

Report to Partnership Meeting 2 February 2018

RESEARCH AND STRATEGY DELIVERY

Mobility as a Service Island Proposals

Purpose of Report

To provide Members with details of a report prepared for consideration at the Islands Transport Forum. This report introduces two opportunities under development that could see several of our islands pioneer the delivery of Mobility as a Service (MaaS) in Scotland.

Introduction

Mobility as a Service (MaaS) is gaining momentum as a guiding concept for the development of smarter, more sustainable and adaptable transport systems and services for the future. The rapid evolution of the interface between mobility services and consumer technology indicates a transition towards more adaptable, customisable mobility experiences for travellers, and an eventual reduction in private car ownership. MaaS providers will enter the marketplace to offer consumers packages which allow them to make bespoke multimodal journeys involving several transport operators through a single mobile application which will allow trips to be planned, paid for and managed. The Transport Systems Catapult defines MaaS as *“Using a digital interface to source and manage the provision of a transport related service(s) which meets the mobility requirements of a customer”*, and while working definitions are still comparatively broad, there is consensus that MaaS will inevitably become increasingly prevalent in the transport and mobility sector. One commercial MaaS operator (MaaS Global / Whim app) is initiating a MaaS scheme in the West Midlands which will allow users to pay for and reserve multimodal journeys including rail, bus and private car hire. Further, the first MaaS pilot in Scotland ([Navigogo](#)) will target young people (16-25 years old) in Dundee and Fife.

Real-world examples of MaaS operations are still comparatively few and have largely focused on urban areas with high population density. The Highlands and Islands of Scotland embody an area of exciting opportunity to explore the potential of MaaS in a more sparsely populated region where journeys regularly made by residents, business people and tourists are likely to benefit from MaaS services. The goal would be to facilitate seamless journeys on key routes which integrate multiple modes and operators while simplifying search and payment options for end-users and offering greater choice and adaptability.

MaaS Vision for Highlands and Islands

HITRANS, a member of the fast-growing MaaS Scotland alliance, is well-placed to coordinate the delivery of a phased introduction of MaaS-type services in the Highlands and Islands. Targeting a limited number of key corridors and local operating areas in the first instance will allow for evaluation of MaaS services and their appropriateness for more extensive roll-out in this region.

It is proposed that the initial focus will be on a number of routes and localities which are used heavily by residents of the region and business people as well as tourists who offer a strong market to target should a MaaS project be facilitated. The aim of our programme focus is to achieve seamless, multimodal journeys along these key routes within the region and within each local area. Included within these corridors would be Inverness to Skye and Inverness to Orkney. HITRANS is also working with private sector partners investigating the possibility of a large scale MaaS project in Orkney.

The MaaS service would aim to aggregate journey planning and ticketing across public transport operators on these routes, as well as linking service-users to taxi services, car-sharing and/or car-hire and bicycle rental/sharing schemes, to facilitate a cross-modal, hassle-free door-to-door journey. Operating on strategically selected routes could offer insight into the potential for MaaS uptake for both within-region travel and tourism.

ERDF Smart Mobility

HITRANS, in partnership with The Highland Council, are currently running Smart Mobility projects under the ERDF Strategic Intervention “Scotland’s 8th City - the Smart City”. To prepare the Inverness City Region to effectively accommodate a changing transport context and provide enhanced services to users, a commitment has been made to deliver number of projects which aim to utilise technology to effectively manage transport and create innovative services and open data sets. Forthcoming part ERDF-funded opportunities for Smart Mobility activities include a new Real-Time Passenger Information (RTPI) management system to improve the flow of data from public transport operators to live transport information services such as travelinescotland.com and to physical real-time displays at key infrastructure installations. The new RTPI system will aggregate and interpret real-time and scheduled public transport information in a manner that will be useable by a prospective MaaS operator. To facilitate full scale MaaS development within the region it will be necessary to invest in developing Application Programme Interfaces (API) to provide an infrastructure of robust data sharing information platforms that can be used by commercial MaaS providers to package services within the region as a full basket of mobility solutions that offer alternatives to the private car for residents and visitors. If this can be delivered across the region the potential will be there to attract commercial MaaS provision throughout the HITRANS island areas.

The total project value of this programme is £980,000 (see **Appendix 1**), 50% of which has been secured through ERDF funding via the strategic intervention, *Scotland’s 8th City – The Smart City*. ERDF funding will be drawn down only if match funding can be secured. A funding gap of £120,000 exists with HITRANS and Highland Council having committed to fund £370,000. HITRANS will work with MaaS Scotland to develop the case for this funding gap to be addressed. Should this prove impossible HITRANS will look to enhance the mobility services in the region and may consider introducing bike

share / electric bike share schemes in Skye, Raasay and the Small Isles (and other parts of the Highland region) to plug what we consider to be a mobility service gap in our transport offer.

Orkney MaaS Project Proposal

Consultancy company Simply Connect have proposed a Mobility as a Service (MaaS) project in Orkney which would demonstrate how transport delivery may be shifted to a personalised, demand-focused approach using small vehicles rather than fixed bus networks or to complement existing bus services.

Whilst it will be delivered through a mobility software platform (provided and operated by Simply Connect), the project will ensure equitable access to everyone, whether digitally connected or not, and whatever their wider circumstances. Land-based transport services are primarily delivered using demand responsive vehicles which integrate, as necessary, to fixed-schedule services across all modes (ferry, air and bus). The project is intended to act as a rural demonstrator, with substantive learning applicable across other locations. This is similar to Dundee's MILL 'Living Laboratory' for urban and metropolitan contexts. Funding is needed for this proof-of-concept, primarily to allow initiatives to be developed in parallel to existing provision, so as not to risk diminishing quality of service for existing users before the new measures are proven.

Simply Connect suggest the core outcomes of the project would be:

- Improved transport delivery that, as far as possible, matches transport services to the travel needs of residents, businesses and visitors in real-time, and which reduces the need to use private cars: this improves the quality of life and living standards for all residents;
- Enhanced visitor experience;
- Improved macro-economic performance, for the same or reduced public support costs in the longer term;
- Improved sustainability and social inclusion metrics, including community sustainability of the more remote parts of the County.

Orkney is proposed because it:

- Has strong local support for innovation;
- Has clearly defined boundaries;
- Serves as a microcosm of other areas, yet is large enough for a realistic trial;
- Has an inherently multi-modal travel nature (i.e. including sea and air links, though a large majority of journeys are wholly within each island).

Users will be both residents and tourists visiting the islands: the forthcoming introduction of RET will further encourage travel to the islands. A provisional project cost is estimated in **the £3-5million** range, to be more closely defined as details are developed. The provisional project timescale is 36 months, to start as soon as funding is approved. Funding opportunities being investigated for this ambitious project are listed below:

- a. Scottish Government
- b. Transport Systems Catapult / Transport KTN
- c. Innovate UK
- d. Fare Revenue
- e. Support from local bodies – possible use of existing assets including local authority mini buses.
- f. EU funding

Risk Register

RTS Delivery

Impact - Positive

Comment – The report sets out a number of areas that the Partnership can develop within our RTS.

Policy

Impact - Positive

Financial

Impact –Neutral

Equality

Impact – Positive

Recommendations

1. Members are asked to note the report.

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