

TAYSIDE AND CENTRAL SCOTLAND TRANSPORT PARTNERSHIP

16 SEPTEMBER 2025

MAAS UPDATE

REPORT BY MAAS PROJECT MANAGER

Purpose

The purpose of the paper is to provide an update on the Tactran Mobility as a Service (MaaS) programme.

Summary

A MaaS platform and a model for successful dissemination of MaaS journey planning applications has been developed and tested across the Tactran region. This report highlights the proposed programme outcomes and outputs for 2025/26.

1 RECOMMENDATIONS

1.1 That the Partnership:

- (i) approves the programme outcomes in Section 3 of this report; and
- (ii) notes proposed outputs for 2025/26.

2 BACKGROUND

2.1 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.

2.2 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, Smarter Choices, Smarter Places fund, Transport Scotland, People and Place funding and Tactran. MaaS journey planning tools support the achievement of climate change, air quality and social inclusion objectives by promoting awareness of, and enabling use of, sustainable transport opportunities for those with and without access to car.

2.3 The project involves 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.

2.4 The key learnings from the pilot included:

- Most users had a transport issue, be it cost, undertaking complex multi-stage/mode journeys and lack of awareness of options
- Many users had a disability
- Users wanted simple, clear information, particularly in relation to journey planning (rather than booking) (NB The cognitive load for users is a consideration. This leads to stress and anxiety which can affect comprehension of options further)

2.5 Following the successful first phase of the programme – the pilot phase - the Partnership meeting of 18 March 2025 approved the continuation of MaaS in 2025/26 (Report RTP/25/12 refers).

3 DISCUSSION AND NEXT STEPS

3.1 The MaaS platform and associated interfaces has been maintained, further developed and improved to reflect feedback from partners. Following the procurement of Ember Technology, work has been underway to create a project plan, determine objectives moving forward and plan for workshops with partners and end users. Promotion of the interfaces has also continued through social media and through partners’ communication channels.

3.2 Phase two of the pilot commenced from 1st April 2025. To help understand progress during Phase two baseline user statistics from 31st August 2019 to 31st May 2025 are included in the table below:

Interface	Total Users	Journeys planned
My D&A	3,781	4,534
NP Journey Planner	21,542	26,327
Go NHS Tayside	3,422	4,162
Total	28,745	35,023

3.3 Programme Outcomes: Tactran has been working with the procured supplier, Ember Technology to set and prioritise programme objectives and outcomes in line with National and Regional policy objectives. In particular this relates to supporting the RTS outcomes seeking modal shift to reduce car km; modal shift to support air quality; improving access for non-car owners to reduce inequalities and mobility for all.

3.4 The proposed outcomes and outputs have also been informed by the learnings from the pilot stage of the programme (Report RTP 23/34 refers) which helped identify the needs of the target user groups. A subsequent monitoring and evaluation plan will identify measurable indicators for these outcomes.

3.5 The objective and outcome led approach will enable relevant ideas and improvements to be identified and assessed. Table 1 below summarises the proposed outcomes and respective outputs. The proposed outputs will be funded via the People and Place and Transport Scotland funding secured.

Table 1: Programme Outcomes		
RTS Strategic Objective	Outcomes	2025/26 Outputs
Climate Change	<ul style="list-style-type: none"> Reduce car km to leisure and work destinations 	<ul style="list-style-type: none"> Upgrade app to target postcode areas, push notification and promotions Links on booking and leisure websites Marketing campaigns targeting car drivers Promote “Right Track” workplace challenge tool to partners
Reduce inequalities	<ul style="list-style-type: none"> Improve ability for young people and disadvantaged and rural communities to access jobs, education and services. Improve ability for disabled people to access jobs, education and services. Improve safety of vulnerable individuals in the street environment and on public transport Reduction in “do not attends” for appointments. 	<ul style="list-style-type: none"> Investigate partnership working with Department of Work and Pensions Develop “travel assistant” to increase journey confidence in target groups and then to all. Develop, integrate and promote digital demand responsive transport system for Glenfarg Community Trust and Angus Council.
Support Inclusive economic growth	<ul style="list-style-type: none"> Improve ability for unemployed people in SIMD areas to access job interviews and work. Improve ability for those age 18-24 to access education and work. Improve confidence in targeted groups, when using public transport. 	<ul style="list-style-type: none"> Push notifications to myD&A users promoting U22 travel (18-24 NEETS) Develop and promote “travel assistant” tool to all,
Health and wellbeing – air quality, physical activity	<ul style="list-style-type: none"> Modal shift to active and sustainable travel modes. Reduction in car use within AQMA/LEZ Reduce no of car trips to leisure destinations 	<ul style="list-style-type: none"> Push notifications with health messaging: calories, clean air and mental wellbeing. Workplace challenges with health messaging. Campaign with Health Promotions at NHS Tayside. Pop-ups through “travel assistant” encouraging

Table 1: Programme Outcomes		
RTS Strategic Objective	Outcomes	2025/26 Outputs
		<p>getting off one stop early on public transport.</p> <ul style="list-style-type: none"> • Promote health messaging to users who have searched for car journey details. • GPS tracking within app for greater awareness of which mode is chosen. • Promote Calcommuter staff journey planner tool in conjunction with go NHS Tayside

3.6 **Improvements, Workshops and Integration of DRT:** As part of Transport Scotland’s funding requirements, Tactran’s MaaS platform and associated interfaces are undergoing a series of improvements to features and functions. These improvements will support the objective and outcome led process; however, but it is important that they also follow partner and user-led development to ensure consideration is given to the needs and requirements of both. Workshops are currently being held with partners on an individual basis with user workshops to follow shortly after.

3.7 As part of the People and Place funding stream, Tactran is committed to integrate Digital Demand Responsive Transport (DDRT) functionality within the platform and interfaces, initially with Glenfarg DDRT in Perth and Kinross and DRT services with Angus Council. This pilot and integration will facilitate the possibility to integrate future DDRT systems into a public facing interface.

3.8 **Expanding the programme:** The Tactran pilots have shown considerable potential and success to date. In addition, at least two of the Councils in the Tactran region retain MaaS aspirations. As a result, it is proposed to continue explore expansion of the project with interested partners, subject to funding.

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 Perth and Kinross Council.

5 RESOURCE IMPLICATIONS

5.1 As reported to Partnership on 17 June 2025, Tactran noted further funding for MaaS for 2025/26, with £100,000 grant awarded by Transport Scotland for MaaS project development and a further £178,000 as part of the People and Place grant award. (report RTP 25/22 refers).

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.

Merry Smith
Strategy Officer

Report prepared by Merry Smith. For further information e-mail merrysmith@tactran.gov.uk

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 this Report:

Report to Partnership RTP/23/34, Tactran ENABLE MaaS report, 12 December 2023.

Report to Partnership RTP/25/12, Directors' Report, 18 March 2025

Report to Partnership RTP/25/22, Revenue Budget and Monitoring, 17 June 2025.