

MeNGo

Facilitating MaaS Global Cooperation in post COVID-19 Era

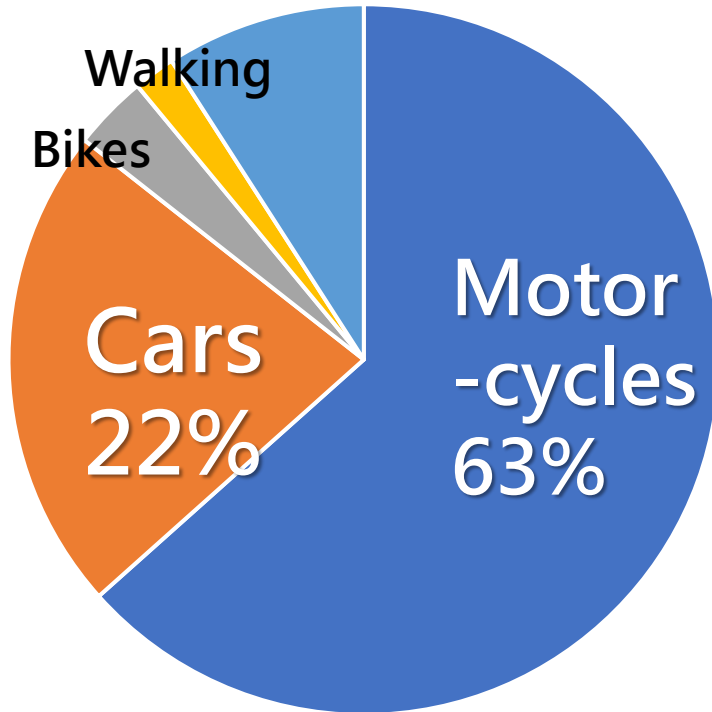
Feng Chia University
Project Manager, Nowa H.S Chang





Transportation Issues in Kaohsiung

Public transportation 9%



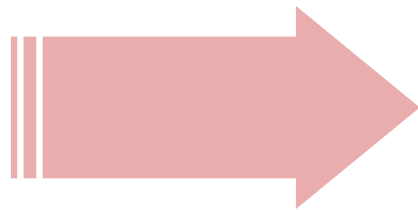
- ✓ Motorcycle ownership: 2 million +
- ✓ Public transit usage: 9%
- ✓ An aging population: 17.5%
- ✓ New commuting habits after the pandemic



From the user perspective —

Commuters, students, and tourists.

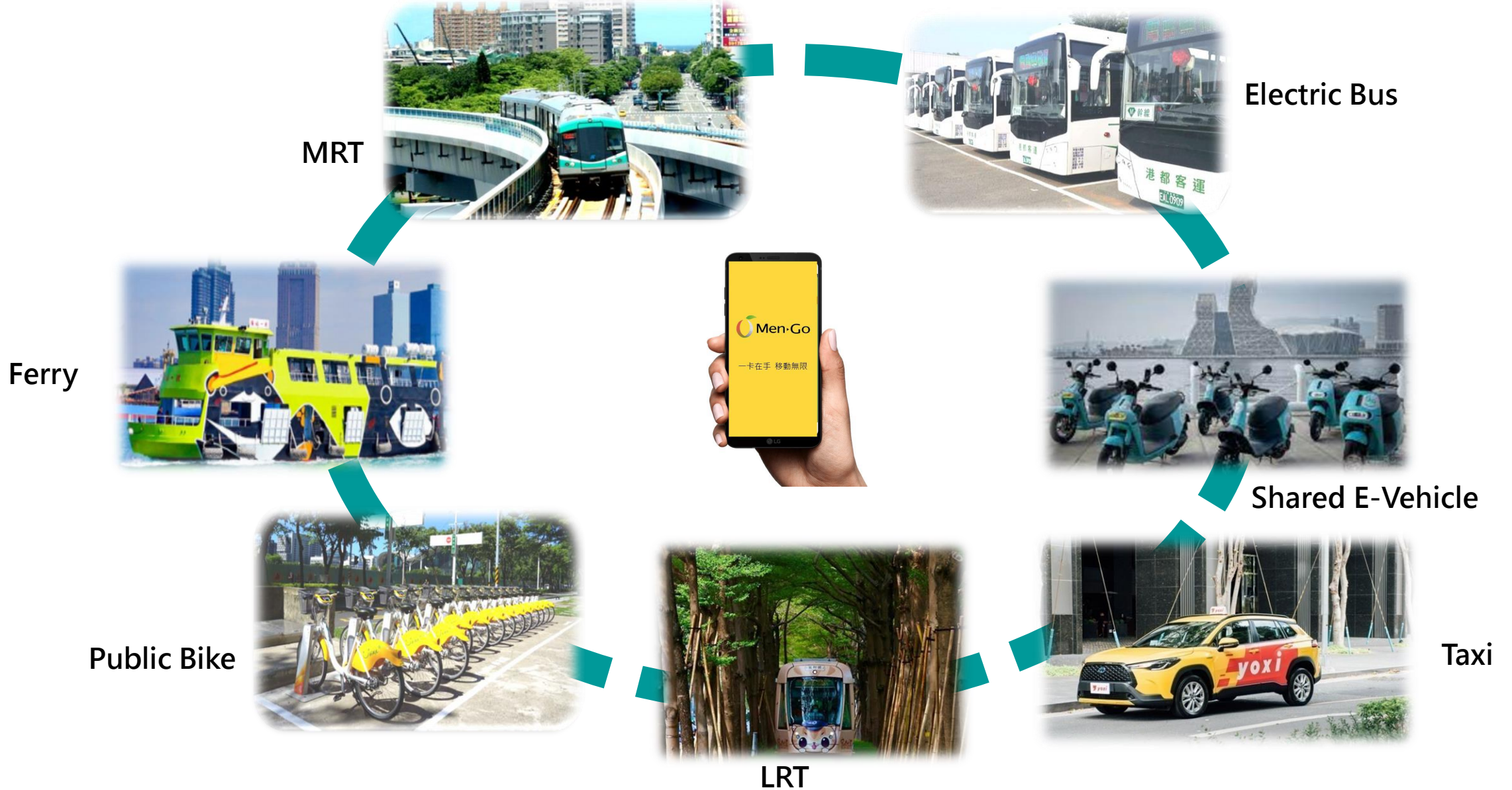
- ✓ Integration of public transit capacity & increased service coverage
- ✓ An all-in-one service platform offering real-time information
- ✓ Cost-effective prices
- ✓ Access to added value and multiple plans



**A transportation system for the city,
bringing more convenience than driving!**



Integration of Multiple Systems





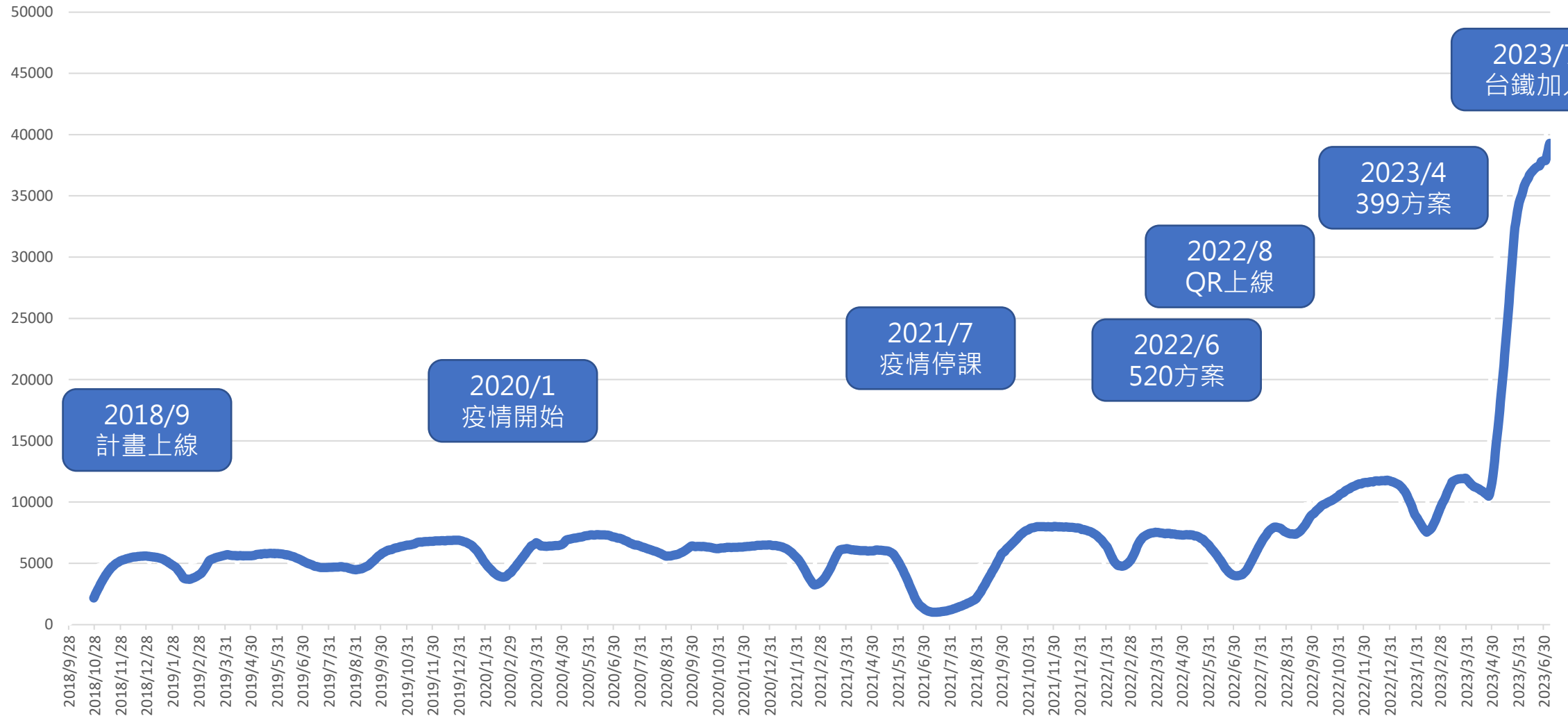
One-stop Solution for Every Need: MeN·Go

Fare Discount Programs	Details	Type	Price(NT\$)	Carrier
TPass Package	Unlimited rides : MRT, LRT, BUS Limited rides : 4 ferry rides 、 First 30 minutes free for YouBike rides	Monthly	399	Cards /QR
Visitor 24/48/72-Hour Pass	Unlimited : MTR 、 LRT 、 BUS Limited : 2 ferry rides, First 30 minutes free for YouBike rides	Hour	199/299/399	



Sales continue to grow

Using various strategies to increase the number of users





Integration of all public by QR Code



Integration of all public transportation systems

Monthly Passes



Hour Passes

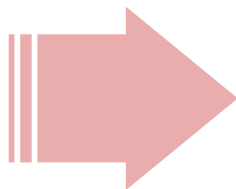


Multiple payment methods



MaaS會員

輔助運輸服務
提供者



Buy fares directly from your phone and travel around Kaohsiung!



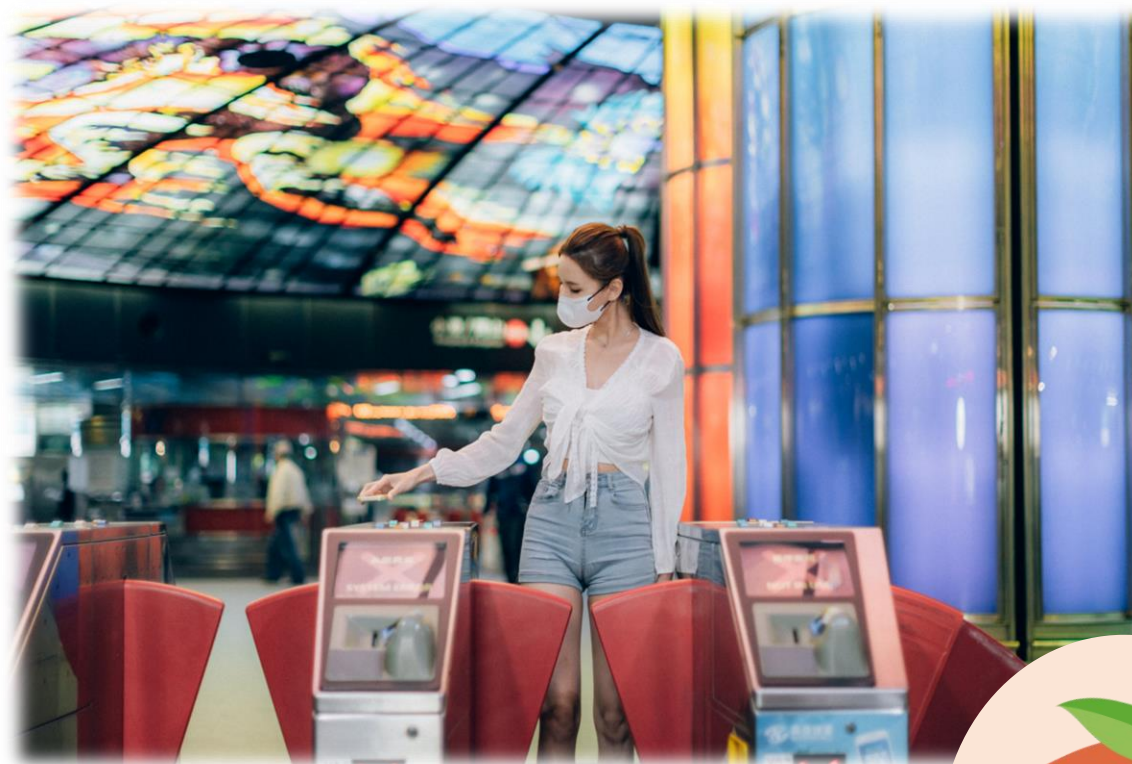
MeNGo: Sales (As of Oct. 2022)



total sales: **289K**



Usage Count:
16.34M





Current QR Usage (As of Oct. 2022)



月票張數	QR	Cards	Total	Percentage of QR usage
Aug.2022	2,345	5,459	7,804	30.0%
Sep.	3,568	5,889	9,457	37.7%
Oct.	4,870	6,866	11,736	41.5%

Overall ratio for QR Code usage:
40%



International Relations and Exchanges



Experience sharing



Service sharing



Membership sharing



More...



International Awards

- 2022 APEC ESCI: Silver in Smart Transport Category
- 2022 ITS World Congress Local Government Awards (Los Angeles, CA)

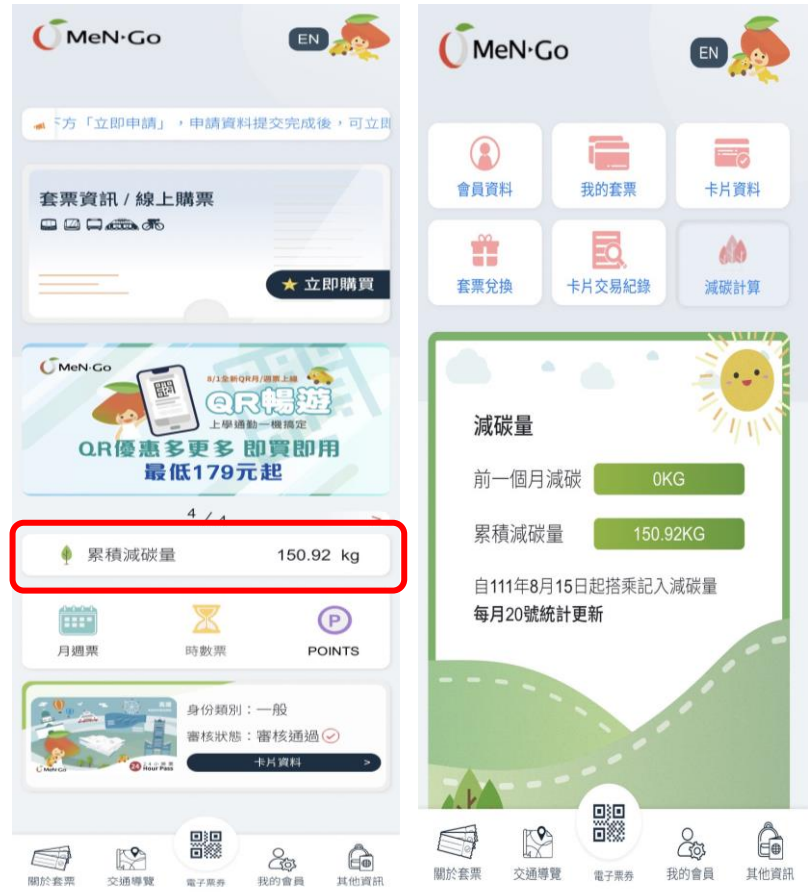


Working towards net zero emission & carbon reduction calculations



資料來源取行政院環保署：
[事業溫室氣體排放量資訊平台\(測試版\)](#)

app showing carbon reduction data



Future Outlook





Case Study - Odakyu, Japan

Exclusive Discount Code



No need to modify the existing ticketing system



- Lengthy redemption process
- Extra labor expense

One Ticket for Both Systems



Low entry threshold for vendors without a smart card system



Paper ticket is subject to theft and loss

METHOD 

 TYPE

Transport Service Only



For tourists or businessmen that requires constant moving

Cross-industry Alliance

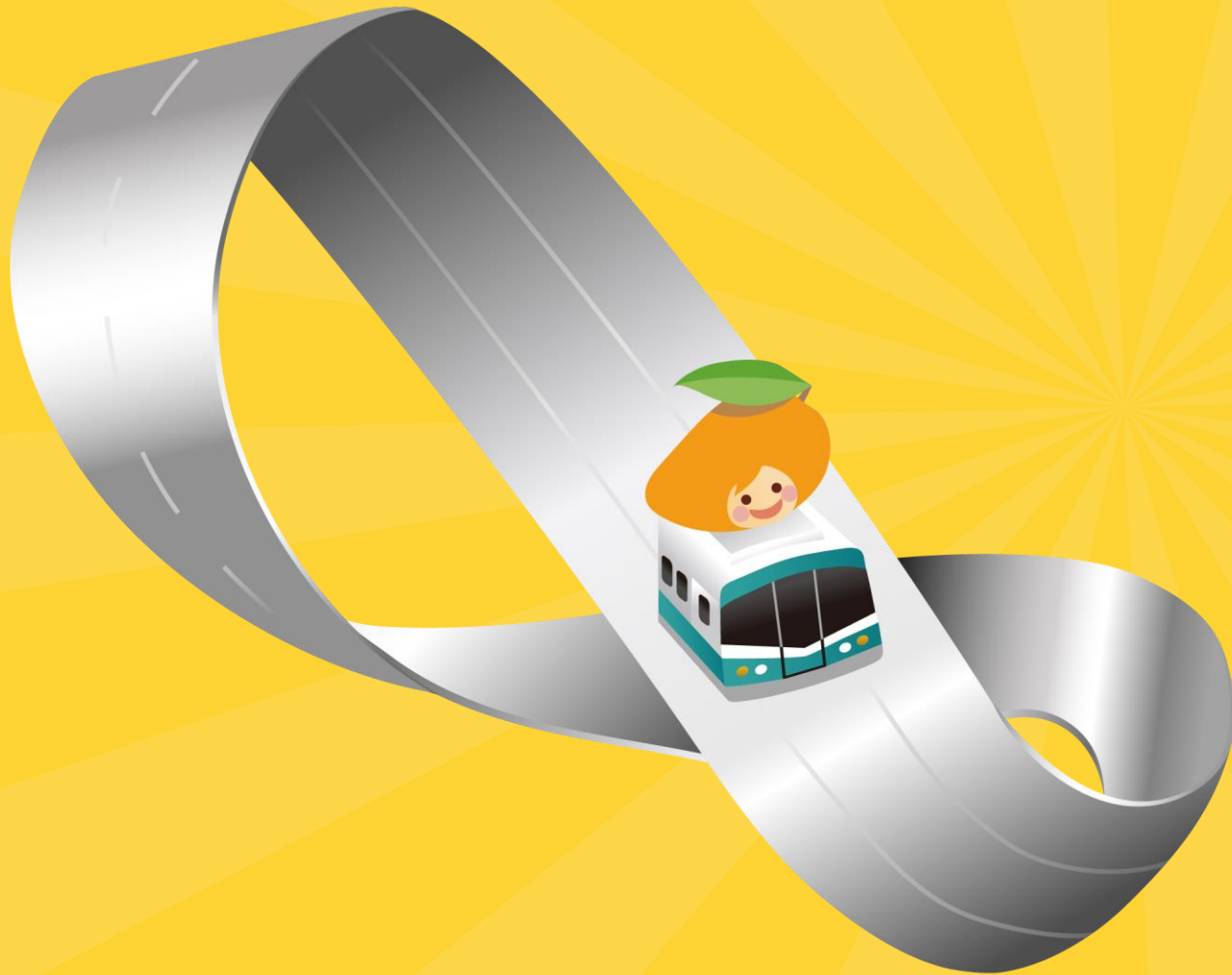


For tourists that prefers in-depth travel

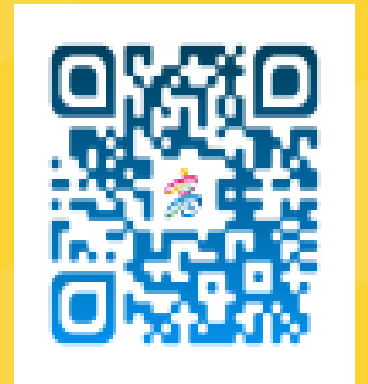


Collaboration Plan in Detail

Scenario	System Aspect	Operation Aspect
<p>Travelers from JP to TW using MeN Go QR-ticket</p> <ul style="list-style-type: none"> • Login Method : Third-party quick login • Redeem Method : After login, Click on “Ticket Redemption” tab 	<p>Add a language switcher to MeN Go main page for Japanese-speaking travelers</p> <ul style="list-style-type: none"> • Translation is only applied to relevant pages 	<p>Translate existing operational documents</p> <ul style="list-style-type: none"> • Description of Ticket plans and buying guides • Pass MeN Go ticket usage data to Odakyu
<p>Travelers from TW to JP using EMot</p>	<p>EMot Promo plan exposure on MeN Go</p> <p>Manage serial ID provided from Odakyu</p> <ul style="list-style-type: none"> • Store in MeN Go database • Show on “My Ticket” tab 	<p>Find proper means for coupon giveaway</p> <ul style="list-style-type: none"> • Sell in bundle with other plans • Give out at airport counter • Serve as a gift for government-hosted event



MeN Go



Transportati
on Bureau of
Kaohsiung
Government

THANK YOU