

## **Report to Partnership Meeting 11 September 2020**

### **RESEARCH AND STRATEGY DELIVERY**

#### **MaaS Project Status Update**

##### **PURPOSE OF REPORT**

To provide Board Members and Advisors with an update on the HITRANS (Mobility as a service) MaaS Project.

##### **Background**

Following securing of MaaS Investment Fund support in December 2019 the HITRANS MaaS project is now underway. The HITRANS MaaS Solution will deliver a Regional, multi-modal journey planning system using real-time data that offers account-based payment available to all users for all participating mobility options. The funding available obtained was for an initial 6 month live pilot project but was hoped that through a successful deployment and with additional support from our INTERREG North Sea Region project, 'Stronger Combined', it will be possible to extend the pilot period and develop a viable commercial product. The Stronger Combined budget is also enabling the introduction of the Inverness eBike Dock System and MaaS programme marketing. A combination of Stronger Combined and Smarter Choices Smarter Places funding has enabled the appointment of a project officer to deliver the work.

##### **HITRANS MaaS Project**

The MaaS project has now successfully launched and plans to go live into pilot phase in March 2021, for a now successfully extended period of 12 months. In order to support delivery of the Pilot, HITRANS has appointed a Project Officer to lead the activities through to completion in April 2022.

The launch date has been delayed from August 2020 due to the impacts of the COVID-19 pandemic. However, all activities are tracking against the revised post-COVID schedules as agreed by project partners and external funding stakeholders.

The pilot project will deliver a new unified MaaS platform (website and app) with a range of functions including journey planning, booking and payment for public transport services. The defined project delivery strategy comprises three workstreams;

- Research and Evaluation
- Marketing
- Technical

As a result of the impact of COVID-19, Ticketer, who bought the benefit of existing API links with regional bus operators, are no longer able to support the project due to a lack of

available resourcing. In order to maximize output value of the project various options for reallocation of funds previously assigned to Ticketer are now being considered.

### **Project Status - Research & Evaluation**

ITS, The Institute for Transport Studies, is leading the sub-group responsible for Research and Evaluation which includes the following partners: HITRANS, Enterprise, Arcadis, Shottl and Fleetondemand .

A baseline research document has been developed presenting the monitoring and evaluation approaches to be applied for the pilot trial including the definition of 'success targets' and start point benchmarks. Upon moving into the pilot live phase, a monitoring and evaluation programme shall be implemented providing monthly reporting for the duration of the pilot.

### **Project Status – Marketing**

Following a successful tendering process led by HITRANS the consultancy Flourish Marketing, have been appointed to lead the GO-HI marketing campaign and the sub-group responsible for Marketing which includes the following partners: HITRANS, ITS, Enterprise, Arcadis, Skedgo, Shottl, and Fleetondemand.

Based upon partnership agreements the MaaS application platform has been named 'GO-HI' and the brand identity (logo's) are established. The high-level Marketing plan has been developed and submitted to Transport Scotland and a Press release issued 24/08/20 – see annotated

A marketing benchmark report is due for completion in September which shall detail target audience and marketing mediums strategy for the related pilot regions. A four week launch campaign shall then be implemented immediately prior to the pilot commencement date.

### **Project Status – Technical**

Fleetondemand, as developer of 'Mobbileo' the main application platform, is leading the sub-group responsible for Technical delivery which includes the following partners: HITRANS, Enterprise, Arcadis, Skedgo, Shottl and IBI.

Fleetondemand shall develop the MaaS platform that collates, stores, aggregates and maintains updated data to provide detailed multi-modal journey planning, real time information and retailing service based upon their Mobbileo platform.

The technical activities are progressing as planned, with the exception of the loss of Ticketer as a partner which has resulted in the need for independent integration onto the platform of all relevant bus operators within the pilot region.

The Inverness eBike dock system is reported in the Active Travel update.

### **Budget**

As lead partner the Mass Investment Fund budget will be channeled to HITRANS to distribute across the Partnership in line with the detail of the application. The total grant secured from MaaS Investment Fund is £445,170.

In addition to the contribution from MaaS Investment Fund HITRANS will be delivering a range of complementary measures from EU projects (Stronger Combined, MOVE, ERDF Smart Mobility and G-PaTRA) with a value of approximately £1Million.

The Project Officer's employment is financed through Stronger Combined and a successful application submitted to the Smarter Choices Smarter Places Open Fund which is administered by Paths for All on behalf of Transport Scotland.

## **Risk Register**

### RTS Delivery

Impact - Positive

Comment – The project will ensure the HITRANS region remains in the vanguard of innovation and the digitalization of transport information.

### Policy

Impact – Positive

### Financial

Impact – Positive

Budget line and value – This item details how HITRANS have realised the opportunity to draw down new budget as a result of existing financial commitments.

### Equality

Impact – Positive

Comment – Actions within the project will improve accessibility of travel information and ease of payment for multiple modes of travel.

## **RECOMMENDATION**

1. Members are asked to note the report.

<b>Report by:</b>	Marelise Hamar
<b>Designation:</b>	MaaS Project Officer
<b>Date:</b>	1 <sup>st</sup> September 2020