

## **Report to Partnership Meeting 13 November 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 is now well underway and is tracking consistently against the previously reported COVID adjusted milestone dates.

The pilot project is planned to run for a total period of 12 months, and 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. A summary of project status is presented herein with respect to each of the three workstreams:

- Research and Evaluation
- Marketing
- Technical

It has been previously reported that as a result of the impact of COVID-19, Ticketer, who bought the benefit of existing API links with regional bus operators, would no longer be able to support the project due to a lack of available resourcing. To address this issue and to maximize output value of the project various options for reallocation of funds previously assigned to Ticketer have been investigated. In collaboration with Transport Scotland efforts are being made at this time to engage Ticketer to some acceptable degree, this activity remains in progress.

HiTRANS are currently compiling an application for the round 2 funding from Transport Scotland's MaaS investment fund for submission in January 2021. If successful, this shall enable extension of the current program in terms of both duration and service offering.

### **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, Shotl and Fleetondemand.

Development of a Monitoring and Evaluation programme has been completed and submitted to Transport Scotland for review.

Focus is now being placed on the preparation of a background survey, which forms part of the Monitoring programme as an evaluation material. Current targeted areas for survey participation is Inverness, Orkney and Elgin. A recruitment drive for this survey will commence late November, including the planning of a news release.

Upon moving into the pilot live phase in March/April 2021, the monitoring and evaluation programme shall be implemented providing monthly reporting for the duration of the pilot.

### **Project Status – Marketing**

Flourish Marketing, under contract form HITRANS, are leading the GO-HI marketing campaign and the sub-group responsible for Marketing which includes the following partners: HITRANS, ITS, Enterprise, Arcadis, Skedgo, Shotl, and Fleetondemand.

The benchmarking report and marketing plan deliverables are now both complete and submitted to Transport Scotland.

Brand development, including the Go-Hi application logo is complete and approved by HIT. Recruiting is currently underway to establish user Focus Groups due to take place in November.

### **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, Shotl and IBI.

Integration is progressing well with confirmed onboards including West Coast Motors, Bewegen, Northlink Ferries and Moray DRT with plans to incorporate smaller bus operators via an app called Passenger 'MyTrip'. Talks are also ongoing with Stagecoach and Calmac in order to ensure their participation in this Pilot Project.

It has been agreed that an additional working group led by FOD shall be established addressing data management and security.

## **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.

**Report by:** Marelise Hamar  
**Designation:** MaaS Project Officer  
**Date:** 4<sup>th</sup> November 2020