## Annex 7 MaaS Ebbsfleet scheme timeline

Activity	Date
Commercial Case	April – 11 Dec 23
SQ Out (after 7 March ETCC key decision)	12 March 24
SQ Return	23 April 24
Start SQ Evaluation	24 April 24
Complete SQ Evaluation	13 May 24
SQ Moderation	14 May 24
ITT Out	21 May 24
Tender Return	15 July 2024
Start ITT Evaluation	16 July 2024
Complete ITT Evaluation	9 August 2024
ITT Moderation	12-13 August 2024
Start Sessions	19 August 24
End Sessions	21 August 24
ISFT Out	22 August 2024
Final Tender Return	4 Sep 2024
Start ISFT Evaluation	5 Sep 2024
End ITSF Evaluation	11 Sep 2024
ISFT Moderation	12/13 Sep 2024
Complete Contract Award Report	16 Sep September 2024
Financial Authority Granted	16-23 Sep 2024
Authority to Contract Granted	16-23 September 2024
Issue Contract Award Letter	24 September 2024
Standstill Over	8 October 2024
2 weeks float to be used anywhere in the	9-18 October 2024
procurement process	
MaaS partner Service Commencement Date	28 October 2024

## Proposed MaaS partner Procurement timeline

## MaaS partner Mobilisation and delivery timeline

Dates	Phase	Activities
28 Oct 24 – 20	Phase	Co-create integrated MaaS solution - KCC with newly
Nov 25	1.1	procured MaaS partner and Consortium members
		includes:
28 Oct – 5 Dec		White label MaaS design created and agreed for MaaS app,
24		website and portals including MaaS brand
6 Jan – 21 Feb		Integrate Fastrack BRT into MaaS back-office platform
25		Integrate digital loyalty scheme int MaaS back-office
		platform
24 Feb - 21		Testing and training for 1.1
March 25		
29 – 31 Mar 25		MaaS lite soft launch for Fastrack users only
		<ul> <li>Fastrack BRT and loyalty scheme integrations only</li> </ul>
1 April -30 May	Phase	Integrate Southeastern trains into MaaS technology
25	1.2	platform and RDG TIS accreditation
		Integrate local bus services into MaaS technology platform
		(Arriva and Go Coach)
		KCC real-time traffic data
		KCC walking and cycling route data
		Integration of kentjourneyshare carsharing
2-27 June 25		Testing of MaaS phases 1.1 - 1.2 and Training incl. TIS
		Accreditation complete
8 July 25		Soft launch of all PT modes to Fastrack users only
9 July – 9 Sept	Phase	Integration of new bike/ebike hire scheme into MaaS
25	2 <sup>1</sup>	platform
		Integrate DRT Ebbsfleet or revised service area for DRT
		Dartford into MaaS platform (or DRT Countywide Platform if
		procured)
		Integration of new electric car club into MaaS platform
10 Sept – 17		Testing and training of whole MaaS Ebbsfleet Solution
Nov 25		
17-19 Nov 25		MaaS Ebbsfleet full public launch and large marketing
		and behavioural change campaign

<sup>&</sup>lt;sup>1</sup> Dependent on additional external funding to establish new physical travel modes in the zone before data integrations.

MaaS Surveys and Marketing and behavioural change campaign implementation timeline (MaaS Ebbsfleet zone)

Dates	Activities	
Marketing and behavioural change campaign procurements		
7 Feb – 17 March 24	MaaS branding consultant procurement (RfQ)	
19 Feb – April 24	Phase 1 Marketing research company for Focus group /	
	prelaunch residents survey procurement (RfQ)	
29 Feb – 3 May 24	Behavioural change consultant procurement (RfQ)	
8 July 2024 - 28 Oct	Phase 2 – procurement for Marketing company for	
2024	marketing materials for prelaunch, launch and ongoing	
	marketing and behavioural change campaign	
Mobilisation of MaaS Ebbsfleet marketing campaign		
18 March – 28 May 24	MaaS branding – shortlisting brand report from branding	
	consultant & decision on MaaS brand name and logo	
May - June 2024	Develop and Conduct MaaS Focus groups to inform	
	marketing campaign and create focus group results report	
	in June	
6 May – 30 July 24	Behavioural change consultant report to inform marketing	
	creative agency brief/ types and messages of marketing	
	mix / survey questions	
July – Aug 24	Prelaunch residents survey on MaaS / Fastrack users	
	and survey report creation	
11 Nov 24 – 28 Feb 25	Marketing agency to design and create MaaS marketing	
	materials for marketing and behavioural change campaign	
4 Aug 2025 -14 Nov 25	Implement Prelaunch marketing campaign	
17 Nov 25	Launch event and MaaS marketing and behavioural	
	change campaign starts	
Dec 2025 – end March	Continued marketing and behavioural change campaign	
2028	Continued residents and MaaS user surveys –biannually	