

Report to Partnership Meeting 13 September 2019

RESEARCH AND STRATEGY DELIVERY

MaaS Investment Fund

PURPOSE OF REPORT

To provide Members and Advisors with an update on the project application HITRANS have led and submitted to the MaaS Investment Fund.

Background

An idea that is already being piloted abroad and in the UK is Mobility as a Service (MaaS). MaaS is the term for the digital platforms (often smartphone apps) through which people can access a range of public, shared and private transport, using a system that integrates the planning, booking and paying for travel. MaaS represents a step change in the world of travel, driven by both technological advances and changes in people's needs and values. With increasingly complex and fast-moving lifestyles, people want personalised services that are convenient, carefree and easy to use. MaaS fulfils users' needs for mobility with a wide range of on-demand, tailor-made transport services. With convenience at its heart, MaaS brings all means of travel, transport providers and payment options together into one single service, giving customers instant access to all public transport, from trains and trams to buses and bikes.

During the Programme for Government (PfG) announcement on 4th September 2018, The First Minister announced that the Scottish Government would invest up to £2m to support the testing of MaaS in Scotland.

MaaS as a concept has the potential to transform the way we use transport – making public and shared transport options as desirable as owning our own car. Models being developed include using our personal smart devices, such as phones and watches, to get personalised travel information, ticketing and payment for transport all through one portal incorporating all modes. We want to facilitate growth and innovation in this area, building on strengths and skills already in Scotland.

The MaaS Investment Fund was officially launched in June 2019 with a closing date for round 1 of 5th September 2019. The fund aims to encourage people out of cars and onto sustainable forms of transport. The fund aims to unlock innovation in the field and place Scotland at the leading edge of digital development in passenger transport and mobility. The fund is open to applications either on an individual or consortia basis from any organisation(s) from private, public and 3rd sectors. The criteria for the fund underlines that it would be advantageous for applications to demonstrate the following:

- Undertake a project within Scotland, covering one or more of the following areas: Rural, Islands & Community; Tourism; Tackling inequality, Accessibility and Mobility;

and delivering to wider government agendas of healthier, more sustainable, greener Scotland

- Deliver on Scotland's wider public transport network(s) – that is any traditional, active travel or emerging transport options
- Have a Minimum Viable Product/Solution ready for testing/trial/implementation/demonstration within the year of the funding award
- Comply with Scottish legislation
- Be compatible with, or working towards integration with, existing Scottish public transport smart technology infrastructure/specifications

HITRANS MaaS Investment Fund Proposal

Pilot Location

The pilot location is the whole of the HITRANS region which lies in the north of Scotland and includes the fast-growing city of Inverness and other major settlements such as Elgin and Oban, and remote islands with populations of under 100 people. The region accounts for around 50% of Scotland's land mass, including long, indented coastlines as well as mountainous areas. These physical features act as barriers to the movement of people and goods. Routes can be slow and/or circuitous, increasing the time and cost of travel.

Public Transport Challenge

The main public transport challenges for the region are the complexity of travel options, high car ownership and low public transport use by residents, difficulties for visitors to use public transport for travel to and in the region, and population variation and isolation.

Aim of the MaaS Solution

The aim is to make it easier for people (both residents and visitors) in the HITRANS region to use all modes of public transport across the region. This would be achieved by offering a regional, multi-modal journey planning system that offers account-based payment available to all users for all participating mobility options. The system will be available to local people and to visitors. It should be able to include bus and rail operators, car hire, car clubs and add modes such as ferries and bike hire in the future. It should be implemented by March 2020.

Partners

Key transport providers that have given their commitment to involvement in the MaaS solution are: Stagecoach North Scotland, Scottish Citylink, ScotRail, Enterprise Car Hire and Car Club and Inverness Taxis. There are several other bus operators in the region that it would be beneficial to include to provide transport coverage across the region. The involvement of ticket machine Ticketer means nearly all independent bus operators across the region will have the opportunity to participate in the project and its outputs. It is also intended to add other providers, including a public bike hire system and ferries at a later date.

Discussions are underway with two platform providers who can provide journey planning, booking, payment systems and ticketing through a website and an app. The combination of components from these two established commercial platforms would provide fuller coverage of travel options in the region and the possibility of achieving this integration is being considered by the two platform providers.

Monitoring and Evaluation

The Institute for Transport Studies, Leeds University will be a partner and support the proposals for achieving travel behaviour change and the monitoring and evaluation of the success of the MaaS system.

It is likely to prove difficult to carry out an evaluation of the whole area and of both residents and visitors. The possibility of evaluating the impact on certain priority groups/locations may need to be considered.

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 sets out an opportunity to draw down new budget as a result of existing financial commitments from HTRANS.

Equality

Impact – Positive

Comment – Actions within the project will improve accessibility of travel information and payment.

RECOMMENDATION

1. Members are asked to note the report.

Report by:	Ranald Robertson
Designation:	Partnership Director
Date:	2 nd September 2019