

PROGRESS ON GO SESTRAN APP, TACTRAN & NHS

1. INTRODUCTION

- 1.1** This report seeks to give further information on the GoSEStran project. The Board agreed in September:

‘To request a progress update on the GoSEStran app pilot project, including details of the metrics applied to measure the pilot, to the next Partnership Board meeting in December; the report to also include information on the integrated NHS and Tactran trial project which gives people easy access to travel information so they could be better informed about the different ways to access, make and pay for journeys.’

2. NATIONAL AND INTERNATIONAL CONTEXT

- 2.1** Mobility as a Service, or MaaS, is a new way of looking at how people get from A to B. Instead of promoting a single form of transport, MaaS focuses on the person making the journey, and gives them all the options for making it. 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.
- 2.2** 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 MaaS concept in Scotland. The MaaS Investment Fund was set up to fulfil that commitment. Two tranches of funding, each of £1m, were released, with SEStran being successful in the second round of funding announced in late 2020.
- 2.3** SEStran was also successful in attracting EU funding as part of the PriMaaS project, which sought to exchange information between project partners in a number of European countries on MaaS projects. SEStran hosted an event for partners in Edinburgh in April 2022. The project concludes next year with a conference in the Coimbra region of Portugal.
- 2.4** The GoSEStran project forms part of a total of 5 pilots relating to Mobility as a Service taking place throughout Scotland. The other 4 pilots are:
- GoHi: an ambitious project to integrate all journey options in the Highlands into a single MaaS app, headed up by HITRANS but with a range of public and private sector partners. The project received funding in both tranches of the MaaS Investment Fund;

- Tactran: the Tactran pilot has three different apps, all running from the same MaaS platform provided by Fuse Mobility Ltd. The three apps have been developed for Loch Lomond and the Trossachs National Park, Dundee and Angus College and NHS Tayside;
- Dundee City Council developed an app designed around assisting people going to events in Dundee as well as improving travel ticketing options;
- St Andrews MaaSterplan: a project developed by the University of St Andrews, the MaaSterplan is a comprehensive framework of integrated pilots encompassing new and existing transportation modes, digital tools (Apps), physical infrastructure, programs, and interventions to address commuters and tourists' needs.

2.5 The pilots meet on a regular basis to share lessons learned, and MaaS Scotland organise events designed to assist both exchange of information and best practice as well as input from external experts. All pilots report on a regular basis to Transport Scotland as principal funder, on the metrics which form part of the grant agreement.

3.0 REGIONAL CONTEXT: THE RTS

3.1 SEStran's RTS was approved by the Board at its last meeting on 23rd September. Amongst its policies, as approved by the Board, is Policy 11.2, which states:

- a) A network of integrated, multi-modal mobility hubs should be implemented across the region starting with the 8 pilot locations identified in the SEStran Mobility Hub Study...
- b) ...
- c) ...
- d) The implementation of a regional MaaS scheme is supported in principle.
- e) Opportunities to expand DRT provision should be sought and to make the most efficient usage of capacity available on existing transport services.

3.2 Also worthy of note in the regional context is the [SEStran Demand Responsive Transport Study](#), published in June 2020, which identified that SEStran, and other RTPs, could potentially have a 'strong role to play' in realising the potential of the DRT sector going forward. The study had a number of recommendations, which included identifying sources of funding for DRT pilots.

3.3 It was in the context of the then emerging RTS and the DRT study referred to above that SEStran, in November 2020, launched a Call for Partners with a view to making a bid to the MaaS Investment Fund. This generated considerable interests amongst both the 8 constituent councils, and the private sector. One crucial partner was East Lothian Council, who were developing a network of Journey Hubs in line with the SEStran Mobility Hub Study referred to in the RTS.

4. PROGRESS OF THE SESTRAN BID

- 4.1** The SEStran bid, which was formed in conjunction with a number of public and private sector partners, was lodged in February 2021. This was an ambitious bid, seeking £600,000 of funding, consisting of a core project of a MaaS pilot in East Lothian, as well as two associated DRT trials, one in Fife and one in East Lothian. Given the nature of the Fund, the additional DRT pilot in Fife, costing around £150,000, was always seen as aspirational.
- 4.2** The initial outcome was that the SEStran bid was placed third of the total of 15 bids to the second tranche of funding. Following discussions with Transport Scotland, a revised proposal was submitted, which focused on the East Lothian MaaS and DRT pilots. This was approved in principle in December 2021.
- 4.3** At its meeting on December 3rd, 2021, the Board received a report on progress in relation to the project, and approved the following:
- 1) To note the terms of the report and the successful award of funding.
 - 2) To agree to officers pursuing further funding for both this project and other stand-alone DRT projects in the region.
 - 3) To delegate to the Partnership Director powers to enter necessary agreements with consortium partners to deliver the project and to reach agreement with Transport Scotland on the terms of the grant, subject to appropriate legal advice.

Following this Board approval, officers sought to progress both the project and funding bids.

5.0 PROGRESS AND METRICS

- 5.1** Following some months of negotiations to finalise the necessary legal agreements around grant funding and data sharing, the project launched in mid-August this year. The current consortium of partners comprises SEStran, Tactran, Fuse Mobility Ltd., the technology provider, and East Lothian Council. Other partners may be assumed into the consortium as and when appropriate for the DRT trial (see below).
- 5.2** At the Board in September, a number of queries were raised around the necessity for an app of this nature. It is worth re-emphasising that the GoSEStran pilot, along with the other pilots elsewhere in Scotland, are just that – trials of technological enhancement to journey planning, integrating all journey options – including those which will not be offered on the private sector-only apps available for urban areas. The [project page on the SEStran site](#) now has a number of resources, including a slide pack which goes into more detail on the difference between apps like GoSEStran and other technologies available.

- 5.3** As part of its commitments under the grant agreement with Transport Scotland, SEStran has to provide monthly reports to them showing current project. This provides a number of in-project metrics, and the most recent of these are set out at Appendix One. It is worth noting that there has been a big uptick in numbers following the full implementation of a marketing campaign. Appendix Two has also been produced by SEStran's tech partners, Fuse, to show the same data from the start of the project. As a brief summary, however, the table below shows some key numbers:

Measure	Current number
App downloads (required for journey planning)	583 (253 in first 3 weeks of November)
Number of journeys planned on the app	1,346
Percentage of Journeys via sustainable modes – walk, bike / e-bike, bus, train	84%

- 5.4** In addition to the in-project metrics, the project has engaged Ansons Consulting to carry out the monitoring and evaluation part of the project. This consists partly of analysis of the user numbers and other metrics from Fuse's data dashboard. However, the project team have also allocated extra money towards more qualitative research. An interim survey was carried out at the start of November and 62% of those who completed the survey stated that the GO SEStran platform has made it more likely that they will use sustainable transport, instead of driving.
- 5.5** Ansons will also now use focus groups to get feedback on the app, and following a presentation at the Equalities and Access to Healthcare Forum in October, a member of the Forum who is registered blind will participate to give their unique perspective on the difficulties of using apps like these.
- 5.6** The full monitoring and evaluation report will be provided to Transport Scotland after the current project end date of March next year. They have indicated that a full evaluation of all the pilots will not be complete until late 2024.
- 5.7** Part of the project agreed with Transport Scotland is to create an Open Learning Network whereby information and best practice can be shared amongst councils and RTPs throughout Scotland and beyond. Scotland is seen as pioneering the MaaS concept, although similar projects are being trialled worldwide. Three learning events are scheduled for the New Year.

6. TACTRAN'S NHS TRIAL

- 6.1** Again, in response to a request from the Chair of the Equalities and Access to Healthcare Forum, some information on the Tactran trial involving a 'sister' app and NHS clinics in Tayside was presented to the Forum's last meeting. The updated information is set out below.

- 6.2** GoNHS Tayside was launched on 26th August 2021, as a travel app which was made available to patients attending the Urology Clinic in Perth Royal Infirmary. Patients' appointment letters included a link to the app. The pilot was so successful that NHS Tayside asked that it be rolled out across the Health Board area for all clinics, and this happened in April this year. More recently, the app has been promoted to staff and visitors to Tayside NHS facilities (October this year).
- 6.3** Up to date data on this app show an overall number of users of 1721, 1440 journeys planned, and 95 per cent public transport share of journeys. Unfortunately, no data exists at present on how the app has affected the number of missed appointments, although Tactran are pursuing this.

7. DRT AND FUTURE FUNDING

- 7.1** The initial planned DRT trial, to be run by Prentice of Haddington in partnership with tech providers Liftango, failed to progress as the parties were unable to reach agreement on the parameters of the app and the bus service. This in itself was a useful learning exercise and led directly to Prentice trialling a successful 'flexible fixed route' service as part of its 109 route, starting in April this year.
- 7.2** In line with the remaining funding available, SEStran has now procured a DRT service which will implement a new DRT service on the existing 122 route to Haddington.
- 7.3** One of the main constraints to all of this activity is the lack of longer-term funding, both for the GoSEStran and DRT elements. Accordingly, in line with the December 2021 Board decision, SEStran officers have been seeking further funding. In particular, they have:
- Collaborated with Tactran, East Lothian and Angus Councils in a Tactran-led bid to EU Horizons. This bid if successful will see funding secured for all of the Fuse powered MaaS apps in both regions, including GoSEStran, and further DRT pilots in Angus and East Lothian;
 - At their request, entered discussions with the City of Edinburgh Council, whose City Mobility Plan includes similar policies to SEStran's RTS about trialling MaaS in Edinburgh;
 - Had similar fruitful discussions with Fife Council about use of GoSEStran as part of the Levenmouth Reconnected project;
 - Applied, via the DRT tech provider, for Michelin Innovation Parc funding of £25,000 to extend the current DRT pilot;
 - Contributed, along with the other MaaS pilots, to a discussion with MaaS Scotland which will see representations made to the Transport Minister by MaaS Scotland to extend the existing pilots pending their final evaluation.
- 7.4** Subject to available funding, future collaborations with the other constituent authorities are planned, involving integrations of local transport providers into the GoSEStran app.

8. CONCLUSIONS AND RECOMMENDATIONS

8.1 The GoSEStran MaaS pilot is performing well, with greatly increased uptake in the last month. It sits in line with national and regional policies and aspirations. Just as importantly, the relevance of MaaS and digital DRT and their interconnectedness is being trialled. Both of these elements may form part of the future landscape that the RTS envisions, with sustainable journey choices being supported and made more convenient for people.

8.2 It is accordingly recommended that the Board:

- Note progress made on the project to date;
- Support officers' efforts to promote the GoSEStran project and its expansion into other parts of the SEStran area;
- Agree to support further collaboration with Tactran and others to share lessons learned and best practice across Scotland, including via the Open Learning Network.

Hattie James
Project Officer

Andrew Ferguson
SEStran Consultant

24th November 2022

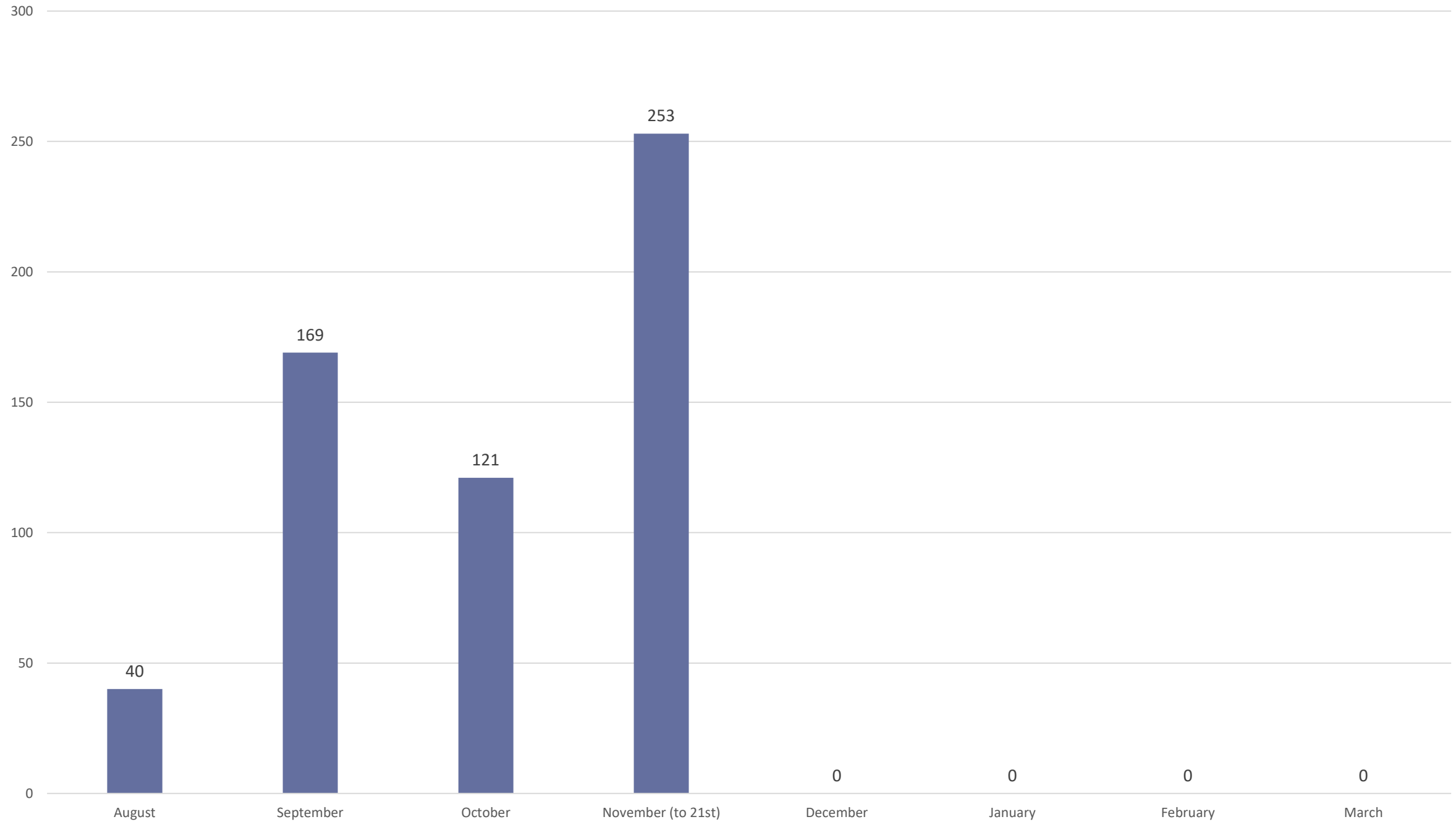
Policy Implications	In line with RTS policies as set out in report
Financial Implications	Current pilot fully funded; extension subject to further funding
Equalities Implications	An EqlA has been finalised and does not identify significant implications. Discussions at Equalities and Access to Healthcare Forum are being factored in.
Climate Change Implications	Success of the app should reduce overall carbon emissions.



GoSESTRAN pilot figures to 21st Nov 2021

New Users

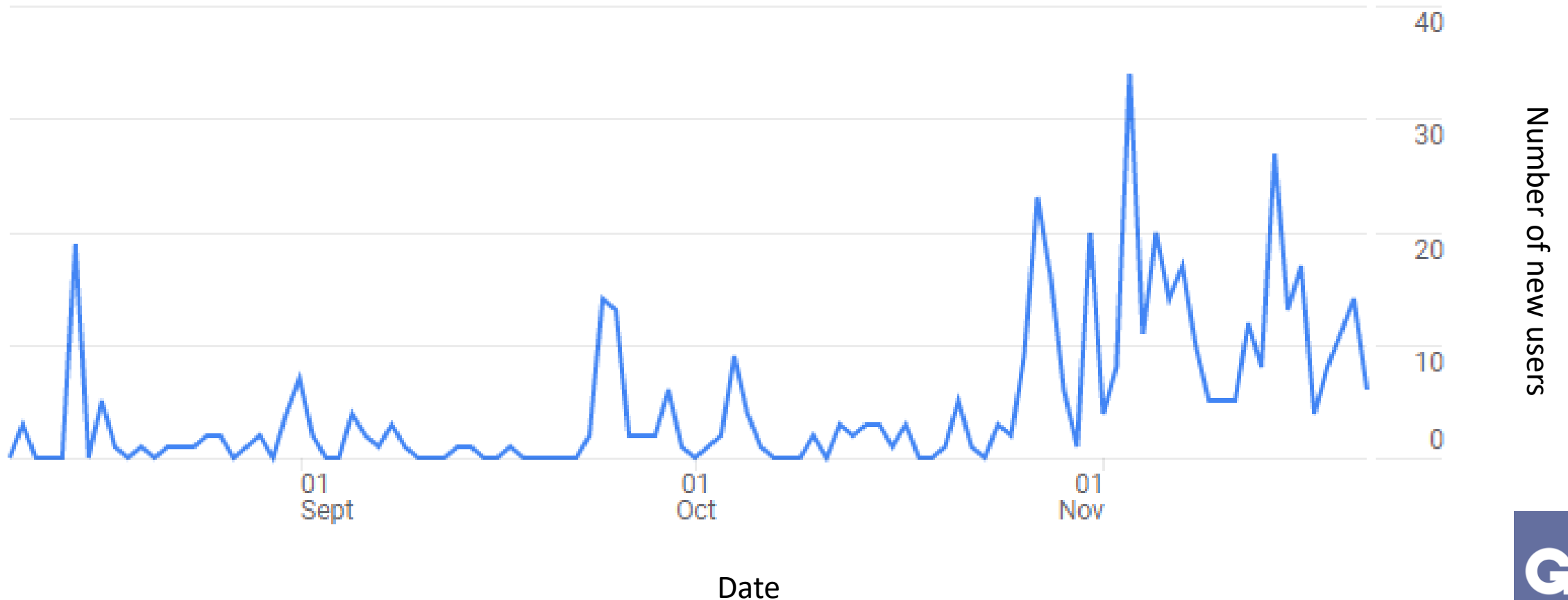
TOTAL since launch = 583



New user spikes

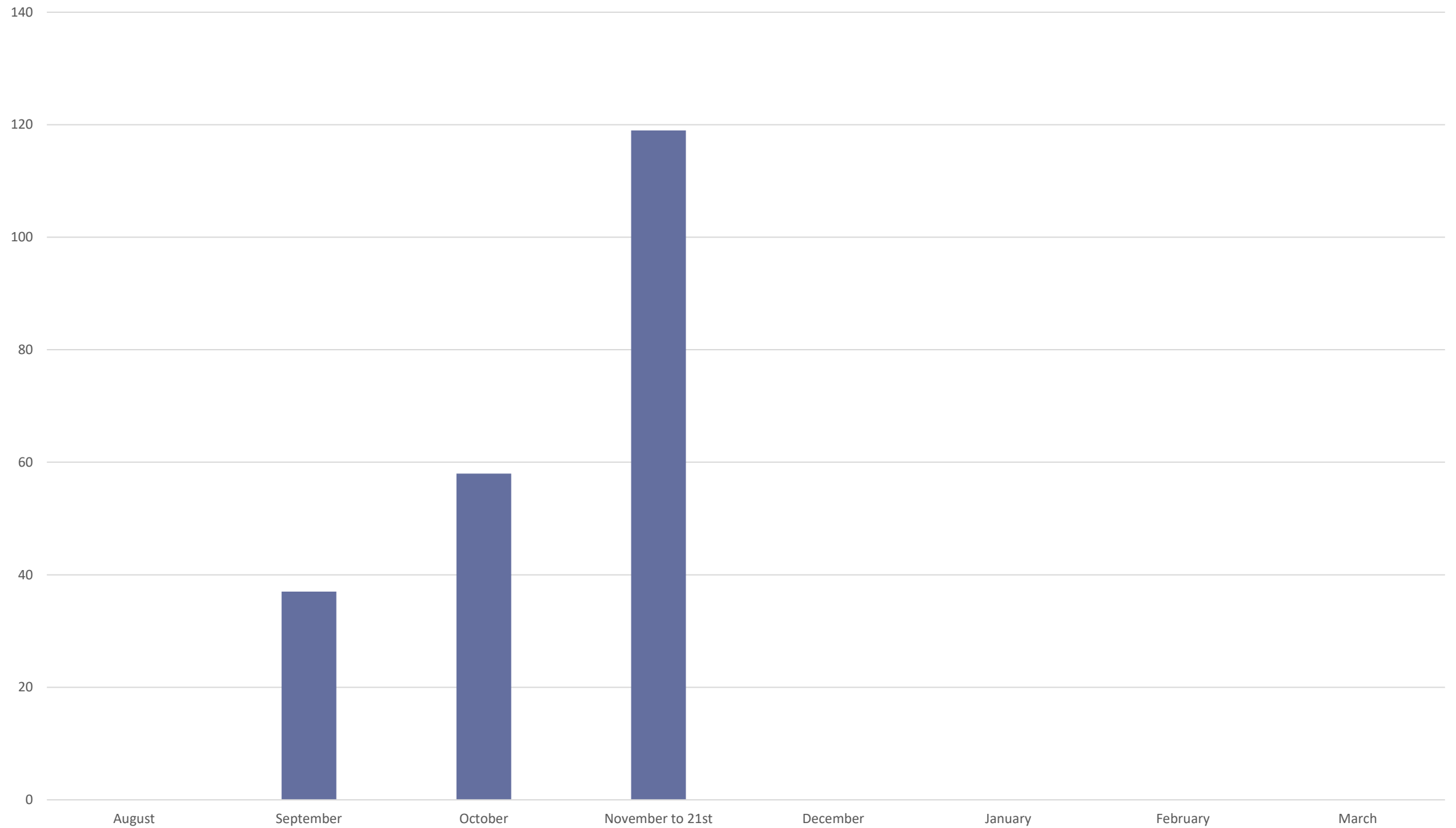
Notable points:

- 34 new users on the 3rd November
- 27 new users on the 14th November
- New users every day since 24th October



Number of new users

Returning Users

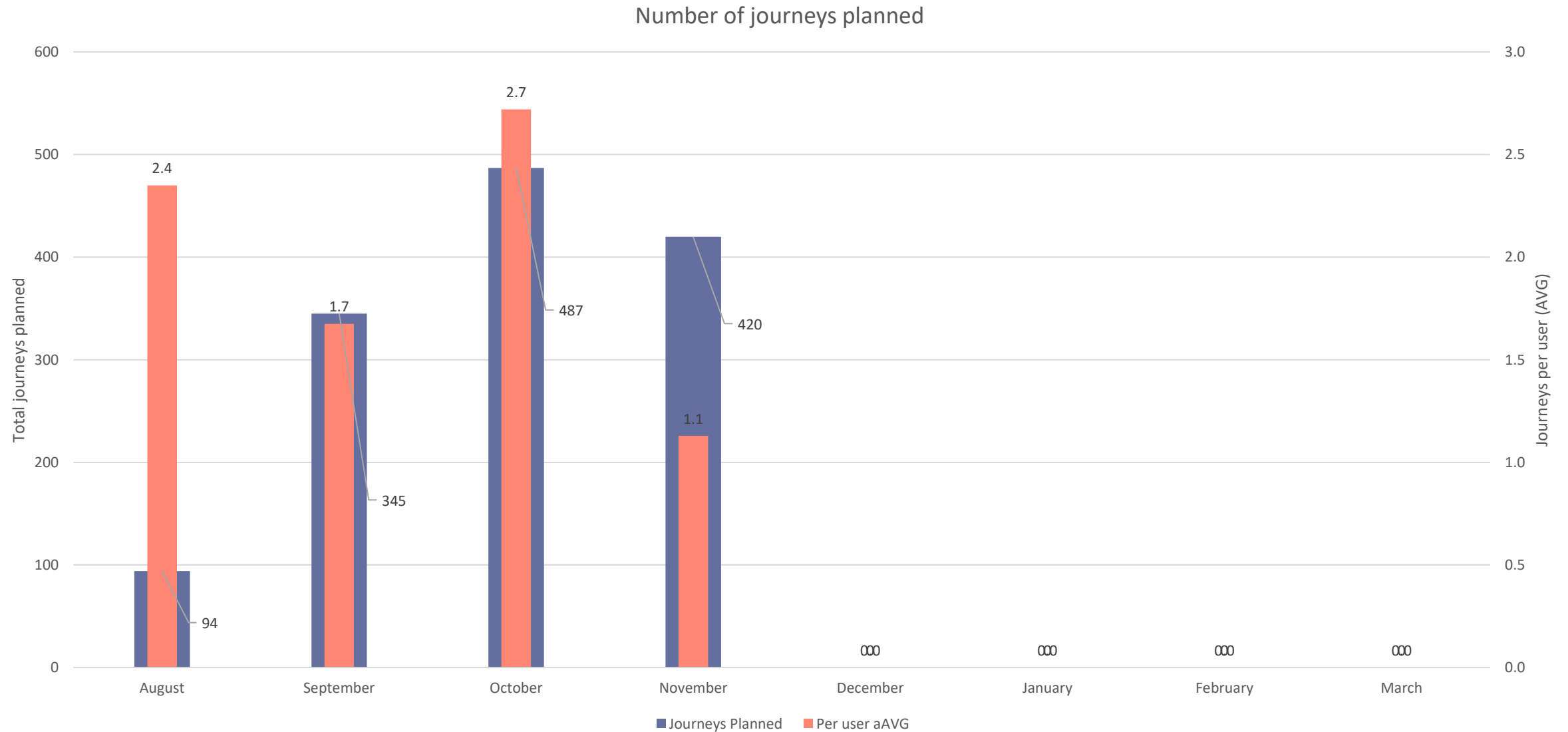


User accounts

46% of these have signed up in the last 21 days

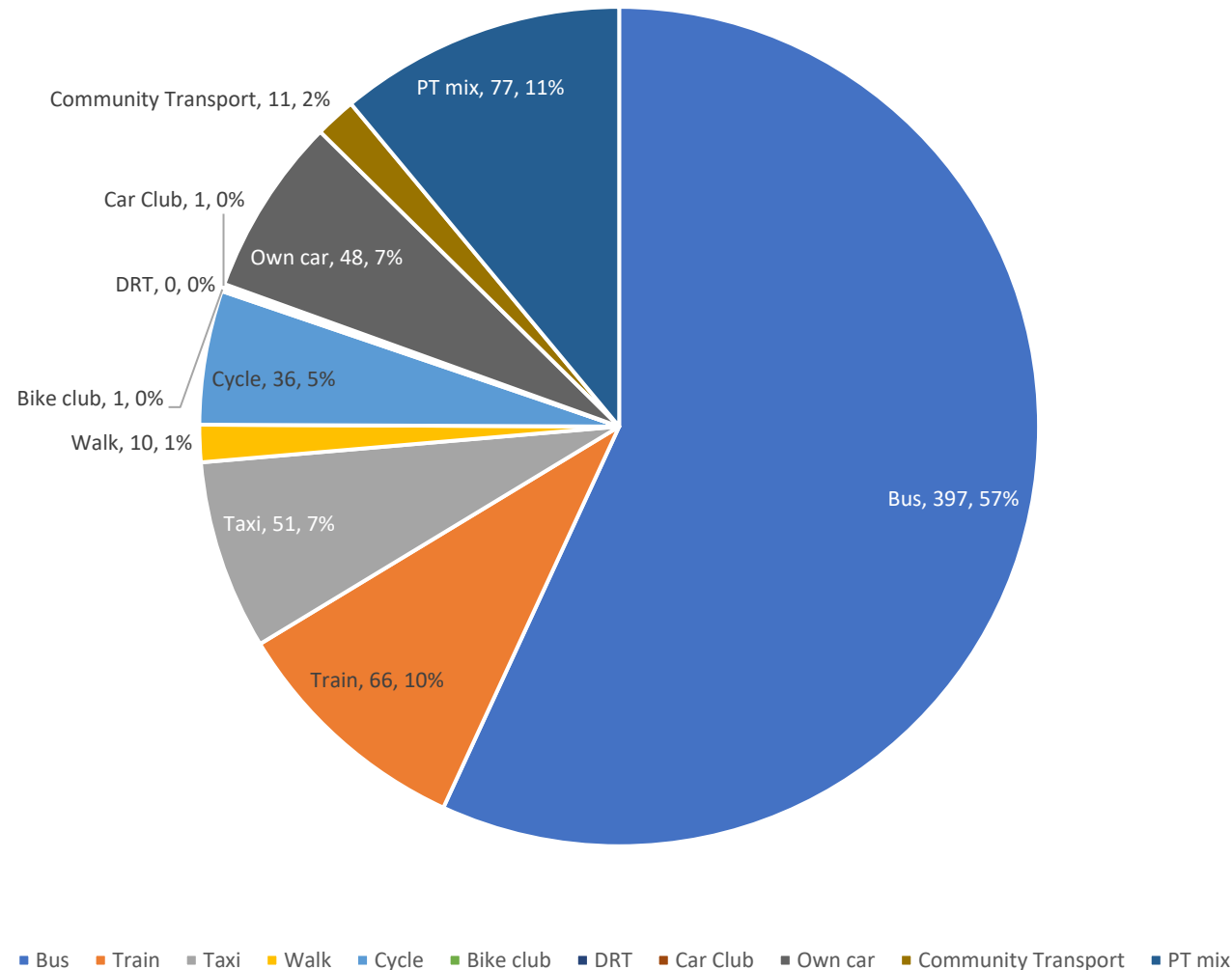


Number of Journeys Planned



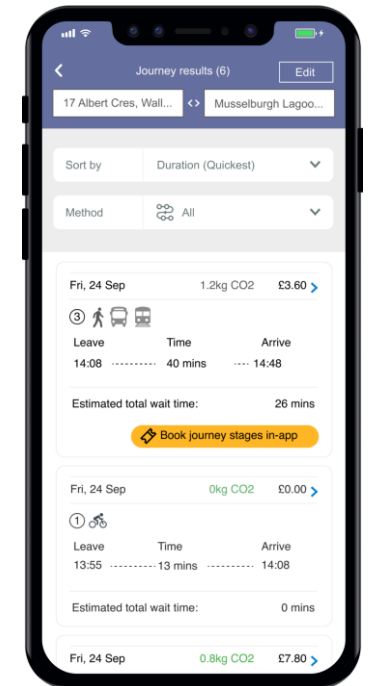
Launch to 21st November

What types of journey are being planned? (Final viewed journey)

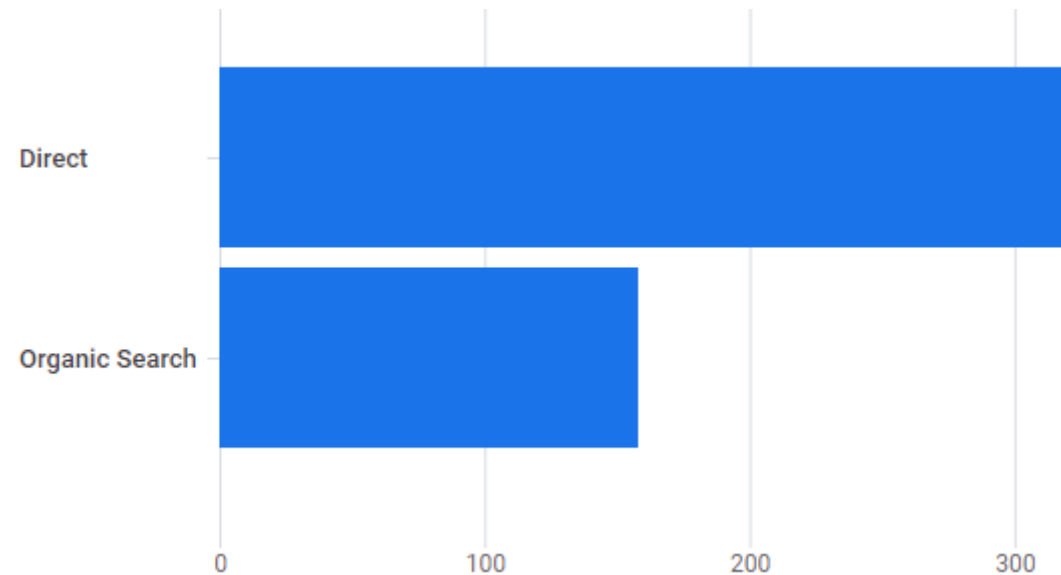


84% sustainable journeys

658 (49%) of users didn't view detailed journey info beyond the summary info screen so we don't know what they viewed

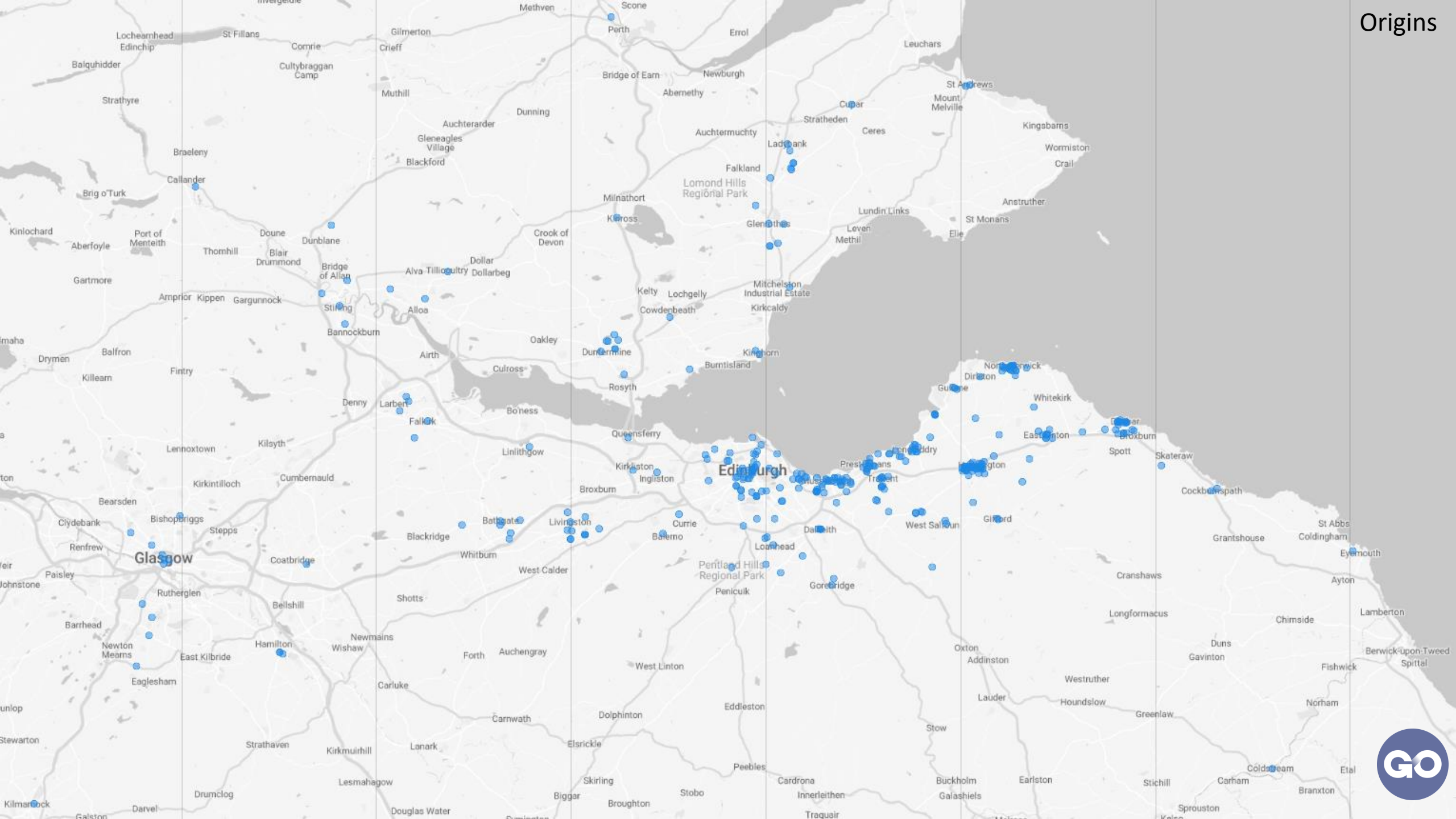


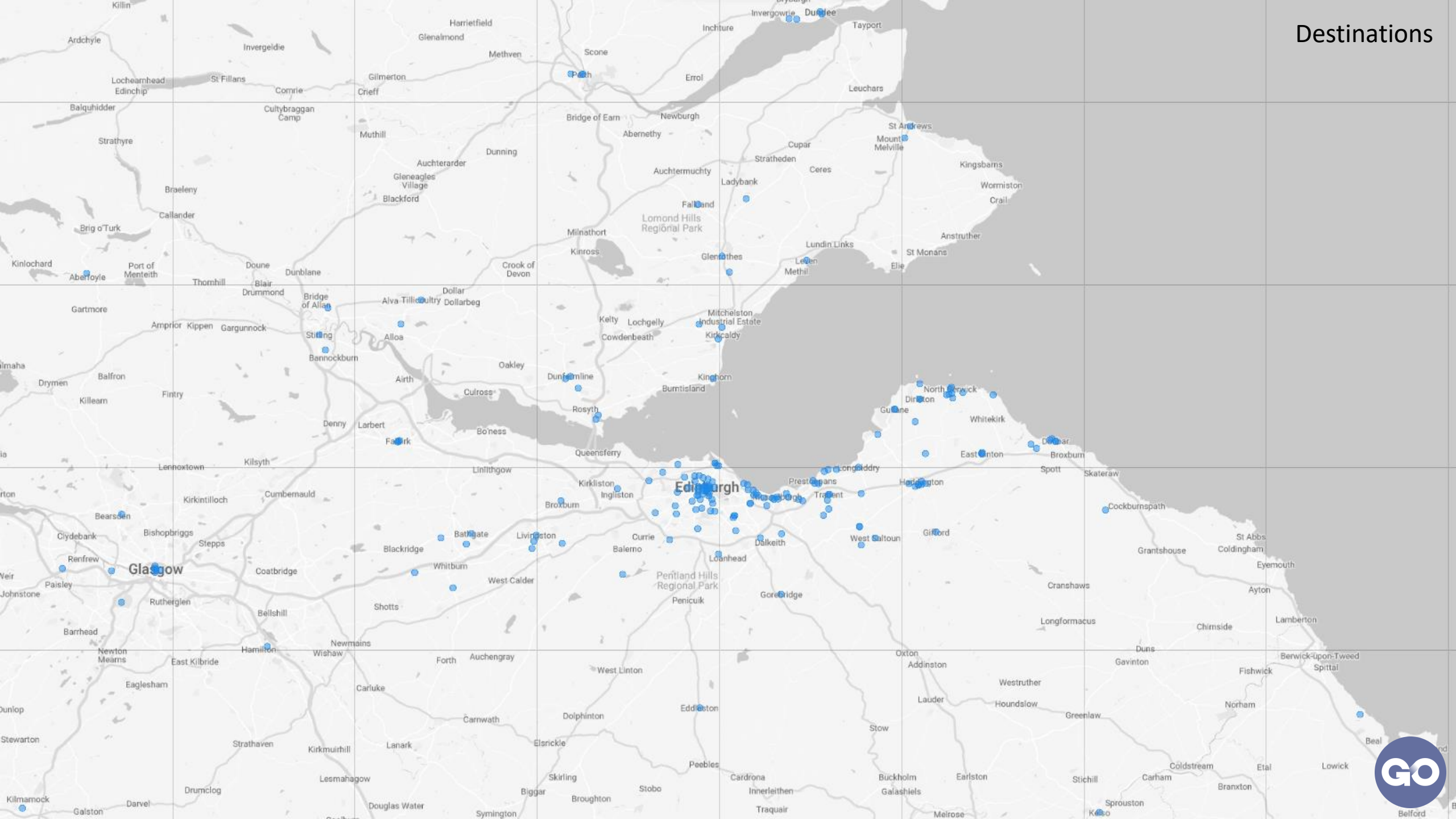
How did we acquire new users?



(Typing in 'GoSESTRAN' specifically
or scanning a direct QR link)

(keyword search e.g.
'journey planner')



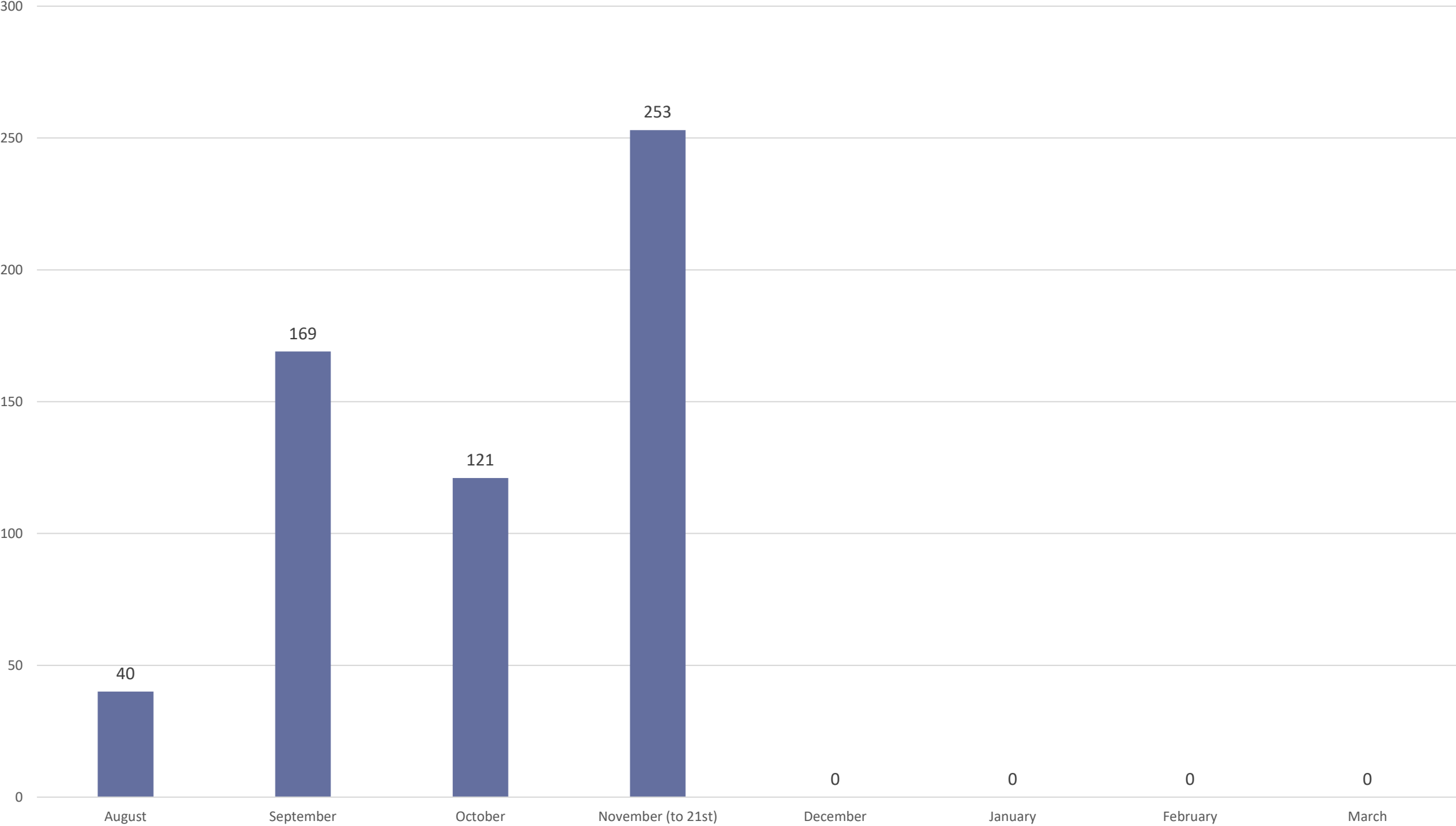




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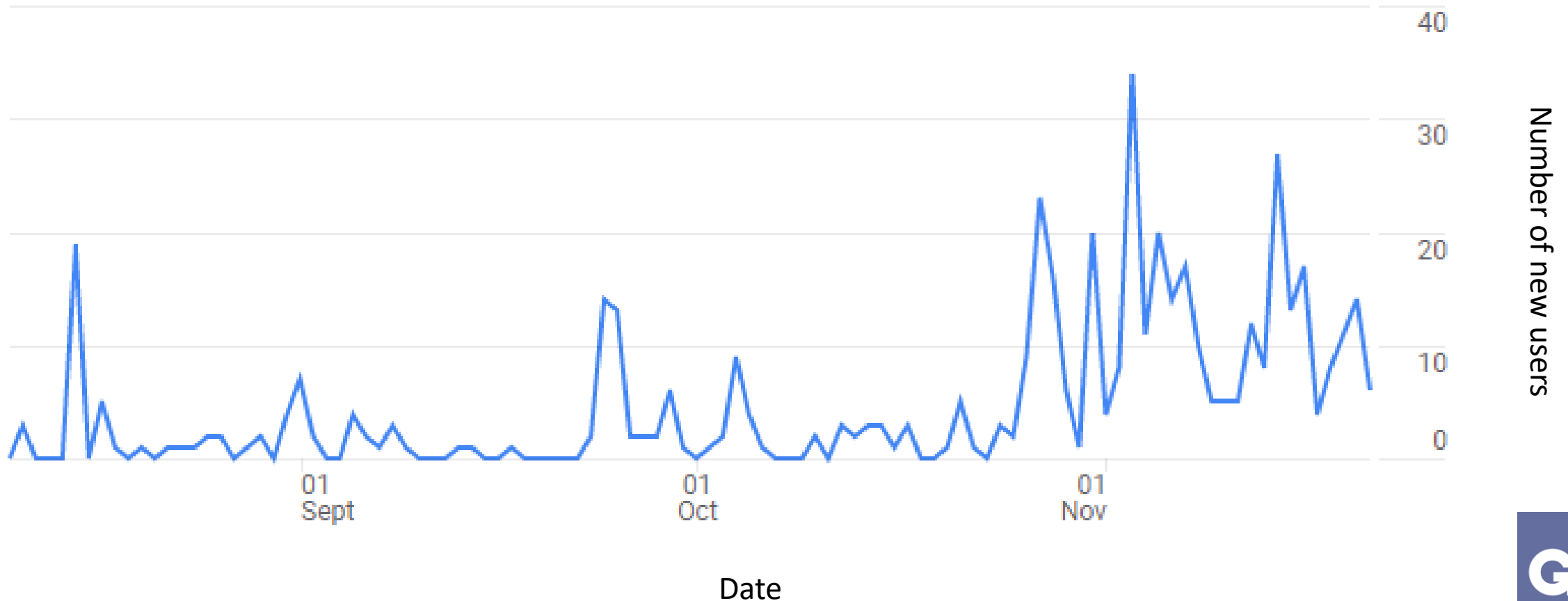
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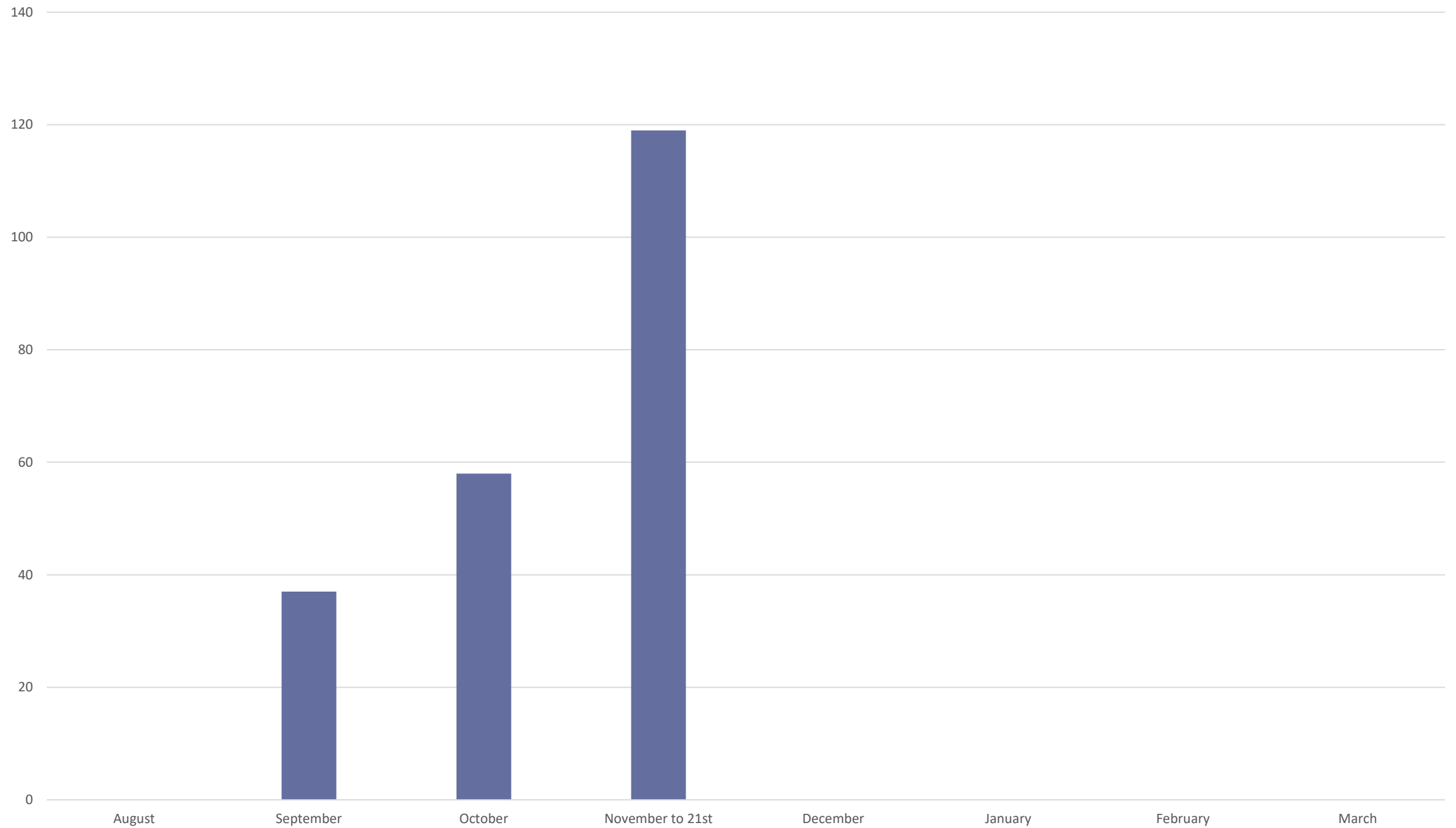
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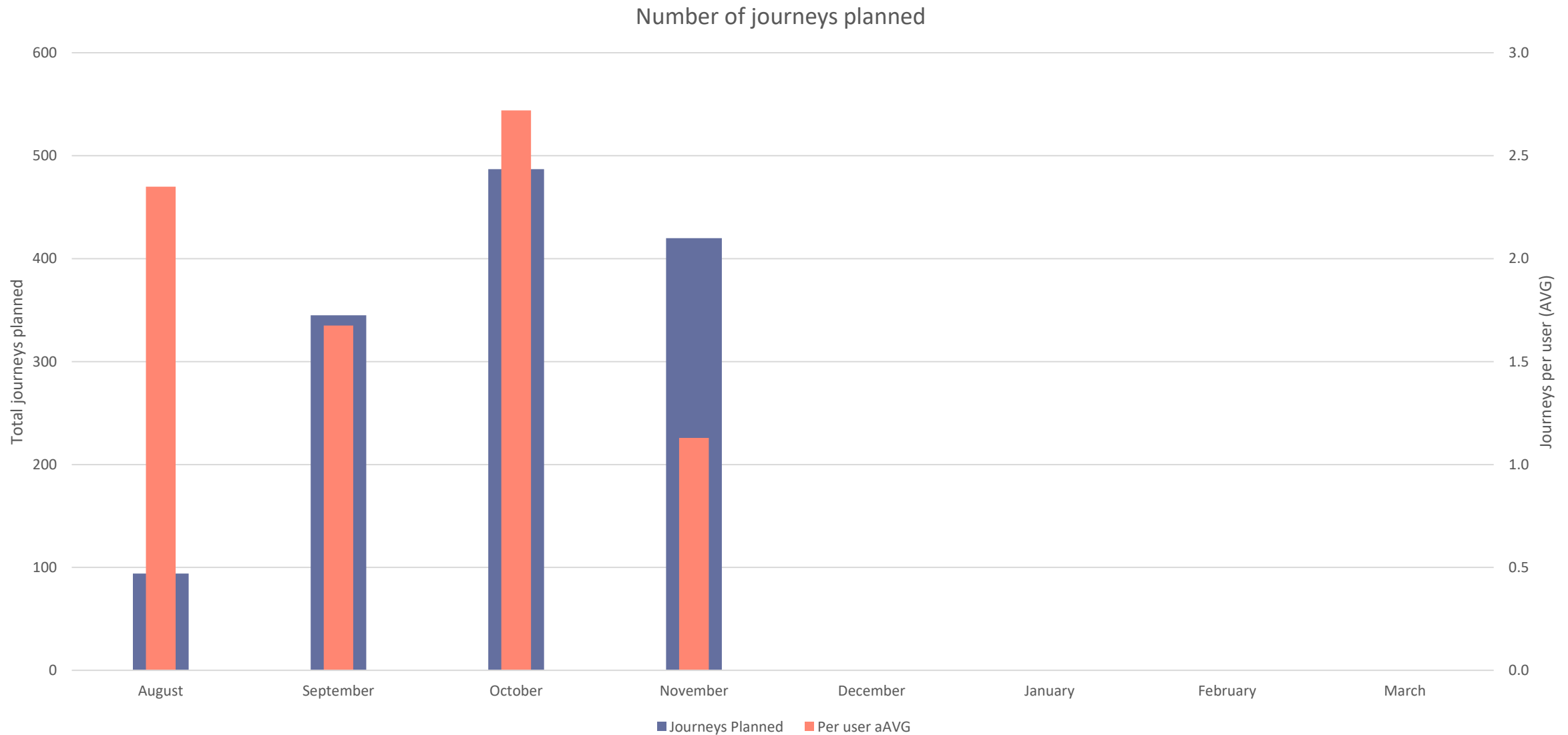


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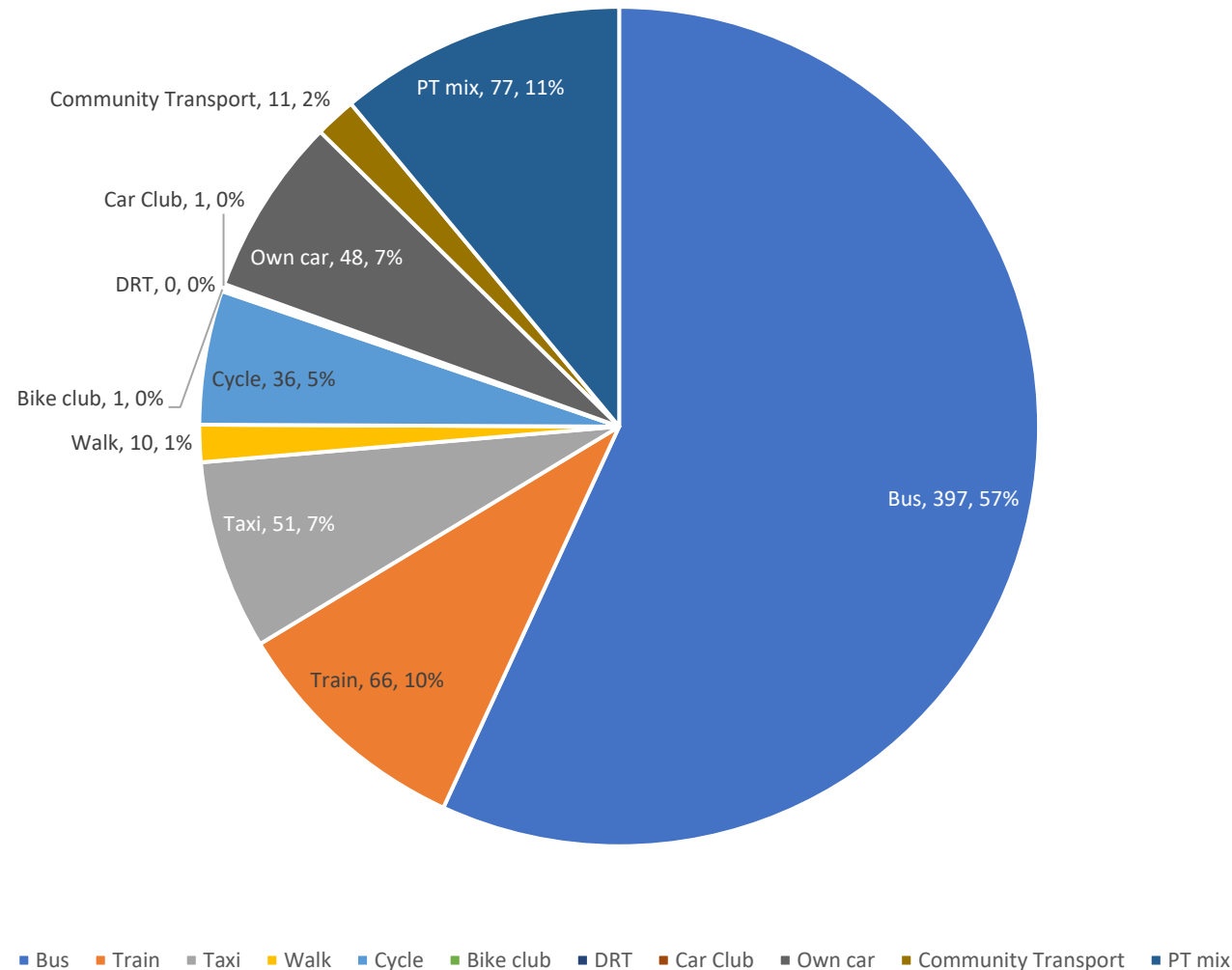


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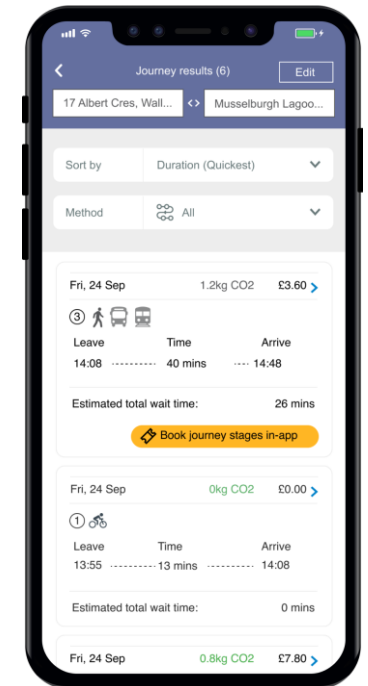
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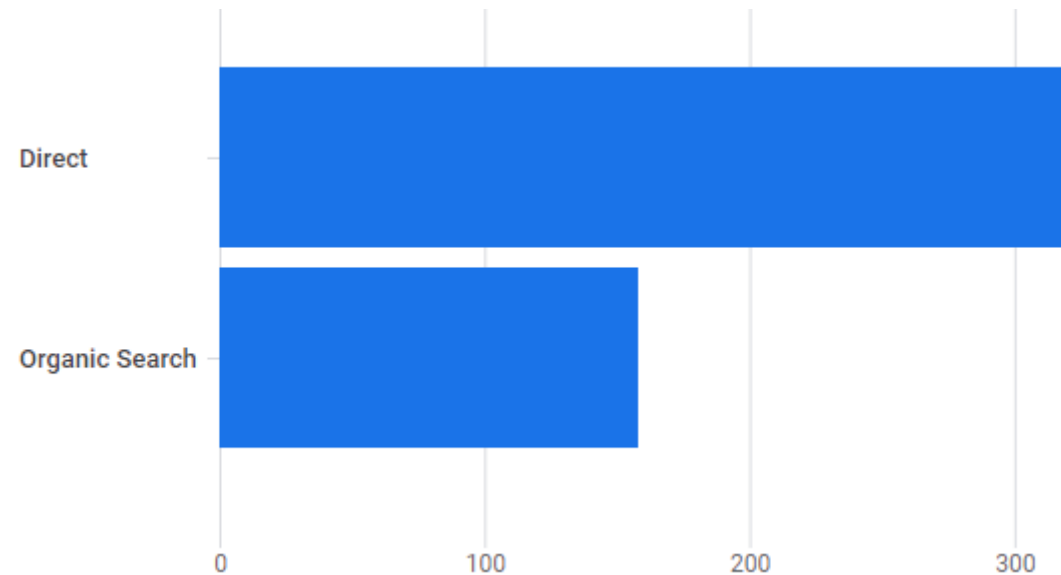


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