

Report to Partnership Meeting 2 February 2024

RESEARCH AND STRATEGY DELIVERY

MaaS Project Status Update and Betterpoints Programme

PURPOSE OF REPORT

To provide Board Members and Advisors with an update on the HITRANS (Mobility as a service) MaaS Project – GO-HI and our recent work on a sustainable travel rewards programme within the GO-HI programme.

Background

Following securing of MaaS Investment Fund support in December 2019 the HITRANS MaaS project is now underway. The HITRANS MaaS Solution is called GO-HI and was launched at MVP (Minimum Viable Product) stage on 21 June 2021.

GO-HI is 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 obtained was intended for an initial 6-month live pilot project but through internal virement of budget and additional funding from the Stronger Combined North Sea Region Project it has been possible to launch the platform for a 24 month period at the end of which time it is hoped that the platform will become sustainable based on use.

In addition to the platform the partnership with our INTERREG North Sea Region project, 'Stronger Combined' 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.

GOHI project partner Enterprise Car Club have also increased the availability of car club vehicles including at new locations in Scrabster, Fort William, Aviemore, Kyle of Lochalsh and Portree.

HITRANS MaaS Project

A successful application to the second round of Transport Scotland's MaaS Investment Fund allowed further development of the app to begin from 2022/23 and continue through 2023/24. The round 2 funding allowed the following additional features to be developed:

- GO-HI Platform – provided by Fleetondemand's Mobbileo infrastructure will be developed for ITSO integration and additional service onboarding.
- Car Club – 16 vehicles will be available through Enterprise Car Club including four new electric cars.
- Evaluation of the platform by the Institute of Transport Studies at Leeds University
- Introduce an incentivisation and rewards package that encourages sustainable travel and behaviour change.
- Full integration of – Scottish Citylink, ScotRail (to include mTicket Barcode tickets) and CalMac if they can provide an API from their new booking system.

- Extended bike / eBike Share funded through the eHubs project which will also support at least 2 eHubs.
- Contribution to the procurement of the DRT App (provided by Liftango) and development of an API integration from this system to GO-HI.
- Extended GO-HI licensing.

In 2023/24 GO-HI has been recognised as an industry leading MaaS solution through the Awards listed below:

- Transport Times Scottish Transport Awards 2023 – **Most Innovative Transport Project of the Year**
- Scottish Council for Development and Industry (Prosper) Highlands and Islands Business Excellence Awards – **Highlands and Islands Enterprise Award for Excellence in Innovation**
- CiTTi (City Transport and Traffic Innovation Magazine) Awards 2023 – **The Shared Mobility Award**

Betterpoints Programme

With funding through the MaaS Investment Fund HITRANS have launched a BetterPoints (BP) programme to our Go-Hi app and website to incentivise users to:

- a) use the Go-Hi system to plan and book travel, and
- b) be encouraged to use those transport options available instead of a car to make the same journey.

The BP app uses tracking, gamification, rewards, and data to effectively change behaviour of target audiences, and the GO-HI Maas app solution collects information about journeys travelled, tickets bought and used and journey plans.

A light BP integration with Go-Hi has been introduced now to enable the MaaS project additional insights and functionality with reward and recognition for those changing behaviour, increase of use of sustainable modes, activity-based communications, nudges, surveys can further offer detailed travel insights and data through a dedicated dashboard.



The BP app automatically tracks user movement, including active and vehicular mode types. It is anticipated that validated public transport journeys (bus, train, ferry, tram, flights) will be shared via the anonymous user tokens with BP at a period yet to be decided (either after completion of the journey or during a batch transfer at the end of the day) to be processed for rewards (which again are to be determined) by the BP system. Other modes such as car-club or bicycle hire can also be tracked using agreed methods such as QR scan at the time of use or a transfer of data using an API from the Go-Hi database as with other public or private sector journeys detail previously.

Rewards (AR's) can be based on time of day, number of journeys, day of the week, distance, geo-locations, or routes, and so on depending on the requirements set out by the consortium. Rewards can be in the form of a BetterPoint which is a financially backed digital currency that can be exchanged for high street rewards, or donations to charity. Prize draws or discounted vouchers can be offered to use within the transport network in the form of tickets or season passes for example. AR's do not need to remain static and can be changed as the programme progresses.

Specific activity types (AT's) can be created within the BP system that are related to the verified journeys that will be shared from Go-Hi such as specific MSP's, Enterprise Car Club,

Brompton, Northlink Islander or HiBike, etc. and when that journey information is passed to BP there will be an associated AR that will issue specific pre-determined rewards. Each can be different from the other depending on the offer available or combination of them if desired. The award is then issued to the customer account. A full rewards matrix would be created in collaboration with the consortium and so that your needs and KPIs are addressed within the AR's as well as implementing carefully designed rewards, messaging, and surveys as desired. Active travel should also form part of the wider rewards mix.

Promotion of the two-part/app system will happen by both Go-Hi consortia and BP. Through the MaaS app, Go-Hi can actively encourage the customer to sign up to BP and provide a link with further instructions (this will be via a specially designed domain for the programme or via the Go-Hi website). Users will download the free to use BP app on iOS or Android and sign up to the programme. In-app instructions and messages will take over with details on what users can earn and how to participate further. The app is expected to be advertised by Consortia/BP/marketing company to all residents of the required area as well as directly to the 3,000 already signed up Go-Hi customers. Once registered on the BP app, promotion to the MaaS app and services will be encouraged if users are not already members. It is anticipated that non-existing Go-Hi transport users (identified by both Go-Hi and by baselining in BP) will be nudged onto different/new modes through the BP app. Qualitative and quantitative data sets will be utilized along with tracked journey information and messaging to inform the behaviour change approaches, all managed by an experienced member of the BP Behaviour Change team.

Data collected from both BP and transferred data from Go-Hi is displayed on a data dashboard available to the client in a fully GDPR compliant manner. This data will inform programme progression, updates, and approaches throughout.

Progress To Date

BP will have an ongoing project relationship with HITRANS to effectively manage their behaviour change programme once the initial development is complete. Other areas of their work could be incorporated (as additional modules) such as with other active travel initiatives with the support of local or national government, through Paths For All or Transport Scotland, public health, air quality, workplace engagement, etc.

The programme is live for 12 months and the initial reach has already extended to nearly 200 users (Actors).

The next phase of the social media campaign will focus on Inverness, Stornoway and Fort William (due to population levels and as key locations for partner facilities). Arup now been appointed to support the promotion of the app in Stornoway.

Brompton Bike Hire's four locations are actively being promoted through the app for Bike Hire. Brompton have agreed several rewards, and an annual bike subscription has already been won.

Hi-Bike have agreed rewards and prizes – to be launched in the app in the coming weeks and Enterprise Car Club have been engaged and are developing offers they can add to the Rewards Platform.

Budget

As lead partner the Mass Investment Fund budget is channeled to HITRANS to distribute across the Partnership in line with the detail of the application.

The total grant secured from MaaS Investment Fund Round 1 is £445,170.

The total grant secured from MaaS Investment Fund Round 2 is £408,772.

In addition to the contribution from MaaS Investment Fund HITRANS have delivered a range of complementary measures from EU projects (Stronger Combined, eHubs, MOVE, ERDF Smart Mobility, FASTER and G-PaTRA) with a value of approximately £2Million.

The project management costs have been 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.

Report by: Ranald Robertson
Designation: Partnership Director
Date: 10th January 2024