

## Report to Partnership Meeting 3 February 2023

### 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 pilot project initially planned to run for a total period of 24 months delivering 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

A successful application to the second round of Transport Scotland's MaaS Investment Fund allowed further development of the app to begin in 2022/23. The round 2 funding is allowing 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.

- 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.
- Full integration of – Scottish Citylink, ScotRail (to include mTicket Barcode tickets) 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.
- Contribution to the procurement of the DRT App (provided by Liftango) and development of an API integration from this system to GO-HI.
- Extended GO-HI licensing.

Work has progressed well on all deliverables with ITSO integration and the Travelperx rewards solution being the only elements not complete or at an advanced stage of delivery.

A document has been produced to communicate to partners and key stakeholders what GO-HI looks like and how it works to bring together multiple modes of travel digitally to ease access to public transport services. This document has been shared with the Net Zero, Energy and Transport Committee as part of the evidence they have gathered on their inquiry into “A modern and sustainable ferry service for Scotland.” The document is included as an appendix to this report.

## **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

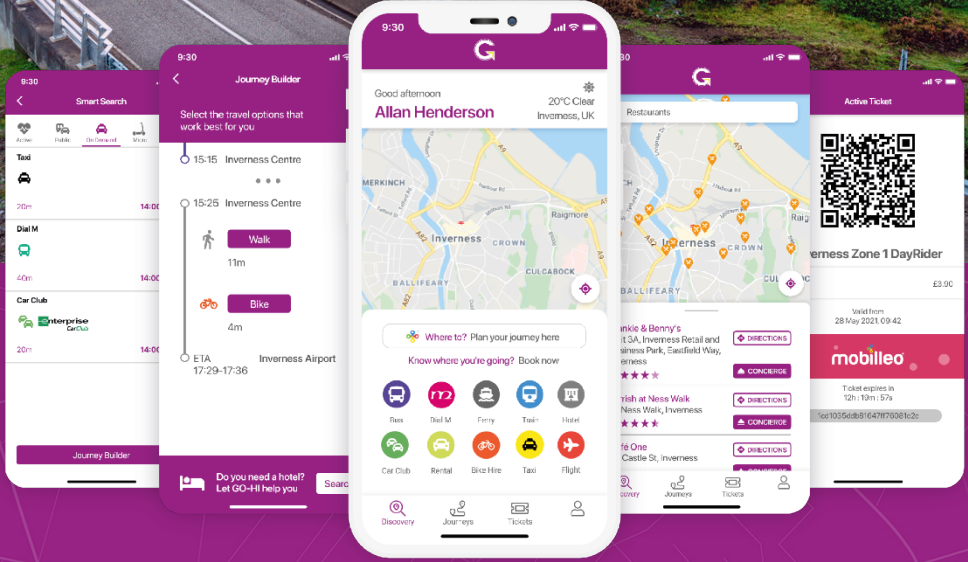
Impact – Positive

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>Background Paper:</b>	Appendix A -
<b>Designation:</b>	Partnership Director
<b>Date:</b>	12 <sup>th</sup> January 2023



# Sustainable Travel Made Simple

## Introduction

Go-HI is a ground breaking Mobility as a Service (MaaS) platform, launched in June 2021 by the Highlands and Islands Transport Partnership (HITRANS). Its aim is to improve accessibility to integrated transport services for residents, tourists and business travellers in Scotland's Highlands and Islands regions and beyond.

The free-to-use app integrates multiple transport and travel options into one platform, providing more reliable journey planning capabilities, easier access to travel information, in-app ticketing and a hassle-free payment system.

GO-HI has been developed with support from Transport Scotland's MaaS (Mobility as a Service) Investment Fund. The Fund's aim is to test, in a practical application, the viability of MaaS in Scotland. In its 2018 Programme for Government, the Scottish Government committed to a £2 million investment fund, over three years, to support the testing of the Mobility as a Service (MaaS) concept in Scotland.

A key MaaS concept is to provide people with easy, digital access to travel information so they can be better informed as to the different ways to undertake their journey. This includes solutions to gather personalised travel requirements into a single travel app, for example, or perhaps a service to allow unlimited access to multiple transport providers via a monthly user fee.

This supports the Scottish Government agenda for a healthier, more sustainable Scotland in that, through providing better and more comprehensive travel information, more people feel empowered to use alternative ways to travel, encouraging them out of cars and private car ownership, and so reducing carbon emissions.

This report provides a little detail of what GO-HI delivers for passengers on a range of modes across the Highlands and Islands and beyond.

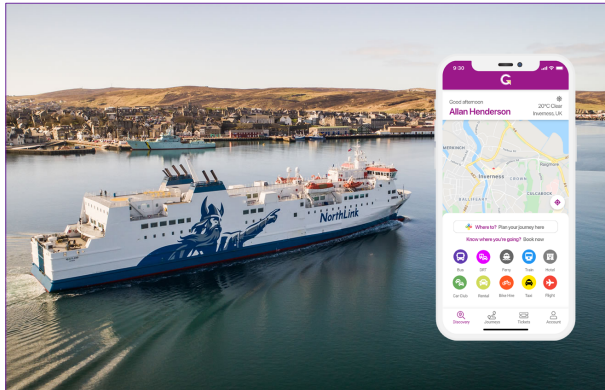


## Northlink Ferries

In December 2022 NorthLink Ferries became the first ferry operator in the UK to offer their passengers the option to plan, book and pay for travel on their ferries through a MaaS app. Go-HI users now have the option of travelling to Orkney and Shetland comfortably and cost effectively using NorthLink's ferry services. Passengers will have the opportunity to book travel on NorthLink's fleet of ferries which offer a comfortable experience to relax and enjoy the journey to the Northern Isles.

Each ferry also has an on-board retail outlet, on-board entertainment and for services from Aberdeen it will now be possible to book a cabin for overnight journeys in a breakthrough for a Mobility as a Service application.

Passengers travelling to Orkney and Shetland can now plan, book and pay for their travel by air, ferry, rail and on Stagecoach buses in Orkney in the one-stop shop offered by Go-Hi.



## Enterprise Car Club

Enterprise Car Club are a key partner in the GO-HI platform. This allows members of Enterprise Car Club to book a car by the hour as part of their multi modal journey planning. Users of the Car Club vehicle will only pay for the time and distance they actually need a vehicle for, meaning they enjoy the convenience of a vehicle without the hassle and expense of owning one. This saves money and Car Club cars produce 72% lower emissions (PM2.5) than the average car.

GO-HI allows car clubs to be available alongside other modes ensuring users can choose the right mode of travel for a particular journey.

Enterprise Car Club vehicles are located in Scrabster, Golspie, Kyle of Lochalsh, Portree, Inverness, Buckie, Fort William and Aviemore. New locations are planned to include Mallaig, Elgin and Wick. 11 vehicles were supported through the first phase of GO-Hi and they have completed journeys totalling 139,775 miles so far.



## ScotRail

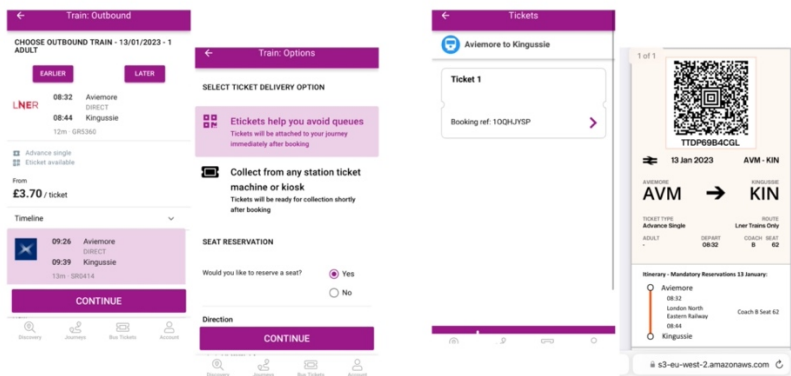
The GO-HI app is supported by an integration with the Trainline.com system allowing users to plan, book and pay for rail travel on all UK rail operators. For ScotRail this allows passengers to arrange their travel through GO-HI and book their seats on trains. This service will allow travel from the rest of Scotland to the region, and from the region to any UK location.

GO-HI partners are working closely with ScotRail to improve the app experience by adding the ability to store a mobile ticket in the app wallet.



## Other Rail Operators

The Trainline.com integration does include QR / Barcode M-Ticketing on other rail operators including LNER who serve the HITRANS area. The screenshots below show the booking flow and M-Ticket generated through GO-Hi and stored in the app desktop.



## Stagecoach Bus

Stagecoach North Scotland are a key partner in GO-HI. The offer of Stagecoach tickets through GO-HI is the first time the leading transport group have participated in a MaaS platform. This allows passengers to plan, book and pay for a range of ticket types for services in Highland, Moray, and the Orkney Islands.



## Demand Responsive Transport

In December 2021, HITRANS awarded Liftango an initial three year contract to deploy a Digital Demand Responsive Transport (DRT) platform consisting of a user application, operators platform and a driver platform. The deployment of this system will provide a single point where locals and visitors will be able to book a number of different non-scheduled transport services through the one app. This will provide both the passenger and operator with the information on the vehicles position and individual journeys in real-time with passengers informed if their service has been delayed. It will enable services to be more efficiently utilised especially where there is more than one vehicle involved in providing a service.

An API will facilitate integration of the solution with GO-HI and this integration is scheduled to be completed in the first quarter of 2023. The Digital DRT platform is already live to the public to book through the MOOVE Flexi App in the Culbokie and Ferintosh area and soft launch has been completed for the Moray Connect DRT network. HITRANS are working with partner Councils to roll this solution out across the region.



## Loganair

Loganair provide lifeline air services to and within the Highlands and Islands. As such they were a key operational partner that GO-HI sought to cover from the initial launch of the platform. GO-HI users can plan, book and pay for flights with Loganair throughout the region.



Other airlines are also available to book through GO-HI ensuring anyone travelling to the region by air can make their arrangements alongside the journeys they make by surface transport once they arrive.



## Bike Hire

Integrating first and last mile travel by bike and eBike into journeys planned and booked through GO-HI is a key feature of the platform.

With funding from the Transport Scotland's Regional Active Travel fund and the EU INTERREG North Sea Region Stronger Combined project HITRANS introduced the HI-Bike Inverness ebike system at three locations in Inverness in October 2021. The system has been extended to three new locations in Inverness and a partner scheme has been delivered by Lochaber Environment Group in Fort William. Both systems will grow in the future as the Mobility Hub concept is implemented more widely throughout the region.

Making the bike part of multi modal travel is a strong focus of GO-HI and with support from HITRANS and Transport Scotland through the Regional Active Travel fund Brompton folding bike lockers have been introduced at Inverness (Falcon Square), Oban (Station Square) and Elgin (Rail Station) offering the opportunity for rail and bus passengers to take a folding bike with them as part of their journey. A fourth Brompton dock will be introduced at Stornoway Bus Station in 2023.

The HI Bike and Brompton bikes are all available to book through GO-HI.



## Other Services and More to Come

Other operators available to book through GO-HI include EasyJet, British Airways, KLM and LNER. This already makes the GO-HI the most comprehensive MaaS platform in the UK.

As well as transport modes GO-HI also allows you to book a hotel stay.

The GO-HI partners are not standing still recognising that until all the journeys passengers want to make are available through the platform there will still be work for us to do. To this end our partners FOD Mobility Group whose MaaS platform Mobilleo powers the app are working with Scottish Citylink to onboard their services early in 2023.

We are investigating how to enhance the ScotRail integration to include mobile tickets and integrating several independent bus operators who use the Passenger app platform for their own services.

Discussions have taken place with CalMac Ferries Limited, Orkney Ferries and Argyll and Bute Council Ferries on how and when it might be possible to bring their services into the platform.

HITRANS are also investigating funding streams to maintain the app beyond the period covered though the MaaS Investment Fund award. Having been shortlisted at the international Global Transport Ticketing Awards and by CiTTi Magazine Awards GO-HI partners want to keep Scotland at the forefront of innovation in travel planning making sure that we keep travel simple in the Highlands and Islands.

