use? • Do your customers / clients have any barriers to the technology and smart phone use? • Do they use Apps or web or call/text center to access your services? • What role is there for technology applied to transport in delivering societal benefits? • If there was a one stop, booking, ticketing solution, paid for via a subscription system with different modes (a MaaS app), would this be suitable for the customers / clients? • Does this idea appeal to you and how might your services fit within such a framework? • How would using technology allow you to provide better services to your client base? • What would be the advantages and disadvantages of such a solution?	15 min
Implementing rural and regional MaaS	• What are regulatory barriers and facilitators to implement MaaS for regional NSW? • Are there any other barriers and facilitators you can think of such as operational? • What are the key responsibilities should lie in the setting up Rural and Regional MaaS? • How would you see your organization participating in a MaaS sponsorship scheme? • How would you see your organization participating in Community MaaS[1]?	15 min

Appendix B. Results of qualitative analysis using Nvivo

Figure B.1- Figure B.16 display the subthemes associated with each theme listed in **Error! Reference source not found.**, along with the number of references from the in-depth interviews.

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[1] One idea is to develop the concept of Community MaaS built around the capacity of local stakeholders. Community MaaS might operate with a subscription to a community club where individuals might pay (say) $4 per month and in return can book mobility services (including deliveries), receive discounts at shops etc (in the form of "rewards") in a seamless way with reduced effort. A community club would be centred in the community and allow all local residents to participate.
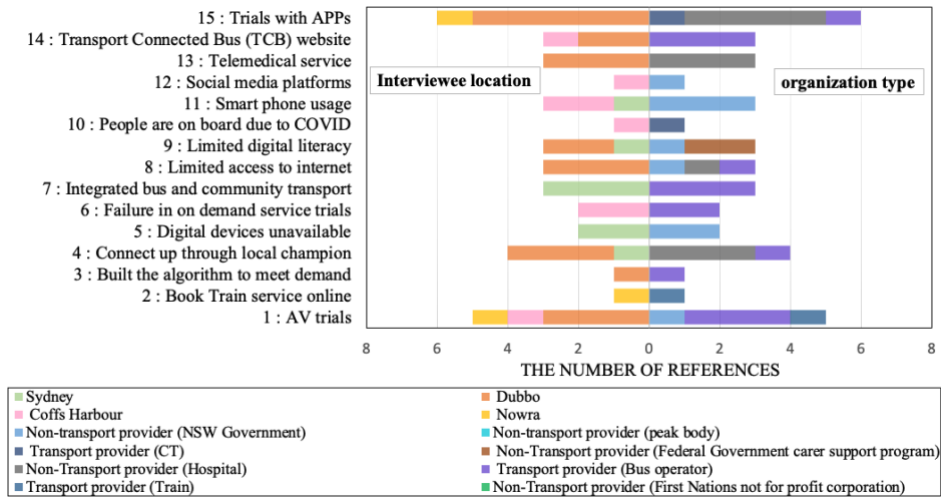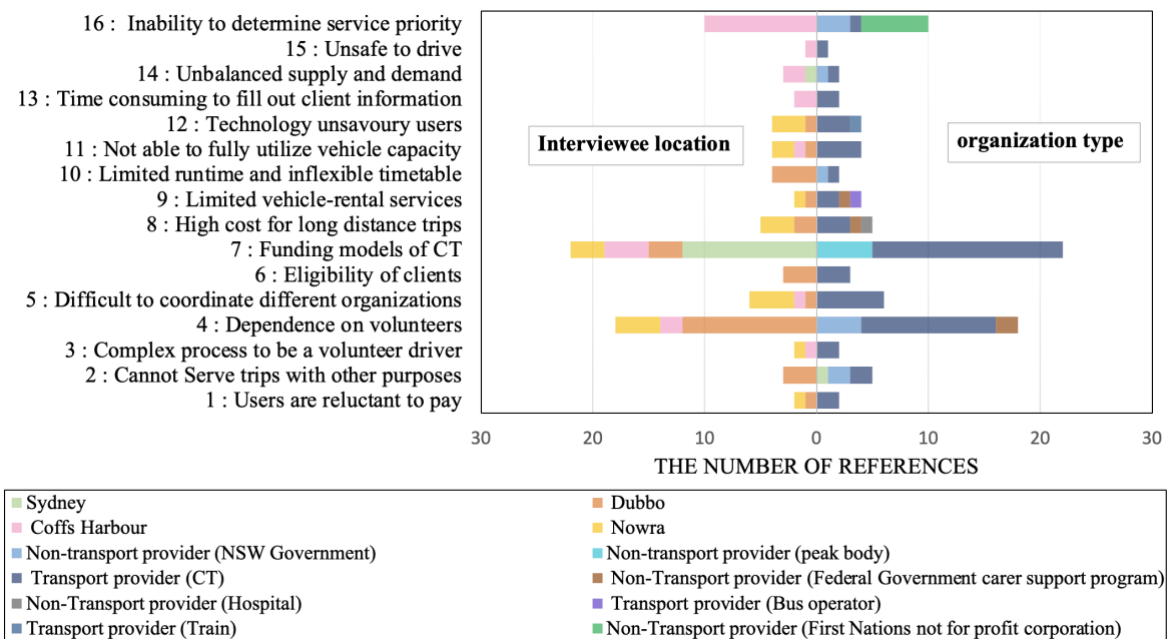
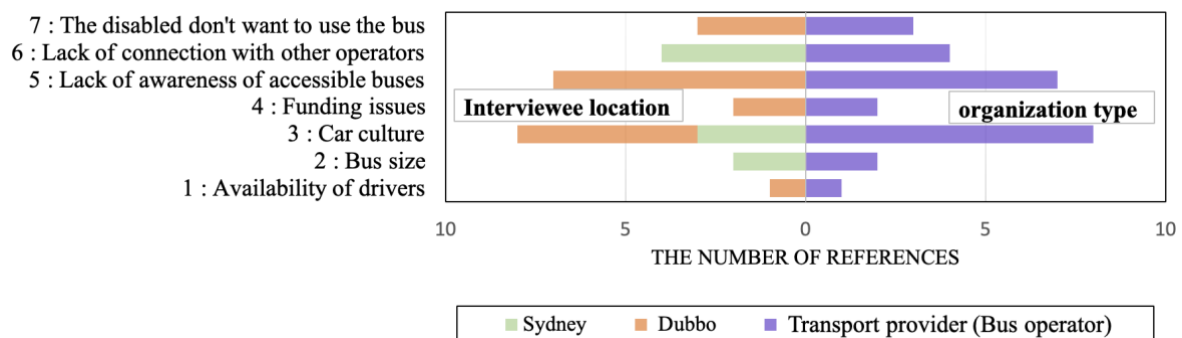**Figure B.1: Current use of technology**
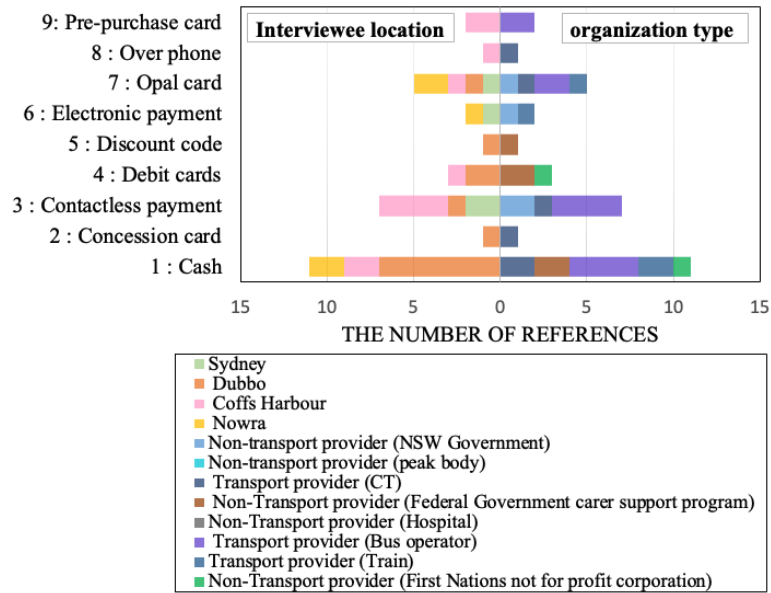
Figure B.2: Current payment methods
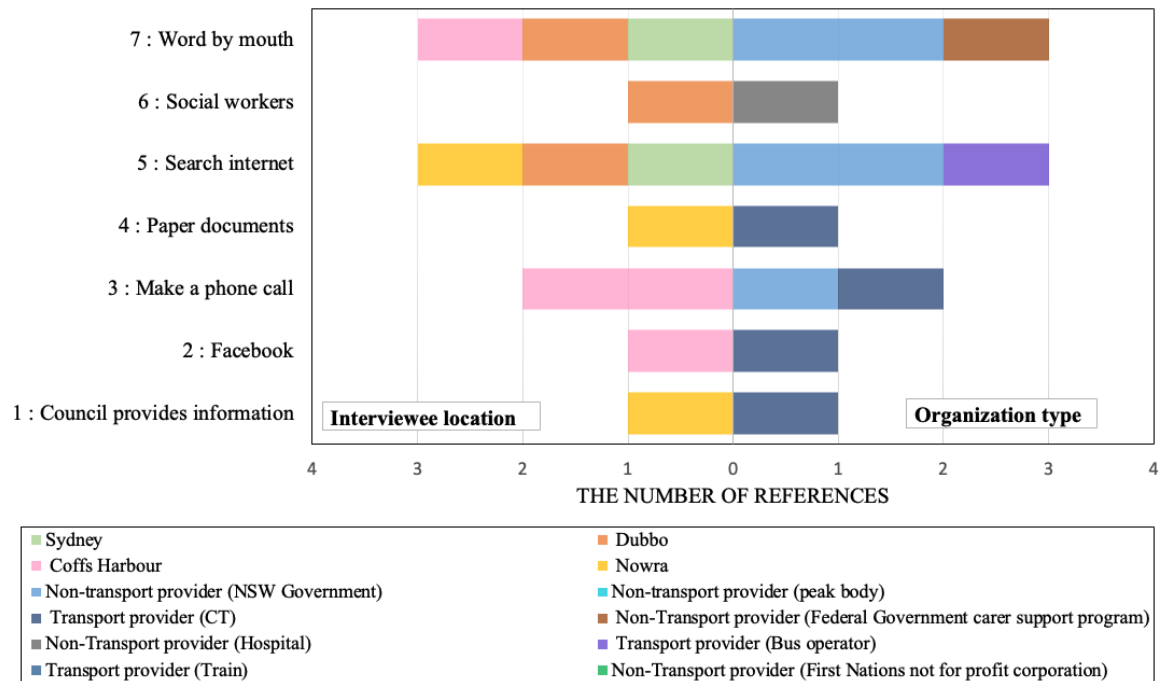
Figure B.3: Current means to know about available services

Figure B.4: Barriers of CT operators
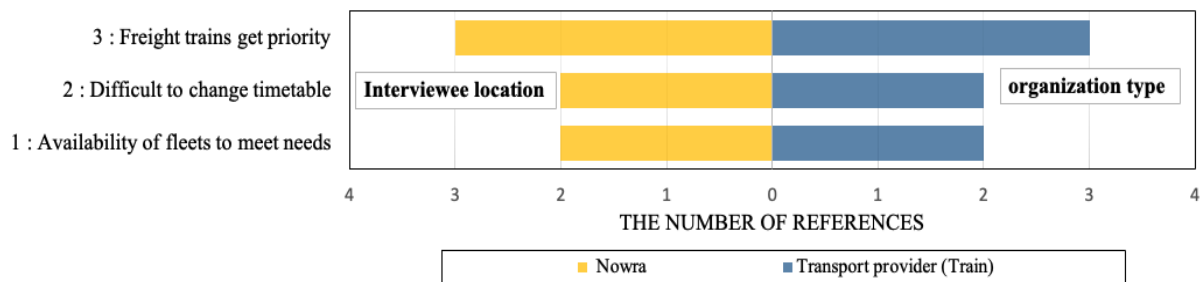

Figure B.5: Barriers of Bus operators

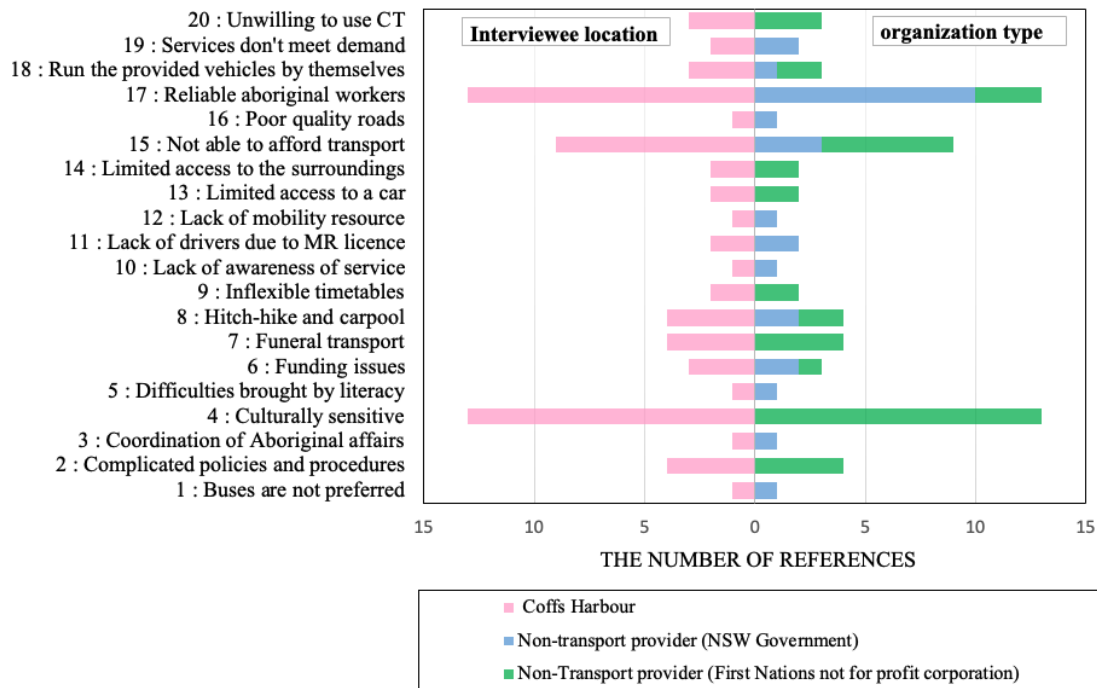**Figure B.6: Barriers of Train operators**

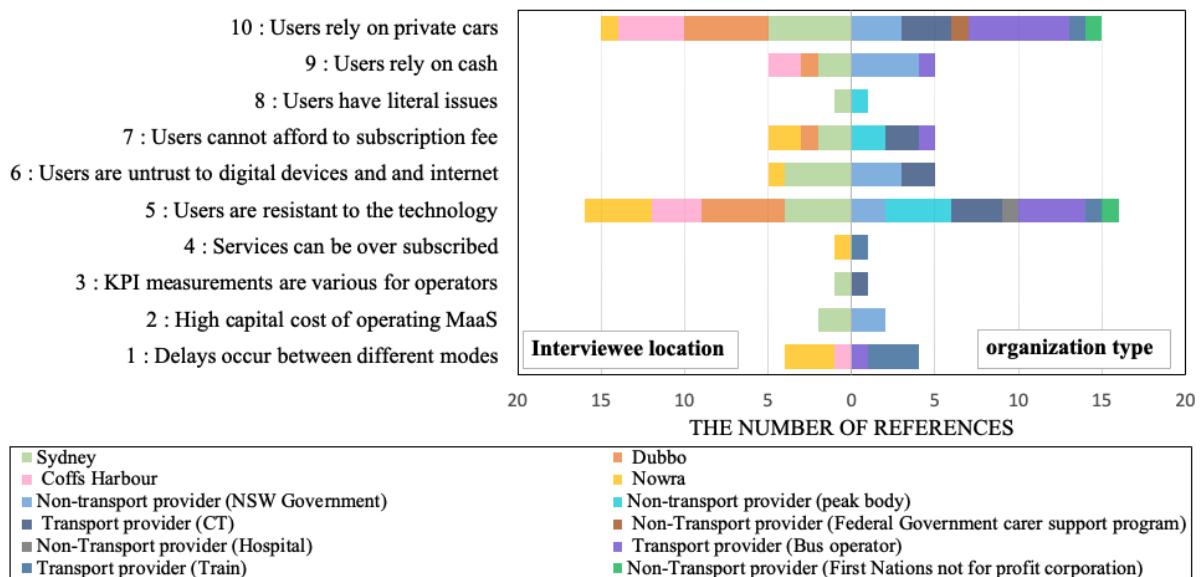**Figure B.7: Barriers of Transport in the Aboriginal community**

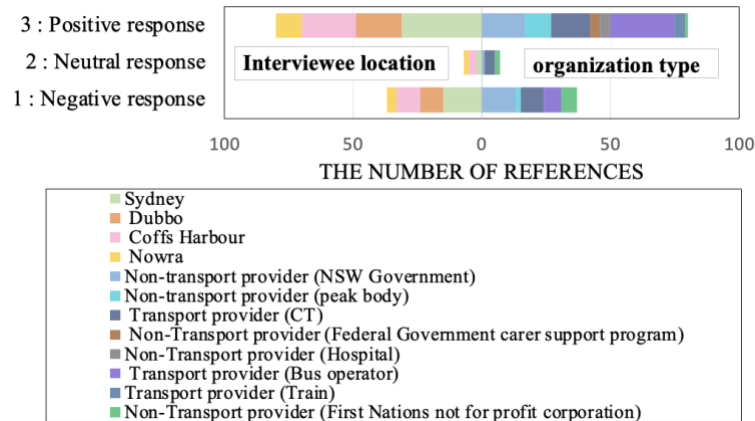**Figure B.8: Barriers to implementing Regional and Rural MaaS**
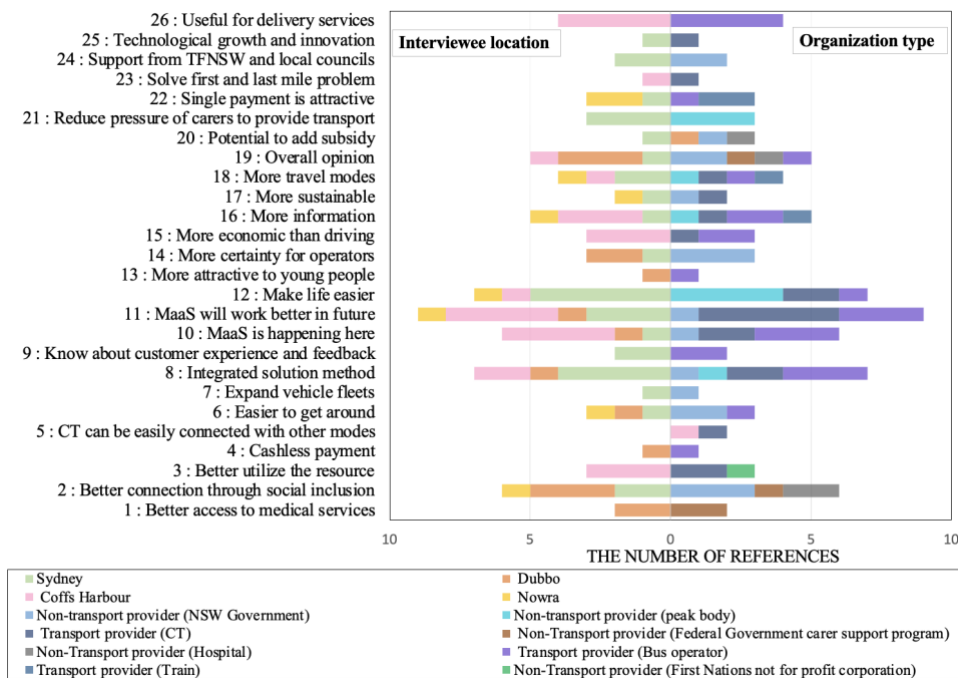
Figure B.9: Response to RTRH MaaS
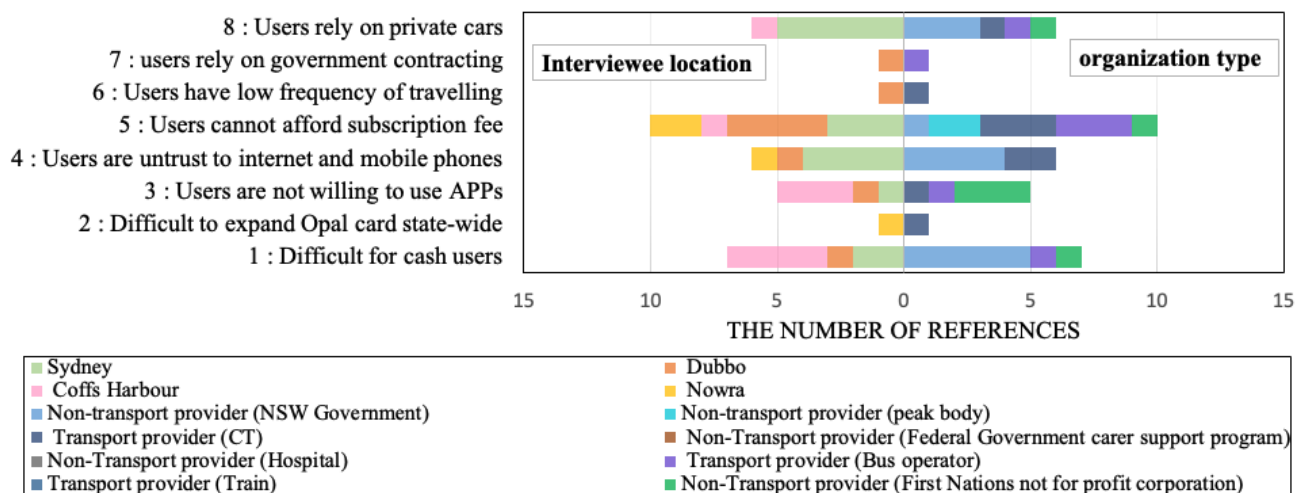

Figure B.10: Positive response to RTRH MaaS
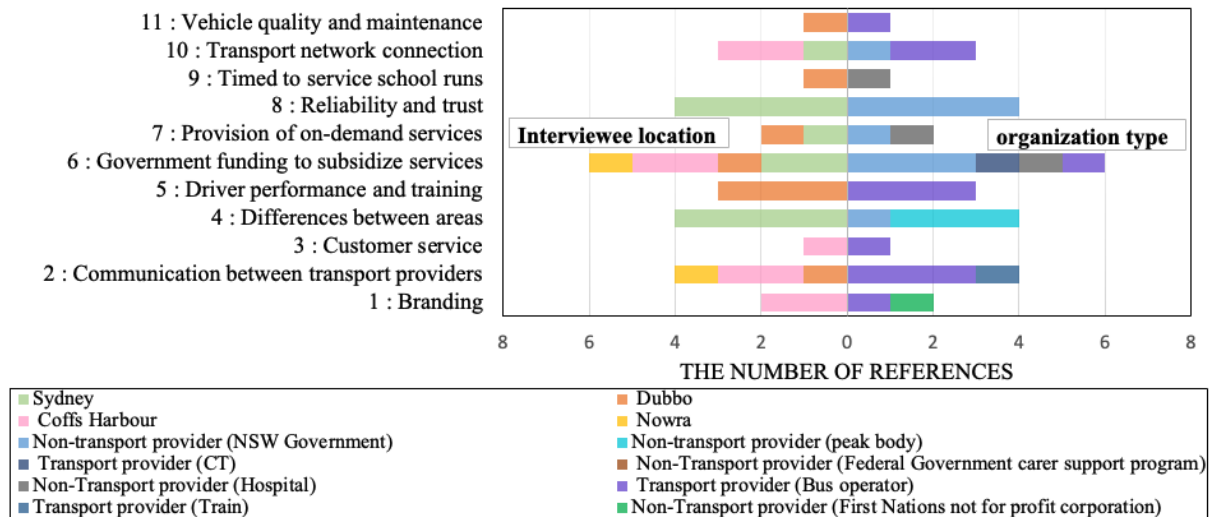

Figure B.11: Negative response to RTRH MaaS
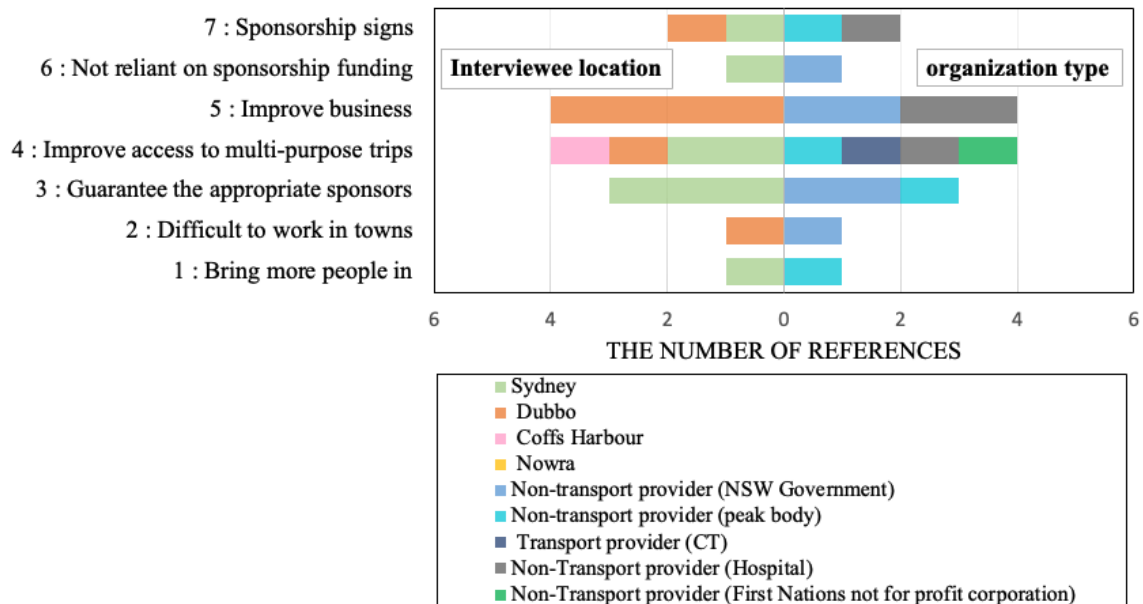
Figure B.12: Factors influencing the ability to meet needs
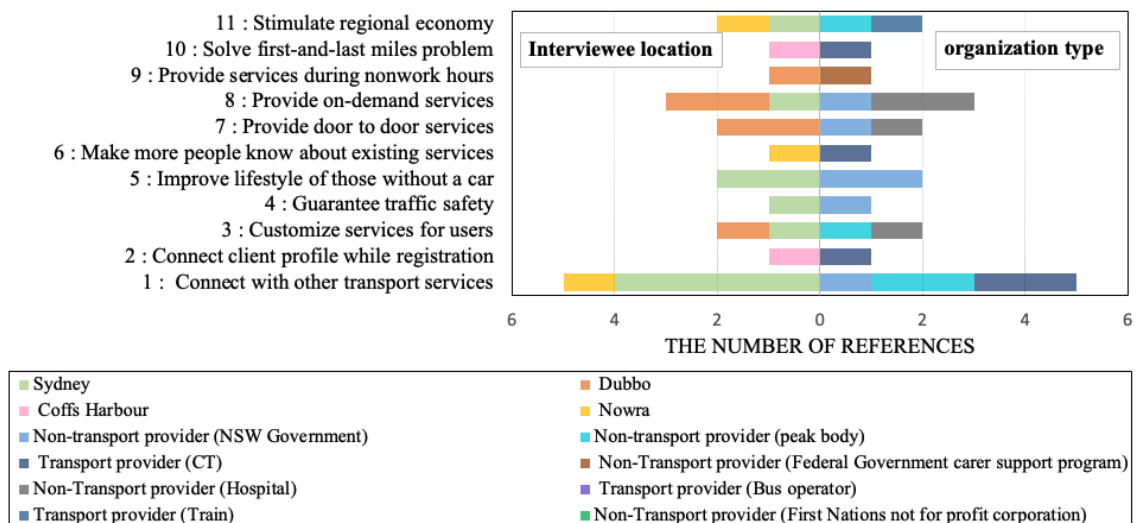

Figure B.13: Considerations on MaaS sponsorship

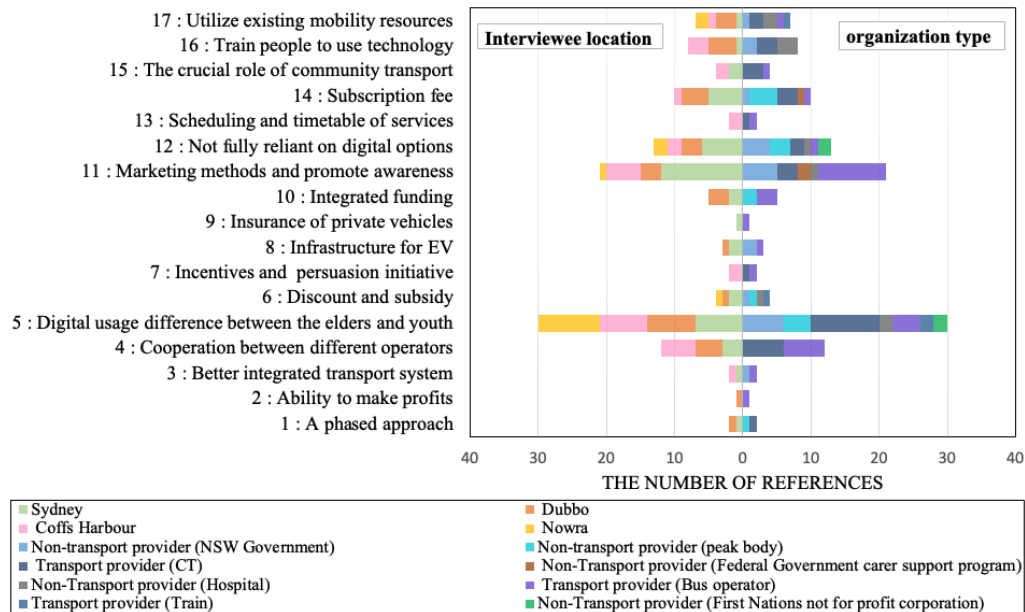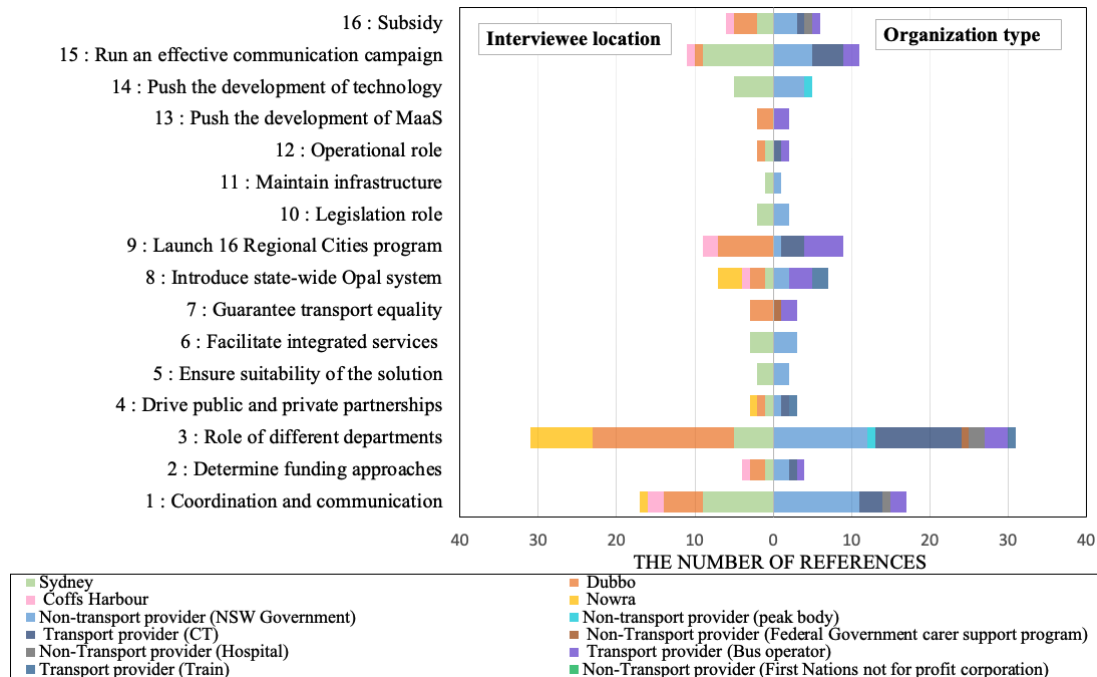**Figure B.14:Business opportunities of RTRH MaaS**

Figure B.15: Key success factors (KSF) of RTRH MaaS

Figure B.16: The critical role of governance