

## TAYSIDE AND CENTRAL SCOTLAND TRANSPORT PARTNERSHIP

15 JUNE 2021

## MOBILITY AS A SERVICE UPDATE

## REPORT BY SENIOR STRATEGY OFFICER

The report provides an update on the process for delivering a Mobility as a Service (MaaS) pilot in the Tactran region.

**1 RECOMMENDATIONS**

## 1.1 That the Partnership:

- (i) notes progress with the Tactran ENABLE pilot; and
- (ii) approves the delegation of the award of necessary contracts relating to MaaS Investment Fund (MIF) Round 2 award to the Executive Committee.

**2 BACKGROUND**

2.1 The ability to access essential services such as employment, education and healthcare has long been a problem for those without access to a car. This problem can be addressed by increasing the transport services available, but the ability of the public sector to do this is limited by finances. The problem can be assisted by maximising the awareness and ease of use of the existing transport services.

2.2 In its 2018 Programme for Government, the Scottish Government committed to a £2 million investment fund to support the testing of the Mobility as a Service (MaaS) concept in Scotland. The MaaS Investment Fund (MIF) was launched in June 2019. On 23 December 2019, Transport Scotland announced an award of £550,112 to Tactran (Report RTP/20/13 refers).

2.3 The Tactran ENABLE MaaS project proposed:

- Developing a Tactran region wide MaaS platform which brings together real time journey planning, booking and the payment systems of public, active and shared mode transport operators;
- Extending and integrating the existing Mi-Rewards system into the ENABLE MaaS platform;
- Co-tailoring and piloting three apps powered by the MaaS platform with three 'service lead' organisations:

- Perth Royal Infirmary: Improving awareness and booking of access options for patients, visitors and staff to NHS Tayside sites. This pilot focuses on the new regional centre for urology at Perth Royal Infirmary attracting travel from across the Tactran region and NE Fife
- Loch Lomond and Trossachs National Park – Promoting and enabling sustainable travel options in the south east of the Park - a heavily used tourist area – for both visitors and residents
- Dundee & Angus College – Improving access opportunities to further education for students as well as promoting sustainable inter-campus movement for staff

### **3 DISCUSSION**

#### **Progress to date**

- 3.1 The project was intended to go live in September 2020 to the users of NHS Tayside (Perth Royal Infirmary), Dundee and Angus College (Arbroath) and visitors to the Loch Lomond and the Trossachs National Park. The Partnership will be aware that as a consequence of the Covid-19 pandemic restrictions have been placed on travel within Scotland, which in turn has had impacts on the timescales to launch this project.
- 3.2 This report provides the Partnership with an update on the project.

#### **MaaS Platform and User Interfaces**

- 3.3 The platform (the ‘back’ office which enables the planning, booking and paying for transport services) was completed in summer 2020.
- 3.4 At the same time, co-design sessions were held with the three pilot services and their users to inform the design of interfaces (i.e. phone and web apps) for each service. The development of interfaces designed for particular user groups is a unique feature of the Tactran ENABLE MaaS Project. It enables:
- the interface to be as user friendly as possible for each group, designed around their particular needs and constraints;
  - improved promotion and use of the tool by providing a direct outlet for the interface via the service itself.
- 3.5 The interfaces for the three pilot services were completed for the intended launches in September 2020.

#### **Rewards**

- 3.6 The proposal included testing whether the use of rewards could incentivise sustainable travel behaviour. The proposal was to use the Perth based Mi-Rewards system which was planning to expand its operations in the region. Unfortunately, the Covid-19 situation has resulted in Mi-Rewards system rethinking its expansion and therefore, it is no longer available for this purpose.

- 3.7 Discussions continue with Transport Scotland, Angus Council and Paths for All (as the funder of Angus Council's Better Points pilots) whether Angus Council's Better Points rewards pilots provides an opportunity to test rewards in the MaaS app.

### **Monitoring and Evaluation**

- 3.8 The project is a pilot project and accordingly a Monitoring and Evaluation Strategy has been developed to understand the impacts of the project.
- 3.9 A Making Connections audit has also commenced. This exercise works with people with disabilities to better understand the information that they would find useful, as well as the actual functionality of the app itself. This information will help fine tune future generations of this (or other) MaaS applications for people with disabilities.

### **Communications and Promotion**

- 3.10 In managing a MIF funded pilot project, Tactran has the responsibility to support and inform the MaaS discussion in Scotland. To that end, Tactran has:
- attended MaaS Scotland meetings;
  - presented at the MaaS Scotland Conference;
  - developed an ENABLE Project website;
  - committed to work with neighbouring MaaS platforms on interoperability (i.e. enabling the co-ordinated planning, booking and paying for transport across different, usually neighbouring, MaaS platforms).
- 3.11 Following the initial round 1 awards to Tactran and HITRANS, Dundee City Council (DCC) were also awarded funding to develop and support MaaS within the Mobility Innovation Living Lab (MILL) project. The purpose of DCC's project was to support travel to major events using MaaS. DCC also procured Fuse Mobility therefore using the same MaaS technology as the Tactran project. This presents a unique opportunity, through co-ordination of activity, to improve the functionality of both platforms at a reduced cost.

### **Ongoing Sustainability**

- 3.12 The initial intention was to have 9 months of live pilots. This has been extended to 11 months due to the delays in launches caused by Covid-19.
- 3.13 If the Tactran ENABLE tool can be shown to help support public sector objectives such as helping people access essential services and promote sustainable travel, there is a need to understand whether the platform is sustainable. The platform has been designed so that it can host as many apps as is desired. The more users there are, the more likely it is that the tool can become self-sustaining. Equally, the unit cost of providing the platform for each app will decrease with an increasing number of services.

- 3.14 In awarding the initial grant Transport Scotland accepted the initial predications that showed that the platform was financially sustainable. With over a year's development of the project the business case is being revisited to investigate financial models that would enable the platform to remain and grow as a sustainable tool for the public sector in the Tactran region.

### **Timescales**

- 3.15 The project's timescales have been determined by the Scottish Government's Covid-19 travel restrictions, and when the pilot services are comfortable with encouraging travel. The revised proposed launch dates for these pilots are as follows:

- Dundee and Angus College: the opportunity to undertake a pilot in the summer term is limited. It is therefore proposed to commence the pilot with Dundee and Angus college in time for the new 2021/22 academic year in September
- Loch Lomond and the Trossachs National Park: The Park Authority have always requested that a pilot covers a full summer tourist season. At the time of writing, the National Park are requesting that any launch occurs in September to cover the autumn 2021 and summer 2022 peaks
- NHS Tayside: Pilot to commence in July 2021

### **MaaS Investment Fund (MIF) Round 2**

- 3.16 A second round of the MaaS Investment Fund was announced in 2020, with applications requiring to be submitted in February 2021. Three applications have been submitted relating to the Tactran ENABLE platform, namely:

- A rural services pilot submitted by Tactran: the proposal is to undertake an analytics exercise to identify if and where supported services in Angus and Stirling Councils could be better served by demand responsive transport or other services. Where communities could be better served, to investigate this with the communities, and if a service is introduced to make planning, booking and paying for the service (and any connections) available through a Rural Communities MaaS App.
- Perth Innovation Highway submitted by Perth and Kinross Council: promoting sustainable access for the existing and proposed businesses along the Glasgow Road corridor from the City Centre to the proposed Perth West developments to the west of the A9.
- An application by Tactran to extend the NHS Tayside pilot beyond Perth Royal Infirmary to the whole of the NHS Tayside area.

- 3.17 The announcements of the Round 2 awards were planned to be made by the end of April 2021. It is now expected that they will be made in June 2021. If any of the bids are successful, procurement processes will need to be followed to secure appropriate consultancy support. As Transport Scotland require the Round 2 pilots to be 'active' within 6 weeks of award, it is requested that any relevant procurement decisions be delegated to the Partnership's Executive Committee.

## **4 CONSULTATIONS**

4.1 This report has been prepared in consultation with the local authority officers.

## **5 RESOURCE IMPLICATIONS**

5.1 The resource implications arising from this report are considered in the 2021/22 Budget and Monitoring Programme report to this meeting.

## **6 EQUALITIES IMPLICATIONS**

6.1 This report has been screened for any policy implications in respect of Equality Impact Assessment and no major issues have been identified.

6.2 It is worth noting that the ENABLE MaaS platform aims to make trips for residents and visitors, especially those without access to a car, easier to plan, book and pay. In addition, the inclusive co-design process will help ensure the needs of the client groups are considered and where possible catered for. As such it is expected that ENABLE should have a positive impact on individuals and households who currently struggle to access key services.

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### **NOTE**

The following background papers, as defined by Section 50D of the Local Government (Scotland) Act 1973 (and not containing confidential or exempt information) were relied on to a material extent in preparing the above Report:

Report to Partnership RTP/19/13, Directors Report, 19 March 2019

Report to Partnership RTP/19/27, Directors Report, 18 June 2019

Report to Partnership, RTP/19/41, Directors Report, 17 September 2019

Report to Partnership, RTP/20/13 Mobility as a Service: 'ENABLE' Pilot ,17 March 2020

Report to Partnership, RTP/21/04, 2020/21 Budget and Monitoring, 16 March 2021