

12 DECEMBER 2023

**TACTRAN ENABLE MAAS PROGRAMME****REPORT BY SENIOR STRATEGY OFFICER**Purpose

The purpose of the paper is to provide an update on the Tactran ENABLE Mobility as a Service (MaaS) programme and share the project Monitoring and Evaluation report submitted to Transport Scotland in September 2023.

Summary

A MaaS platform and a model for successful dissemination of MaaS journey planning applications has been developed and tested across the Tactran region, funded by Transport Scotland's MaaS Investment Fund. MaaS journey planning tools support the achievement of climate change, air quality and social inclusion objectives by promoting awareness of sustainable transport opportunities for those with and without access to car.

**1 RECOMMENDATIONS**

## 1.1 That the Partnership:

- (i) note the Monitoring and Evaluation Report of the Tactran ENABLE Mobility as a Service Programme;
- (ii) note the ongoing work between Tactran and SEStran officers to continue to develop and grow the project until a time when Transport Scotland determine their preferred way forward; and
- (iii) agree to consider options for meeting the costs of the Tactran ENABLE programme at a future Partnership meeting, once Transport Scotland's programme evaluation report has been published.

**2 BACKGROUND**

- 2.1 On 23 December 2019, Transport Scotland announced an award of £550,112 from its MaaS Investment Fund (MIF) to Tactran to permit the ENABLE Mobility as a Service (MaaS) Pilot to be developed and trialled across the region. In addition to securing Smarter Choices, Smarter Places funding of £90,000, the Partnership allocated a total of £137,000 over 2019-2022. In addition, an additional £12,000 has been provided by Transport Scotland and £9,000 by Loch Lomond and the Trossachs National Park Authority. This provided a total budget of £798,112 between 2019 and March 2023.

- 2.2 The project involves developing a MaaS platform (the 'back office' enabling the planning, booking and paying of transport services) and associated touchpoints (apps and websites) to assist users access NHS Tayside facilities, Loch Lomond and the Trossachs National Park and Dundee & Angus College.
- 2.3 In 2021 SEStran were also awarded funding from Transport Scotland to developed MaaS tools. Since this time Tactran and SEStran have been increasingly working together on this project. This allowed the Tactran ENABLE pilot programme to be extended an additional 9 months until March 2023, when Transport Scotland funding for the Tactran and SEStran projects ended.
- 2.4 Tactran and SEStran were awarded Smarter Choices Smarter Places funding in March 2023 to allow the joint MaaS project to continue until March 2024 (report RTP/23/14 refers).

### **3 DISCUSSION**

- 3.1 To support climate change, air quality and social inclusion objectives, not only must sustainable transport opportunities be improved, there must also be effective mechanisms for making people fully aware and informed of their choices. It is also recognised that planning and booking transport services can be a barrier for people, hence journey planning must be made as convenient and easy for users as possible. Furthermore, as promoted in the Scotland's Second National Transport Strategy (NTS2) investment hierarchy, the best use must be made of existing transport services by promoting to the full what is already in place.

#### **Transport Scotland's MaaS Investment Fund Programme**

- 3.2 The MaaS Investment Fund projects are intended to inform Transport Scotland's thinking on if and how MaaS tools should be taken forward in Scotland. Unfortunately, there is likely to be a gap between the funding for the Tactran pilot pending a decision by Transport Scotland on the way forward. If the eventual decision is that a Tactran MaaS platform is of value to the public services and the region, there is a significant risk and cost to allowing the project to end, and then trying to resurrect it in the future (report RTP/23/04 refers).
- 3.3 The Transport Scotland funding for the Tactran and SEStran programme ended in March 2023. Tactran and SEStran secured SCSP funding to continue until March 2024. However, it remains unlikely that any analysis of Transport Scotland's MIF will be completed until 2024.
- 3.4 The Tactran, HITRANS and SEStran Directors have met with Transport Scotland regarding the longer-term approach. Whilst Transport Scotland remain supportive of the approach, and officers continue to work together, there remains no commitment to continue to support the MaaS pilots.

## The Tactran ENABLE MaaS Project

- 3.5 The Tactran ENABLE MaaS Programme piloted a model for developing and disseminating journey planning, booking and payment tools to enable users to sustainably access destinations and services, thereby supporting public sector social inclusion and climate change objectives.
- 3.6 The Tactran ENABLE MaaS Programme consists of:
- A MaaS platform: the ‘back office’ containing the software that enables the planning, booking and paying of a range of transport services
  - Interfaces (apps/websites) designed with and for the users of three pilot services
    - Dundee and Angus College
    - Loch Lomond and the Trossachs National Park
    - NHS Tayside
- 3.7 The programme differs from many MaaS programmes in that it is targeted at specific user groups and places these users at the centre of the design, review, improvement, marketing and communications processes – compared to the majority of MaaS programmes which produce generic journey planning tools for the ‘whole community’.
- 3.8 The monitoring and evaluation report for the pilot was completed in September 2023 and an Executive Summary is provided as Appendix A to this report, with the full monitoring and evaluation report available in the Members Area of the [Tactran website](#).

## Learnings

- 3.9 Between September 2021 and January 2023, there were approximately 12,000 users and approximately 15,000 user sessions (these figures were achieved as the country and people’s travel habits emerged from the covid pandemic). User and non-user surveys were conducted with over 1300 people. The tools were also tested with 24 people with disabilities and early onset dementia, learning and adapting the tools accordingly (The Making Connections Audit). The following conclusions are based on analysis of all these data sets.
- 3.10 **The tech is only half the job. You need a model to get MaaS tools to those who could benefit the most.** Tools branded by the end destination (the College, the Hospital, the National Park Authority) are trusted by the user and are easily distributed to the user when they are planning their trip. The user’s journey does not start with “*where do I catch a bus?*” It starts with “*I want to go to college.*”
- 3.11 The user numbers in comparison with other programmes suggest that a successful model has been developed for designing and disseminating journey planning tools.

3.12 **There is a user need:** There are users that require support. Users are more likely than non-users to:

<b>Have less travel options</b>	<p>MyD&amp;A</p> <ul style="list-style-type: none"> <li>▪ 93% of users were likely to <b>experience constraints</b> to how they travel non-users (76% non-users)</li> <li>▪ 41% of app users had '<b>no-one to share a lift with</b>' (26% non-users)</li> </ul> <p>National Park: 16% of app users reported having 'no access to a car or driving license' (1% non-users)</p>
<b>Be more sensitive to cost</b>	<p>My D&amp;A: 31% of users indicated they <b>could not afford the alternative</b> modes of travel (17% non-users)</p>
<b>Have a complex journey</b>	<p>User <b>more likely to have more than one journey part</b> for their journey</p> <p>NP users 47% (24% non-users); GoNHS users 87% (39% non-users)</p>
<b>Be more likely to have a disability</b>	<p>NP 57% (7%); MYD&amp;A 14% (5%); GoNHS 61% (9%)</p>

3.13 **The model achieved policy objectives:**

<b>Promoted sustainable travel</b>	<ul style="list-style-type: none"> <li>▪ Nearly 60% of users suggested the tools made it more likely that they would use a sustainable mode of travel (all pilots)</li> <li>▪ Between 83%-96% planned trips were by sustainable modes (all pilots)</li> </ul>
<b>Made travel to appointments easier</b>	<ul style="list-style-type: none"> <li>▪ <b>Reduces did not attends:</b> 56% of users say the webapp made it more likely they would not miss their medical appointment or that they would arrive on time</li> <li>▪ <b>Reduces anxiety:</b> 69% users say that their journey to NHS Tayside was stress-free compared (58% for non-users)</li> </ul>
<b>Helped access college courses</b>	<ul style="list-style-type: none"> <li>▪ 59% of respondents indicated that the app had <b>influenced how or when they chose to travel to and from college</b></li> </ul>
<b>Helped find cheapest travel option</b>	<ul style="list-style-type: none"> <li>▪ 87-93% users used tool to compare cost of travel (NP/GoNHS)</li> </ul>

### 3.14 Can MaaS journey planning tools be sustainable?

<p><b>There is potential</b></p>	<ul style="list-style-type: none"> <li>▪ 79-83% of non-users would like a tool to assist with planning, booking and paying</li> <li>▪ Net satisfaction with tools across user groups</li> </ul>
<p><b>Booking revenue and advertising unlikely to be sufficient</b></p>	<ul style="list-style-type: none"> <li>▪ Advertising will significantly reduce usability / accessibility</li> <li>▪ Would need significant booking income from a significant population             <ul style="list-style-type: none"> <li>○ Currently unlikely that significant bookings will be made via tools (likely to be cheaper elsewhere?)</li> </ul> </li> <li>▪ Would a private sector tool be willing to cover the geographies and transport options (e.g. community and shared transport) that we need to include to support our policy objectives</li> </ul>
<p><b>Unlikely that hosting platform and app(s) will be affordable for most Scottish organisations</b></p>	<ul style="list-style-type: none"> <li>▪ A model which provides added benefits to other public sector services, and shares costs and benefits amongst all partners, likely to be better value</li> <li>▪ However, what is the cost to society of not providing such tools?             <ul style="list-style-type: none"> <li>○ Government has to pick up the mitigation costs of missed appointments / not going to college / not promoting sustainable travel etc</li> </ul> </li> <li>▪ Irrespective of the desired interface with the user (the apps or websites) There is little need for multiple platforms (back offices), as they will contain basically the same data and functions.</li> </ul>

### Integrated Mobility Partnership

3.15 MaaS products do come at a cost, both in terms of development and software license costs. However, the need to be able to successfully promote and make the most of sustainable travel options must be recognised. The benefits of promoting sustainable travel that are felt across society and public sector services, are central to Tactran’s objectives and arguably reduce mitigation costs elsewhere.

3.16 All participants within Transport Scotland’s MIF programme are of the opinion that to develop and understand the opportunities provided by the new and emerging MaaS technology takes longer than the initial pilot periods provided by Transport Scotland. Indeed, Tactran and SEStran officers have found themselves at the forefront of this emerging technology and have presented at a number of national events over the last year.

- 3.17 A key learning from the respective Tactran and SEStran projects are the benefits of (and likely need for) collaboration. To this end, the two RTPs are undertaking the following work under the banner of the Integrated Mobility Partnership:
- Working with current and interested partners (including Perth and Kinross Council) to understand the requirements of these organisations to inform a procurement exercise to enable the programme to be continued beyond March 2024 subject to sources of finance being available
  - Continue to improve, promote and analyse the current tools
  - Sharing the learnings of the Tactran and SEStran programmes nationally through a series of on-line Open Learning Events (this was an offer to help secure SCSP monies, but also helps promote the programme)
- 3.18 The IMPs programme is also being promoted via the following website <https://www.integratedmobilitypartnership.co.uk/>.
- 3.19 Tactran and SEStran officers, will continue to work with Transport Scotland and the other agencies within IMPs to explore funding to continue the projects.

#### **4 CONSULTATIONS**

- 4.1 The report has been prepared in consultation with the Local Authority transport officers as well as officers of the Loch Lomond and the Trossachs National Park Authority, Dundee and Angus College, NHS Tayside and SEStran.

#### **5 RESOURCE IMPLICATIONS**

- 5.1 An allocation of £10,000 has been provided in the 2023/24 RTS Revenue Programme budget as a contribution towards the MaaS ENABLE pilot.

#### **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.

**Jonathan Padmore**  
**Senior Strategy Officer**

Report prepared by Jonathan Padmore. For further information e-mail [jonathanpadmore@tactran.gov.uk](mailto:jonathanpadmore@tactran.gov.uk) (tel. 07919 880826).

## **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:

Exemption Request for 'ENABLE Mobility as a Service Project', 20 January 2020

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

Report to Executive Committee RTP/22/02 'Tactran ENABLE MaaS Project Spend Approval' 14 February 2022

Report to Partnership RTP/23/04, TACTRAN ENABLE MaaS PROGRAMME. 14 March 2023

Report to Partnership RTP/23/14, 2023/24 BUDGET AND MONITORING, 13 June 2023

# Tactran ENABLE MaaS Programme Monitoring and Evaluation Report

## *Executive Summary*

*The customer journey does not start with “what bus do I catch?”. It starts with “I want to go to college”*



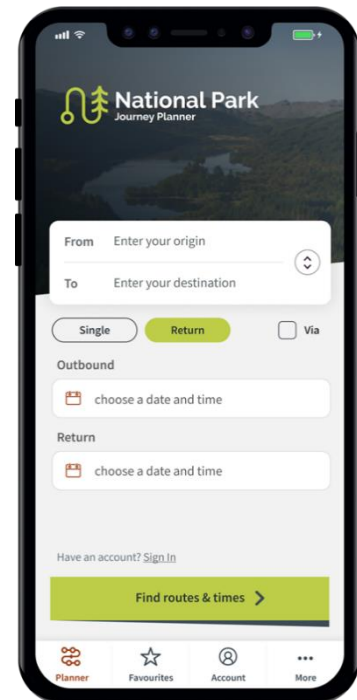


# Executive Summary

The Tactran ENABLE MaaS (Mobility as a Service) Programme piloted a model for developing and disseminating journey planning, booking and payment tools to enable users to access destinations and services by sustainable modes of travel, thereby supporting public sector objectives to reduce inequalities and take climate action.

The Tactran ENABLE programme is part of Transport Scotland's MaaS Investment Fund (MIF) programme introduced to help the Scottish Government understand if and how public MaaS products could be taken forward to support climate change and social inclusion objectives.

The purpose of this report is to highlight the achievements, and share the lessons learned, from the Tactran ENABLE programme to inform future MaaS programmes in Scotland.



## THE PROBLEM

Providing an alternative to the car, whether for those with or without access to such, requires both provision of alternatives for the whole journey, but also information about what alternatives exist for the whole journey

There has never been a single source of journey planner information which gives information about all the travel options in their area (e.g. demand responsive transport, community transport, bike hire etc along with information about bus, rail and car journey times) that enables users to be aware of and informed about all the choices they have.

## THE OPPORTUNITY

MaaS technology enables the co-ordinated planning, booking and paying of the complete range of transport services, enabling users to make the most of whatever services are available.

Transport Scotland's MaaS Investment Fund allowed Tactran to pilot a MaaS programme incorporating some of these features across the Angus, Dundee, Perth & Kinross, and Stirling Council areas.

## THE PROGRAMME

The Tactran ENABLE MaaS Programme consists of:

- A MaaS platform: the 'back office' containing the software that enables the planning, booking and paying of a range of transport services
- Interfaces (apps/websites) designed with and for the users of three pilot services:
  - Dundee & Angus College
  - Loch Lomond and the Trossachs National Park Authority
  - NHS Tayside
- Communications and marketing programmes
- Monitoring and evaluation programme

### Key features

- Bus journey time and cost information (via integration with Traveline Scotland)
- Ability to plan, book and pay for rail journeys (via integration with RailEasy)
- Ability to plan, book and pay for five taxi companies in the region (via the taxi aggregator Karhoo). Plus contact details and estimated fares for local taxis which operate in the region, but are not part of the aggregator
- Walk and cycle journey times
- Information (cost / contact details) for community transport operators appearing as a travel option in journey plan
- Information (costs / contact details) about demand responsive transport services (DRT) in the region linking to the Stirling Council DRT booking webpage powered by Trapeze
- Carbon calculator and days out features for the National Park Journey Planner
- Ability to plan Enterprise Car Club journeys in the Stirling area
- Ability to plan Nextbike bike hire

The programme differs from many MaaS programmes in that it uses multiple user interfaces targeted at specific user groups – compared to the majority of MaaS programmes which produce generic journey planning tools for the 'whole community'.

These user groups are at the centre of the design, review, improve, marketing and communications processes. The programme created the ecosystem to identify and give users what they need, maximising the utility and benefits of MaaS tools for users and public sector service providers.



The programme was built around the principle that the user journey does not start with, “where do I catch the bus” but “I want to go to College/to a hospital appointment / to the National Park.”

The Tactran ENABLE model focusses on getting the journey planners directly to the users themselves. Interfaces were developed for the end user of a specific organisation and branded and promoted the tool via the organisation itself.

It was assumed:

- The services are likely to have the best means for disseminating the tools directly to their users
- The user has greater trust in a tool which is branded and promoted by a service they use and are familiar with.

Working with the services we promoted the tools through:

- NHS Tayside hospital appointment letters, staff-net bulletin and NHS Tayside social media
- Correspondence from College, D&A college social media and internal comms
- The Loch Lomond and the Trossachs National Park Authority's website ('Getting to the Park')/ marketing, social media/newsletter; use of social media influencers

The programme to develop and trial the journey planning tools for the three services commenced in January 2020, but as consequence of the travel restrictions imposed in response to the Covid 19 pandemic, the launch of the live pilots was delayed until August and September 2021.



## RESULTS

Between the launch in September 2021 and January 2023 the programme resulted in 14,641 user sessions planning 15,222 journeys.



The high proportion of returning users suggest user satisfaction with the tools:

**National Park Journey Planner:** 52% of respondents are using the journey planner at least once a week.

**Go NHS Tayside:** 55% of respondents are using the Go NHS Tayside at least 'weekly' with 16% of respondents using the platform 'every day'

**D&A College:** 24% of student respondents use the app on a regular basis, stating they use the app 'about weekly' or 'about monthly'. In addition, 45% rated the app highly, indicating it is either 'very high quality' or 'high quality'.

## LEARNINGS

### REDUCING INEQUALITIES: THERE IS A NEED

The survey results suggest that users of the apps may be more likely to experience travel difficulties in terms of:

#### Fewer travel options

- 93% of students who were users of myD&A travel had a reason that limited how they chose to travel, compared to 76% of non-users
  - 41% stated they had 'no-one to share a lift with' (26% for non-users)
- 16% of the National Park Journey Planner users reported having 'no access to a car or driving license' compared with 1% of non-users
- 17% of GoNHSTayside users do not have access to a car (13% of non-users)

#### Sensitivity to cost

- 31% of student myD&A travel users indicated they could not afford the alternative modes of travel (17% for non-users)
- 87% of GoNHSTayside users compared the cost of different journey options (19% for non-users)

#### Journey complexity

- 77% of student myDA&A travel users had used the app travelled by more than one mode of transport (49% for non-users)
- 87% of GoNHSTayside users had more than one journey part for their journey (39% for nonusers)

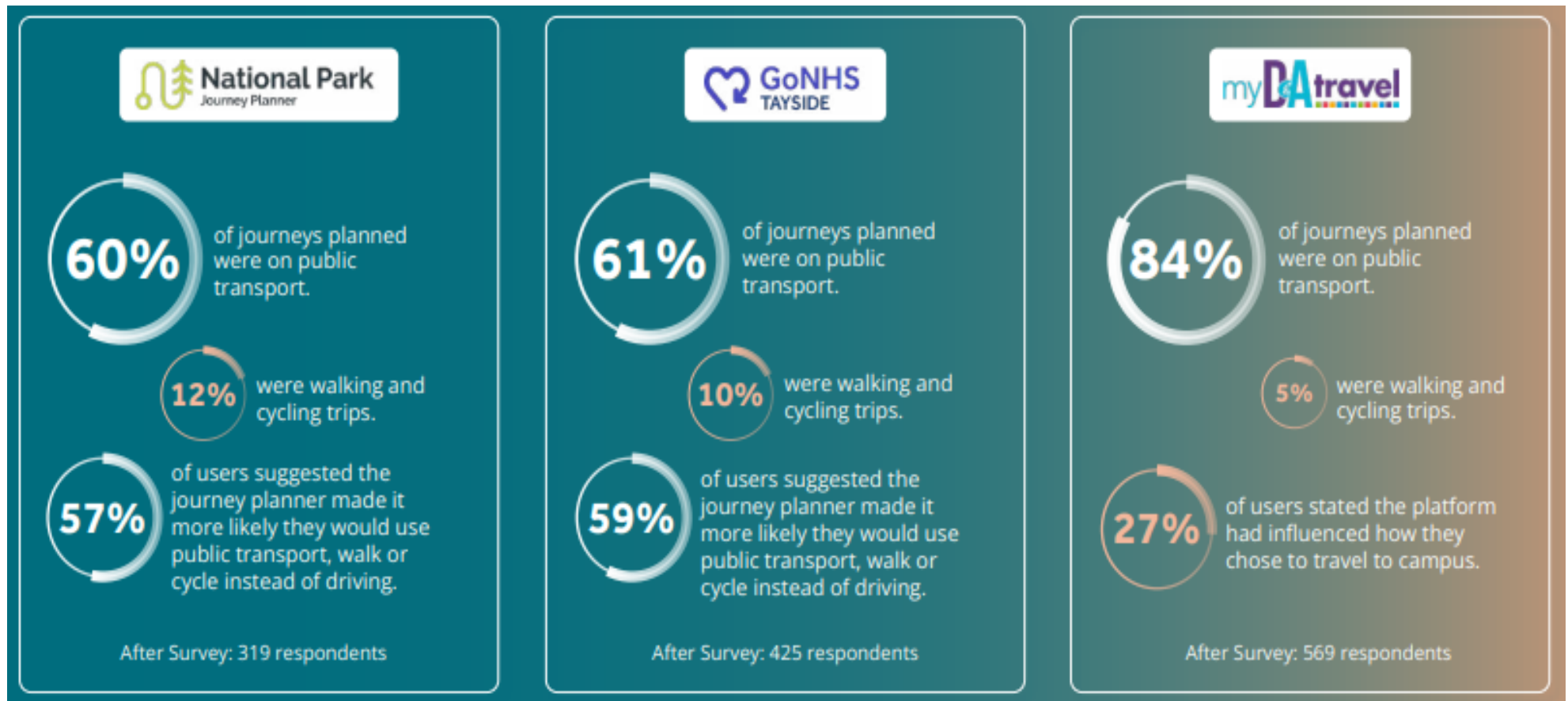
#### More likely to have a disability

- GoNHSTayside users are significantly more likely have a disability which affects their travel arrangements (61% users vs 9% non-users)
- MyD&A travel student users are more likely to have a disability which affects their travel arrangements (14% users vs 5% non-users)
- 17% of myD&A travel users mentioned 'poor health' as a limiting factor to the way they travel (6% for non-users)

## PROMOTING SUSTAINABLE TRAVEL

The modal share of journeys planned suggests the tools promote and support sustainable transport options:

- Most of the journeys planned were public transport journeys, with only a small proportion being walking and cycling journeys
- Users suggested that the tools made it more likely that they would use a sustainable mode of travel



## THE TOOLS HAVE SUPPORTED THE PRIORITIES OF THE SERVICES

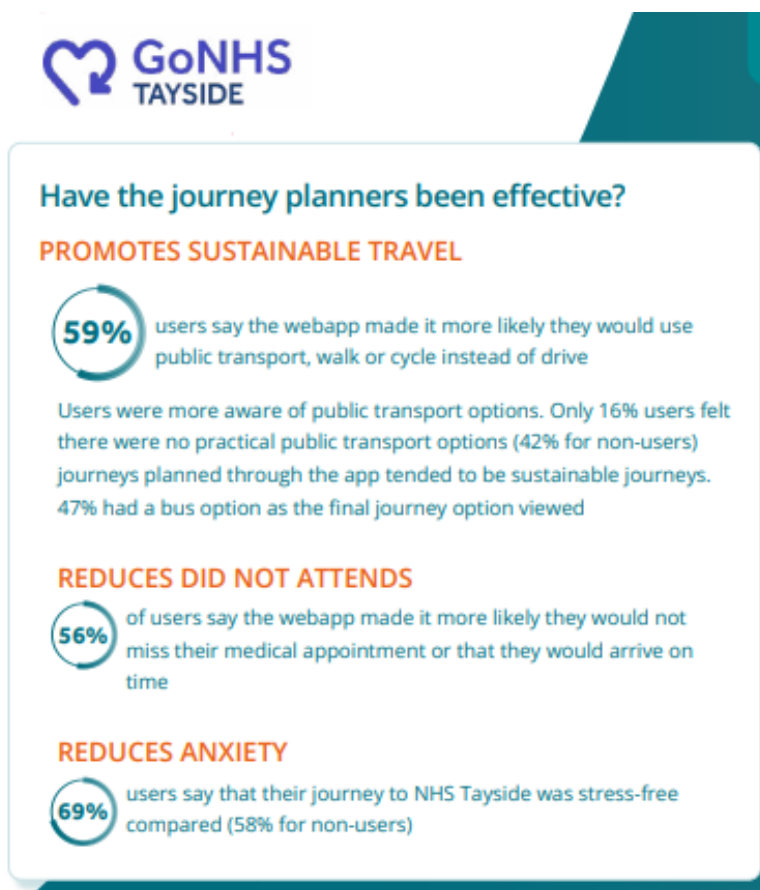
The programme has supported the climate change and social inclusion objectives of the Government, the Councils and Tactran by supporting:

**The Loch Lomond and the Trossachs National Park Authority** in addressing the impact of visitors accessing the Park by car

- Users were more aware than non-users of public transport options, and said that the journey planner made it more likely they would use public transport, walk or cycling instead of driving. This was evidenced by the journeys planned

**NHS Tayside's** aspirations to help user access services as well as help address the parking pressures on site. In addition to the promotion of sustainable modes noted previously:

- 56% of users suggested the journey planner made it more likely that they would arrive on time / and or not miss a medical appointment. Travel is one factor that can affect the proportion of appointments that are missed. 'Do not attends' (typically 11% in Tayside) are a significant cost and inefficiency to NHS service delivery.
- NHS officers noted the anxiety patients have when attending an appointment and how this can be amplified by concerns about how to get to the site.
- Survey results indicated that users of Go NHS Tayside were more likely than non-users to agree that their trip to the hospital was stress free





**Dundee and Angus College** provide further education for a large rural as well as urban area. The ability to access the College can therefore be a significant factor in which courses pupils can enrol in.

Furthermore, given the typical age range of the user group, the students, are more likely to be reliant on other forms of access (whether that be lifts or regular use of public transport) than those with their own car and require information either on a regular or infrequent basis of how best to access different sites on different days at different times to help ensure attendance.

34% of respondents who had used the my D&A travel app stated that their journey to college played a role in the decision to enrol on a course, whereas for non-app users, only 22% of respondents stated that the journey influenced their decision.



“I used the app to get from Perth to D&A College and it gave me plenty of options from the cost of my fuel and the cheaper options of taking public transport. Very handy app” Dee, Student

“The D&A Travel app has helped me plan my travels, and it has helped me when I first started college as I was unsure of what bus I should take.” Kayla, Student

“The MyD&A Travel app allows our students and staff to see all of the potential travel options available to them and get the most sustainable way they can get to college” Simon Hewitt, Dundee and Angus College Principal



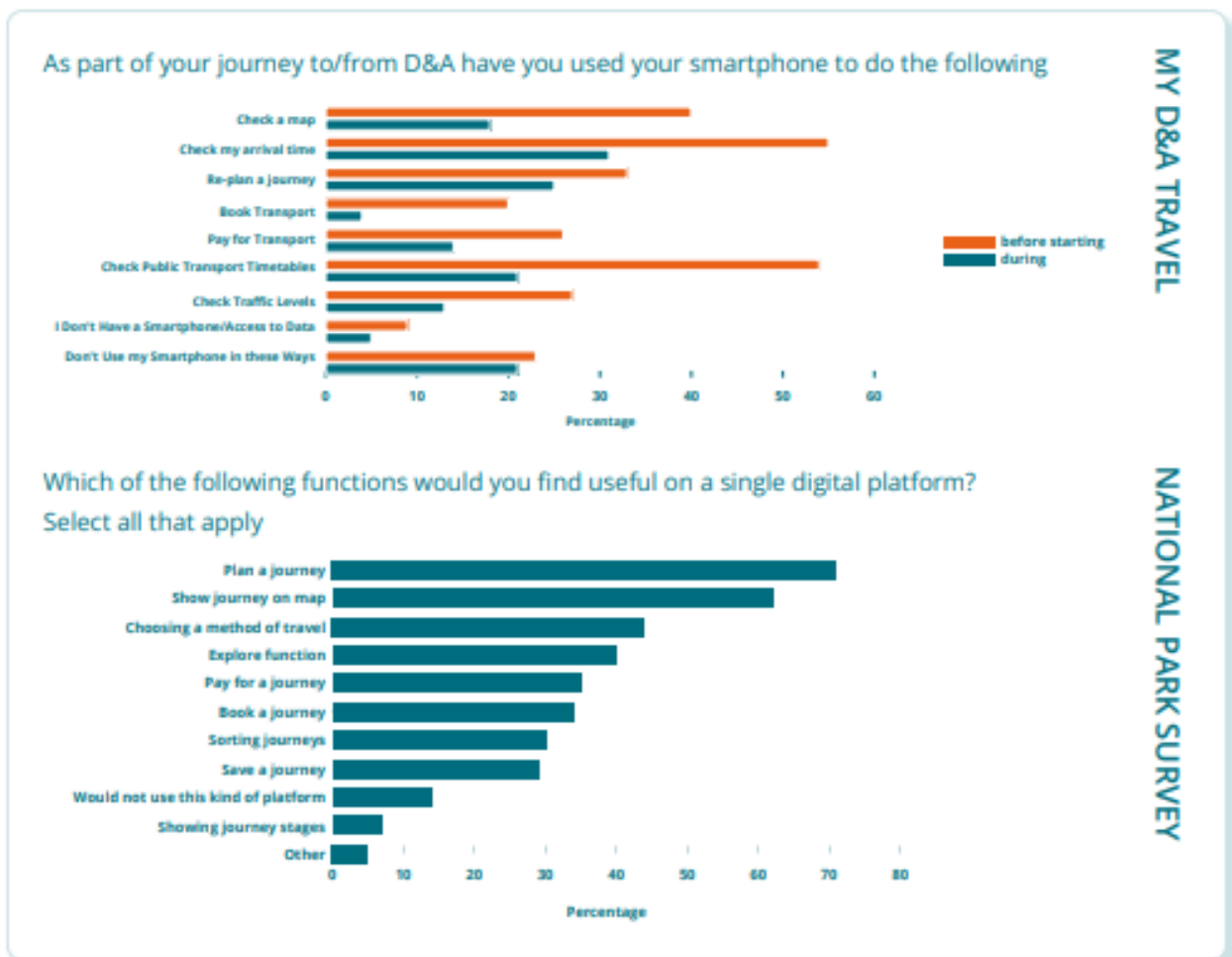
## WHAT DO PEOPLE NEED?

We should be mindful of the respective problems that people face for planning, booking and paying for journeys when deciding on the content of a journey planning tool.

Awareness of transport options is maybe a bigger problem than being able to buy a bus ticket? (especially with the growing prevalence of contactless payment acceptance onboard). The survey results suggest that functions relating to planning a journey are desired more than functions allowing booking and paying. The survey also highlighted that app users and non-users use their smartphone more to plan a journey than to book and pay for a journey.

The survey data also showed the greatest use of the journey planners was in advance, rather than on the day. This suggests that people used the tool to understand their best options

- 93% of GoNHS Tayside journeys were planned at least one day in advance
- 59% of MyD&A travel journeys were planned at least one day in advance



**Keep it simple:** The continual user feedback loop, and especially an audit of the tool by people with disabilities and early onset dementia emphasised that what people want are simple and clear tools.

The design of many MaaS tools is based on making the most of the technology. Is this what the user needs or wants? It is near impossible to present an app which is both simple and does everything.

"It's great that the feedback, based on disabled users' experiences, has been acted upon: the NHS site is easier to use and is a giant leap forward for accessibility and easier access to health services in Tayside. Great job."

Hussein Patwa Making Connections participant and accessibility consultant

## HOW THE TACTRAN ENABLE PROJECT HAS ADDRESSED THE CORE THEMES OF TRANSPORT SCOTLAND'S MAAS INVESTMENT FUND

<i>MIF themes</i>	<i>How has the Tactran ENABLE project addressed these themes?</i>
<p><b>To reduce inequalities</b></p> <ul style="list-style-type: none"> <li>• Access for rural, islands and communities</li> <li>• Tackling inequalities, accessibility and mobility barriers</li> <li>• Will be affordable for all</li> </ul>	<ul style="list-style-type: none"> <li>• For rural (and urban) communities the interfaces pull together in one place all transport services available, enabling users to make the most of whatever limited transport services available, and how these might be integrated to enable a journey to be made</li> <li>• The Making Connections audit has enabled us to design simple and easy to use interfaces. This goal is supported by the focus on interfaces for particular groups enabling just the information they require. The more people and functions you try and serve, the more complicated the interface will get (including data usage)</li> <li>• Apps targeted at users of e.g., further education and health facilities help reduce inequalities by assisting attendance at those services</li> <li>• The interfaces provide cost information and help users identify affordable options</li> <li>• User/non-user surveys indicated that the users of the journey planning tools were more likely to have fewer transport options, make more complicated journeys, be sensitive to cost and have a disability</li> </ul>
<p><b>To take climate action</b></p> <ul style="list-style-type: none"> <li>• Modal shift to sustainable public transport alternatives,</li> </ul>	<ul style="list-style-type: none"> <li>• The responses to the user / non-user surveys indicate that the journey planning tools have made it more likely that users will choose to use active and sustainable modes of travel</li> </ul>

<b>MIF themes</b>	<b>How has the Tactran ENABLE project addressed these themes?</b>
<ul style="list-style-type: none"> <li>reducing carbon emissions</li> </ul>	<ul style="list-style-type: none"> <li>The journeys planned on the tools evidence that the majority of planned journeys are public transport journeys</li> </ul>
<p><b>To help deliver inclusive, sustainable growth</b></p> <ul style="list-style-type: none"> <li>Enabling sustainable tourism</li> <li>Supporting digital innovation within Scotland, specifically relating to public transport</li> </ul>	<ul style="list-style-type: none"> <li>The National Park Journey Planner has provided the LLTNPA with an additional tool to help promote sustainable tourism, allowing visitors to easily explore the options for travel to and in the Park that don't involve driving</li> <li>The pilot has resulted in a MaaS Platform covering two regional transport partnership areas, with the potential to host a number of interfaces to support public sector objectives</li> <li>The pilot has tested the application of features within the context of a journey planning tool</li> <li>The use of Scottish based providers has expanded their knowledge base and experience</li> </ul>
<p><b>To promote health and wellbeing</b></p> <ul style="list-style-type: none"> <li>Promoting healthier lifestyle by promoting active travel (including bus and rail as they have an element of walking involved)</li> <li>Will help make our communities great places to live</li> </ul>	<ul style="list-style-type: none"> <li>Whilst users have said that the tools make it more likely that they will make their trip by sustainable modes, the data on journeys planned demonstrates that this is likely to be by public transport modes rather than walking or cycling. People may need to know where to walk or cycle as part of a multi-modal journey, but they may not need a journey planning tool to make most short trips within their communities.</li> <li>The tools are part of a package of measures which seek to reduce <ul style="list-style-type: none"> <li>car traffic in the National Park which will help reduce the impact of visitor traffic on the Park's communities</li> <li>traffic heading to hospitals in Dundee and Perth which will both support air quality objectives as well as reducing the impact of traffic on neighbouring communities</li> </ul> </li> </ul>

## TAKING MAAS FORWARD

**Potential for Growth:** All of the pilot surveys contain evidence to suggest that there is an openness to the idea of a multi-functional platform, which indicates that those who had already started to use it were becoming regular users, while the (much larger) cohort of non-users were expressing support for the concept, even if they weren't using it yet.

**What is the value to the public purse?** Further research indicated that it is unlikely that booking and advertising income will be sufficient to enable a public sector tool to be sustainable. However, the costs of not supporting such a tool are likely to result in greater mitigation costs for addressing social inclusion and climate change problems.

**Collaboration:** A collaborative approach was taken to developing and evolving the project. For the services, the journey planning tools helped users access the service via sustainable modes of travel. In addition, other benefits for partner services included:

- Continued building of relationships between a Regional Transport Partnership and services, enabling opportunities to support their objectives to be identified, investigated and acted upon
- The data dashboard provided valuable insights into users and their access issues for services, helping inform service delivery
- The journey planners provided another medium for services to communicate and engage with their users

A significant element of programme evolution came with SEStran (South East of Scotland Regional Transport Partnership) successfully being awarded monies from the second round of the MaaS Investment Fund (MIF2).

To enable MIF2 project timescales to be hit and to reduce costs, the MaaS platform developed for the Tactran ENABLE project was shared with SEStran. This enabled SEStran to meet their project requirements but also resulted in a sharing of costs and learning experiences. Direct consequences of this are:

- The intended nine-month trial period for Tactran's pilots were able to be extended to eighteen months
- Tactran and SEStran working jointly on developing and promoting the platform and its opportunities

*"Working in partnership with our neighbouring RTP (Regional Transport Partnership) on a shared MaaS programme has helped bring forward the GoSEStran project quicker than would otherwise have been achieved, not just by sharing costs and the technology, but also sharing learnings and experience.*

*It also eliminated interoperability issues with the Tactran ENABLE project."*

*Brian Butler, Partnership Director, SEStran*

## CONCLUSIONS

There is a need for effective tools to promote access by sustainable modes to:

- Reduce inequalities
- Take climate action

### **There are users that require travel planning support**

Users of the tool are more likely than non-users to experience difficulties with travel, whether this be the availability of options, the complexity of their journey or the cost of travel. Hence, users of the tool are more likely to require help with travel planning and understanding the options available to them. Users of the interfaces were also significantly more likely to have a disability which affects their travel arrangements.

**The Tactran ENABLE model is effective in getting travel planning support to users:** The user numbers in comparison with other programmes suggest that a successful model has been developed for designing and disseminating journey planning tools:

- A bespoke journey planning tool has direct relevance and value to the user
- Journey planners branded and distributed directly by the service that the customer is using can be a very effective in disseminating the tool
- There appears to be potential for this type of tool. There also appears to be potential for successfully growing the usage of the Tactran ENABLE journey planning tools

### **The journey planning tools support use of sustainable travel, especially public transport**

Users suggested that the tools made it more likely that they would use a sustainable mode of travel. This was evidenced by most of the journeys planned being public transport journeys.

### **Taking MaaS forward in the Tactran Region**

- A MaaS tool for the region presents opportunities to promote sustainable travel, enable the digital transformation of booking and paying for services (including demand responsive transport) which support the core objectives for addressing climate change and promoting access to services for those without access to a car.
- It is unlikely that the current model would attract sufficient income from booking income and advertising to make it cost neutral. In addition, the costs of providing a public sector MaaS platform are likely to be prohibitive for most services on their own. However, the uses and benefits are potentially widespread, and the more services that the tool is shared across, the greater the benefits, and the smaller the costs to individual services.
- The need to take a collaborative approach to developing and promoting a shared MaaS platform has been adopted by Tactran and SEStran. This

approach is going to be extended over 2023/24 to promote and share the learnings of this pilot across the SEStran and Tactran regions and beyond. We will also look to continue to understand what is required by both users and public sector agencies and to further develop the collaborative model in a financially manageable and value for money model for public sector services. This is being taken forward under the name of the *Integrated Mobility Partnership*.

### Taking MaaS forward in Scotland

The Tactran ENABLE programme suggests the following should be considered when determining the future of public sector MaaS products in Scotland:

- Public MaaS tools are unlikely to be financially self-sustaining due to the high number of bookings and advertising revenue required to do so. Private sector tools may focus on mass numbers and may not support rural populations or non-profit generating services such as Community Transport. Public sector organisations are seen as trusted brokers and may find it easier to negotiate desired integrations.
- MaaS journey planning products do come at a cost. But to address climate change and social inclusion objectives we need to both improve transport services as well as making the most of what exists by promoting them as best we can. Not promoting sustainable transport choices will result in further mitigation costs to the public purse.
- We must balance the functions that a journey planner has with making sure it is both simple and easy to use (and enables digital inclusiveness by not putting a burden on an individual's mobile data usage). To get this right, it is useful to be led by what the user needs, rather than by what the technology allows

### Further Details

Integrated Mobility Partnership Scotland web address:

<https://IntegratedMobilityPartnership.co.uk> (from 31 August)

Apps available:

On the App Store and Google Play, Search:

- National Park Journey Planner
- My D&A Travel

<https://nationalparkjourneyplanner.co.uk/>

<https://www.gonhstayside.co.uk/>

[jonathanpadmore@tactran.gov.uk](mailto:jonathanpadmore@tactran.gov.uk)

[merrysmith@tactran.gov.uk](mailto:merrysmith@tactran.gov.uk)

[steve.cassidy@fusemobility.co.uk](mailto:steve.cassidy@fusemobility.co.uk)

[david.smith@fusemobility.co.uk](mailto:david.smith@fusemobility.co.uk)