

## **Report to Partnership Meeting 7 February 2020**

### **RESEARCH AND STRATEGY DELIVERY**

#### **MaaS Investment Fund**

#### **PURPOSE OF REPORT**

To provide Members and Advisors with an update on the HITRANS application to the MaaS Investment Fund and some detail on the project and partnership.

#### **Background**

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. 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.

The MaaS Investment Fund was officially launched in June 2019 with a closing date for round 1 of 5<sup>th</sup> September 2019. The fund aims to encourage people out of cars and onto sustainable forms of transport.

HITRANS applied for funding and in December we learned that our application was one of two that had successfully secured funds from this first round. The other successful applicant was a bid led by Tactran.

#### **HITRANS MaaS Investment Fund Project**

HITRANS MaaS pilot will focus on the following thematic areas:

- Rural, Islands and Communities
- Tourism
- Tackling inequality, Accessibility and Mobility barriers

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 is for an initial 6 month live pilot project but is 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 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 benefits of the Platform will be:

- Improved awareness of travel options
- Modal shift to sustainable and active travel
- More travel options
- Consistent fee across multiple modes removing the 'interchange cost' of moving between modes
- Ease of planning, booking and paying for integrated journeys
- Improved travel experience
- Reduced need to travel by car
- Improvements in public health
- Makes mobility more accessible (where users didn't know their travel options)
- Reduce congestion in urban areas
- Reduce pressure on the road network

The platform solution will provide Integration with traditional and emerging public and shared transport types through Application Programming Interface (**API**) links and integrated ticketing . The location, pricing data, etc shared between transport provider and the platform and displayed to the user via app or website interface.

The partnership HITRANS have led is made up of:

1. HITRANS – as public sector lead partner and honest broker across the partnership. HITRANS will also support additional mobility measures that can augment the current mobility choices available in the region.
2. Mobbileo who will be the primary platform provide. Mobbileo offer a platform to find, book and pay for travel (and hotels, flights etc). This will include a range of payment options (credit, debit, Paypal, monthly package). Mobbileo already have API feeds in place with rail operators and Stagecoach/Citylink, etc
3. SkedGo will be a secondary platform provider and discussion with SkedGo has identified the opportunity they could lead on demand responsive transport integration and management and support for the inclusion of Community Transport and Social Enterprise providers in the system. SkedGo offer offers personalised journey planning platform through TripGo API, API link to Ticketer (opens MaaS solution to independent regional bus operators) and a range of other benefits.
4. Ticketer will provide existing API links with regional bus operators; User-centred option to purchase mobility services in the area (operator sell direct) and a range of passenger facing services to remove barriers the face to public transport such as unknown timetables, routes, payment, pricing. Ticketer supply ticket machines to many bus companies in the region.
5. IBI Group will add trip planning expertise and multi-modal routing platform with OpenTripPlanner
6. Institute for Transport Studies (ITS) Leeds will lead on monitoring and evaluation of travel behaviour and behaviour change.
7. Arcadis is a leading global design and engineering consultancy offering a broad range of relevant skills including project and programme management, business case development, transport planning and advanced data analytics, trials/pilot design and implementation and behavioural change. Arcadis will provide consultancy expertise to the Partnership.
8. Enterprise currently provides rent-a-car services in the region. The company also operates a fleet of 58 vehicles for the sole use of Highland Council employees across 10 locations, and it has 8 virtual vehicles located in Inverness which are available to all Enterprise Car Club members. Enterprise will amend their services to open access to the Highland Council vehicles to the public in the evening and at weekends. 10 additional virtual vehicles will also be introduced in several locations to enable wider access to Car Club vehicles for residents and visitors.

## What inputs are HITRANS providing?

Through the ERDF Smart Mobility project HITRANS have allocated £350,000 to deliver a new regional real time information database and suite of API tools that will help deliver seamless real time information to the MaaS Investment Fund supported portal.

In addition to the improved feed of real time passenger information HITRANS have also committed to use some of the funding from the Stronger Combined and MOVE North Sea Region projects to deliver a programme of combined mobility solutions to identify options for a public bike dock system in a key regional centre (Stronger Combined) and to undertake complementary trials of demand responsive transport (MOVE).

## 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 £1Million.

## 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:** 28<sup>th</sup> January 2020