

## **Report to Partnership Board Meeting 5 February 2021**

### **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 until close of 2020 has been tracking consistently against the previously reported COVID adjusted milestone dates. However, as result of, and allowing for the impact for, the renewed COVID restrictions the pilot project go-live date has been revised from March 2021 to June 2021.

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 would no longer be able to support the project. Working in conjunction with Transport Scotland the funding allocated to Ticketer is now be considered for the purpose of contributing towards round two funding activities.

HITRANS have appointed an external expert to complete preparation of bid materials for the round 2 funding from Transport Scotland's MaaS investment fund, due for submission no later than 26 February 2021. If successful, round 2 funding 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.

Positive feedback has been received from Transport Scotland on the submitted monitoring and evaluation programme deliverables.

Ethics group approval has been established for the planned background survey which forms part of the Monitoring programme as an evaluation material. Commencement of the survey activity is now imminent.

### **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.

Positive feedback has been received from Transport Scotland on the submitted Benchmarking report and marketing plan deliverables.

Although subject to minor delays, the planned user focus groups were successfully recruited and as of January 2021 all sessions have now be concluded. Feedback data is now being collated and shall be used to evolve the marketing campaign.

### **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 continues to progress well with further confirmed onboards for the pilot project of Stagecoach and smaller bus operators via an app called Passenger 'MyTrip', adding to already reported parties of West Coast Motors, Bewegen, Northlink Ferries and Moray DRT.

Discussion continue with CalMac with regards to ferry operations but it is likely engagement will not occur until round 2 activities.

### **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.

<b>Report by:</b>	Marelise Hamar
<b>Designation:</b>	MaaS Project Officer
<b>Date:</b>	26 January 2021