

## Annex 7 MaaS Ebbsfleet scheme timeline

### Proposed MaaS partner Procurement 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
<b>Issue Contract Award Letter</b>	<b>24 September 2024</b>
Standstill Over	8 October 2024
2 weeks float to be used anywhere in the procurement process	9-18 October 2024
<b>MaaS partner Service Commencement Date</b>	<b>28 October 2024</b>

## MaaS partner Mobilisation and delivery timeline

Dates	Phase	Activities
<b>28 Oct 24 – 20 Nov 25</b>	Phase 1.1	<b>Co-create integrated MaaS solution - KCC with newly procured MaaS partner and Consortium members includes:</b>
28 Oct – 5 Dec 24		White label MaaS design created and agreed for MaaS app, website and portals including MaaS brand
6 Jan – 21 Feb 25		Integrate Fastrack BRT into MaaS back-office platform
		Integrate digital loyalty scheme into MaaS back-office platform
24 Feb - 21 March 25		Testing and training for 1.1
29 – 31 Mar 25		<i>MaaS lite soft launch for Fastrack users only</i> - Fastrack BRT and loyalty scheme integrations only
1 April -30 May 25	Phase 1.2	Integrate Southeastern trains into MaaS technology 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		<i>Soft launch of all PT modes to Fastrack users only</i>
9 July – 9 Sept 25	Phase 2 <sup>1</sup>	Integration of new bike/ebike hire scheme into MaaS 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 Nov 25		Testing and training of whole MaaS Ebbsfleet Solution
<b>17-19 Nov 25</b>		<b>MaaS Ebbsfleet full public launch and large marketing and behavioural change campaign</b>

<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)**

<b>Dates</b>	<b>Activities</b>
<b><i>Marketing and behavioural change campaign procurements</i></b>	
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 2024	Phase 2 – procurement for Marketing company for marketing materials for prelaunch, launch and ongoing marketing and behavioural change campaign
<b><i>Mobilisation of MaaS Ebbsfleet marketing campaign</i></b>	
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 2028	Continued marketing and behavioural change campaign Continued residents and MaaS user surveys –biannually