

## **Report to Partnership Board Meeting 17 September 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 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**

The MaaS project is now well underway and until close of July 2021 has been tracking consistently against the previously reported COVID adjusted milestone dates.

The pilot project is planned to run for a total period of 24 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

## **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, Shottl 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 from HITRANS, lead the GO-HI marketing campaign and the sub-group responsible for Marketing which includes the following partners: HITRANS, ITS, Enterprise, Arcadis, Skedgo, Shottl, and Fleetondemand.

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

## **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, Shottl and IBI.

At MVP stage the platform launched with product sales available for rail, air, Car Club, bike club, Moray DRT and Stagecoach bus services.

Integration continues to progress well with further confirmed onboards for the pilot project of smaller bus operators via an app called Passenger 'MyTrip', West Coast Motors, Bewegen, and Northlink Ferries.

Discussion continue with other operators and Transport Scotland and it is hoped to bring other ferry operators on board.

The scalable nature of the GO-Hi technical solution enables additional services to be introduced throughout the pilot into 2023, resulting in increased coverage and transport options and thus providing service for a wider demographic of the Highlands and Islands community and its visitors.

This includes the addition of other transport modes such as ferry and on demand services, which play an important role for travel in the region, and new modes such as electric vehicles (EVs), and connected and autonomous vehicles (CAVs), which will be introduced to the region.

## **MaaS Investment Fund Round 2**

HITRANS submitted an application to the second round of Transport Scotland's MaaS investment fund to expand the GO-HI MaaS platform pilot project from the features delivered from the MIF Round 1 solution. In June HITRANS received notification that our application was one of two successful applications to the funding round.

The round 2 funding will allow 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.
- Moray DRT system – provided by Shotl is extended by a further 12 months.
- 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
- Working with Proxismart an integration of their Travelperx incentivisation and rewards package will be developed.
- ITSO Smart Card Integration – procurement required for the ITSO side and development of GO-HI platform for this integration.
- Full integration of – ScotRail if they update digital services 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.
- Further DRT integration (rural and island solution) being tendered by HITRANS.

## **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 will be delivering 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.

<b>Report by:</b>	Ranald Robertson
<b>Designation:</b>	Partnership Director
<b>Date:</b>	31 <sup>st</sup> August 2021