

GoSEStran MaaS and DDRT

1 INTRODUCTION

- 1.1 The Board, at its meeting of 2nd December received a report on GoSEStran, updating on progress in this pilot project to trial Mobility as a Service (MaaS) and Digital Demand Responsive Transport (DDRT). The Board agreed:
- 1) To note progress made on the project to date.
 - 2) To support officers' efforts to promote the GoSEStran project and its expansion into other parts of the SEStran area.
 - 3) To agree to support further collaboration with Tactran and others to share lessons learned and best practice across Scotland, including via the Open Learning Network.
- 1.2 The purpose of this report is to update on progress since December.

2 PROGRESS

- 2.1 The project has continued to show promising results. The nominal target of 1000 users for GoSEStran was achieved in mid-February; just as importantly, there is evidence of good repeat use compared to other apps of this kind. Appendix 1 shows the data received from the MaaS platform provider, Fuse, on performance of the app so far.
- 2.2 In addition, the on-demand bus service, which is piloting DDRT software, was launched on Monday 13th March 2023. The technology is provided by The Routing Company and we are also in partnership with Prentice Coaches as the bus operator. The service runs between Tranent, Humble and Haddington with a key aim to help passengers travel to the East Lothian Community Hospital.
- 2.3 Clearly a number of lessons have been learned in relation to a project of this nature. The key issue to evaluate is whether the app is contributing to the overall objective of making use of more sustainable forms of travel easier and more convenient. The final monitoring and evaluation report, scheduled now for June (see below) will seek to answer that question.
- 2.4 However, running the pilot has in general been a learning curve for SEStran and its partners East Lothian Council, Tactran, Fuse Mobility, Prentice and The Routing Company. Issues such as how to assemble a successful consortium, equalities issues, procurement of digital technologies, appropriate contract arrangements, and how best to market digital enhancements to transport of this kind have been shared more widely via the two Open Learning Network events that were held online in January and February. Both events were attended by roughly 60 people which included representatives from different local authorities, transport operators, and other third party organisations to allow us to share our learnings from the project and give the opportunity for people to ask questions. We plan to run further events over the next few

months to summarise the monitoring and evaluation findings for the GoSEStran pilot and to also provide updates on the next steps.

3 NEXT STEPS

- 3.1 Following the successful procurement of The Routing Company for the on demand bus pilot, savings were identified in the MaaS Investment Fund (MIF) funding for the project. Accordingly a Change Request was sent to and approved by Transport Scotland, reprofiling the remaining funding into the next financial year.
- 3.2 This allows, firstly, the GoSEStran pilot to be extended to the end of June 2023 – along with the three Tactran pilots which share the licence fee from Fuse. Given that the GoSEStran formal start date was July 1st last year, with the app's 'soft launch' occurring in mid-August, this extension effectively allows a year-long pilot and therefore more meaningful monitoring and evaluation.
- 3.3 The reprofiling of the MIF funding also allows a year-long pilot of the Prentice/Routing Company on demand bus service. The total DRT project will cost £37,200 and the MIF funding from Transport Scotland will cover £19,100 of this total. Some additional funding had been set aside from SEStran's budget for sustainable travel to cover the other amount, but crucially SEStran has committed a total of £35,000 of next year's budget to trial other on-demand transport pilots.
- 3.4 Following the Board's decision in December, SEStran, in partnership with Tactran, have put together a bid for further funding to Smarter Choices Smarter Places. Coupled with potential match funding from constituent councils and other bodies in both regions, this further funding bid could lead to procurement of a digital platform that would continue to pilot MaaS until March 2024 to further test the market of the MaaS platform providers, allowing other bodies such as constituent councils to 'buy into' the platform, either adopting GoSEStran to trial in their own area or, potentially, trialling their own 'white label' app if a business case exists for one. A model is under development which would maximise savings on technology spend whilst allowing for nimble governance decisions on matters such as procurement.
- 3.5 Further updates following the outcome of the Smarter Choices Smarter Places bid can be provided to the Board. In the meantime, the Board is asked to note the extension of the existing licence agreement with Fuse until end June to allow procurement decisions to be taken in the interim, in line with paragraph 5.5 of the Contract Standing Orders.

4 RECOMMENDATIONS

It is recommended that the Board:

- 4.1 Note the progress made since the last meeting;
- 4.2 Agree to receive updates on the project as appropriate
- 4.3 Note the extension of the Fuse licence agreement at no cost to SEStran.

Hattie James
Projects Officer

Andrew Ferguson
SEStran Consultant

17th March 2023

Policy Implications	The project is in line with the new RTS as set out in the December 2 nd Board report.
Financial Implications	Sufficient funds are contained within the projects budget for delivery of the project.
Equalities Implications	The project has been subject to an Equalities Impact Assessment (EQIA).
Climate Change Implications	The project will contribute to overall aims to reduce CO2 emissions. These are quantified in the journey options set out in the app.
Appendices	1. February update



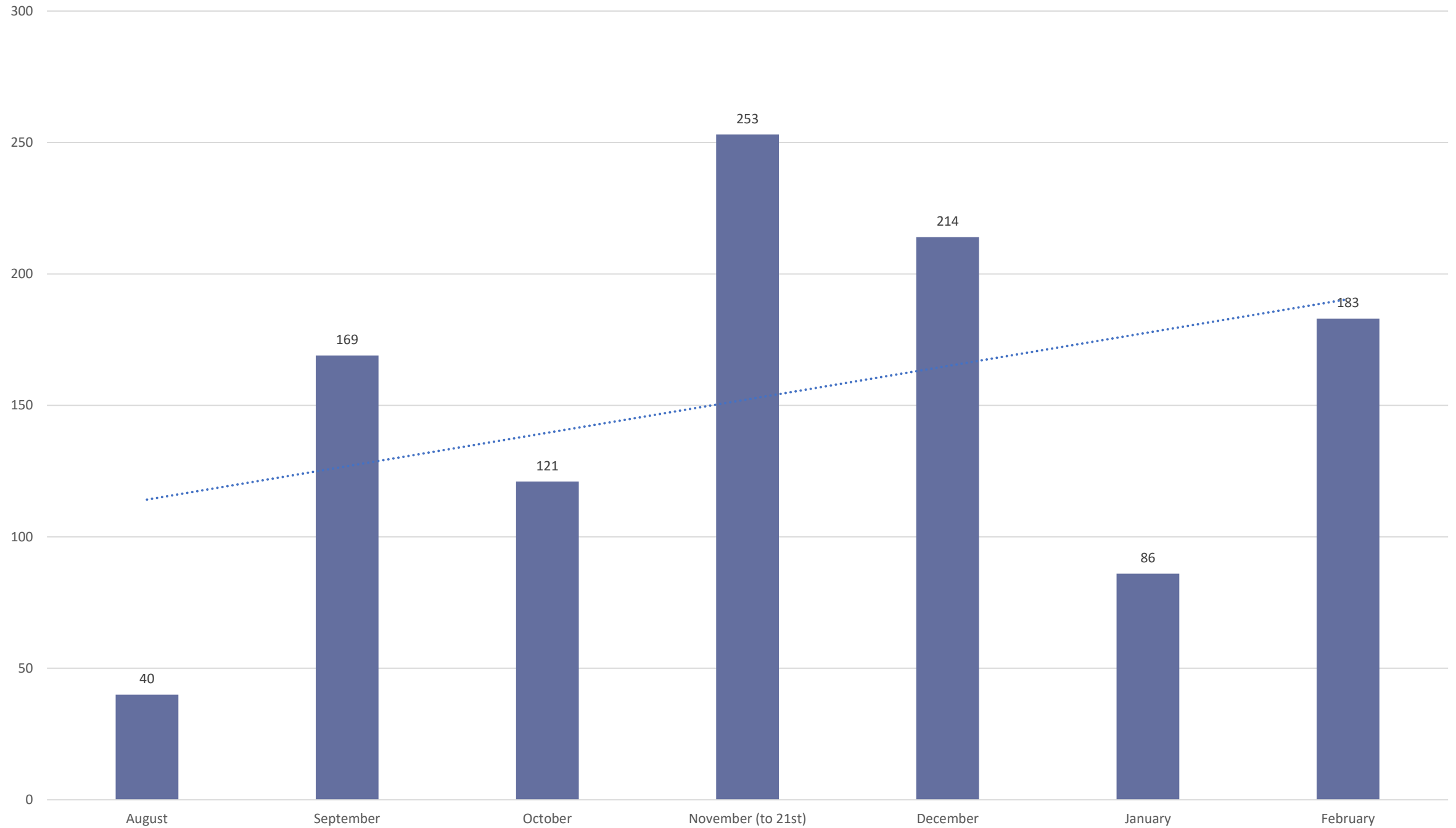
GoSESTRAN February 2023 figures

23rd January to 26th February 2023

CONFIDENTIAL

New User Sessions

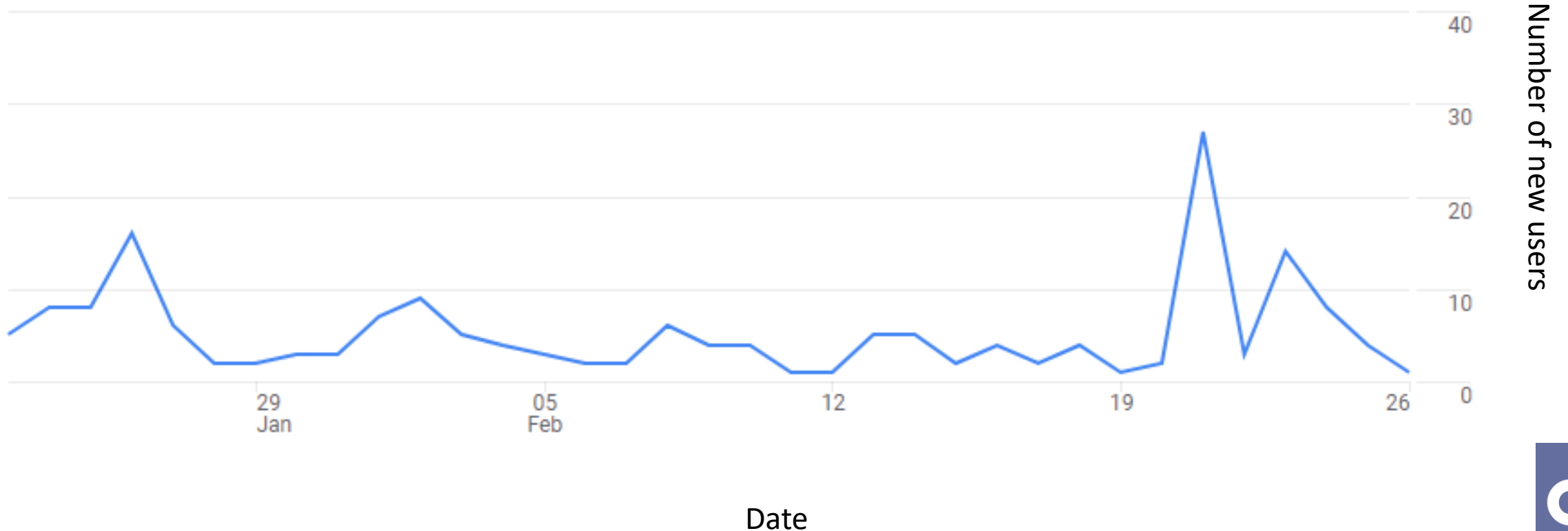
TOTAL since launch = 1,066



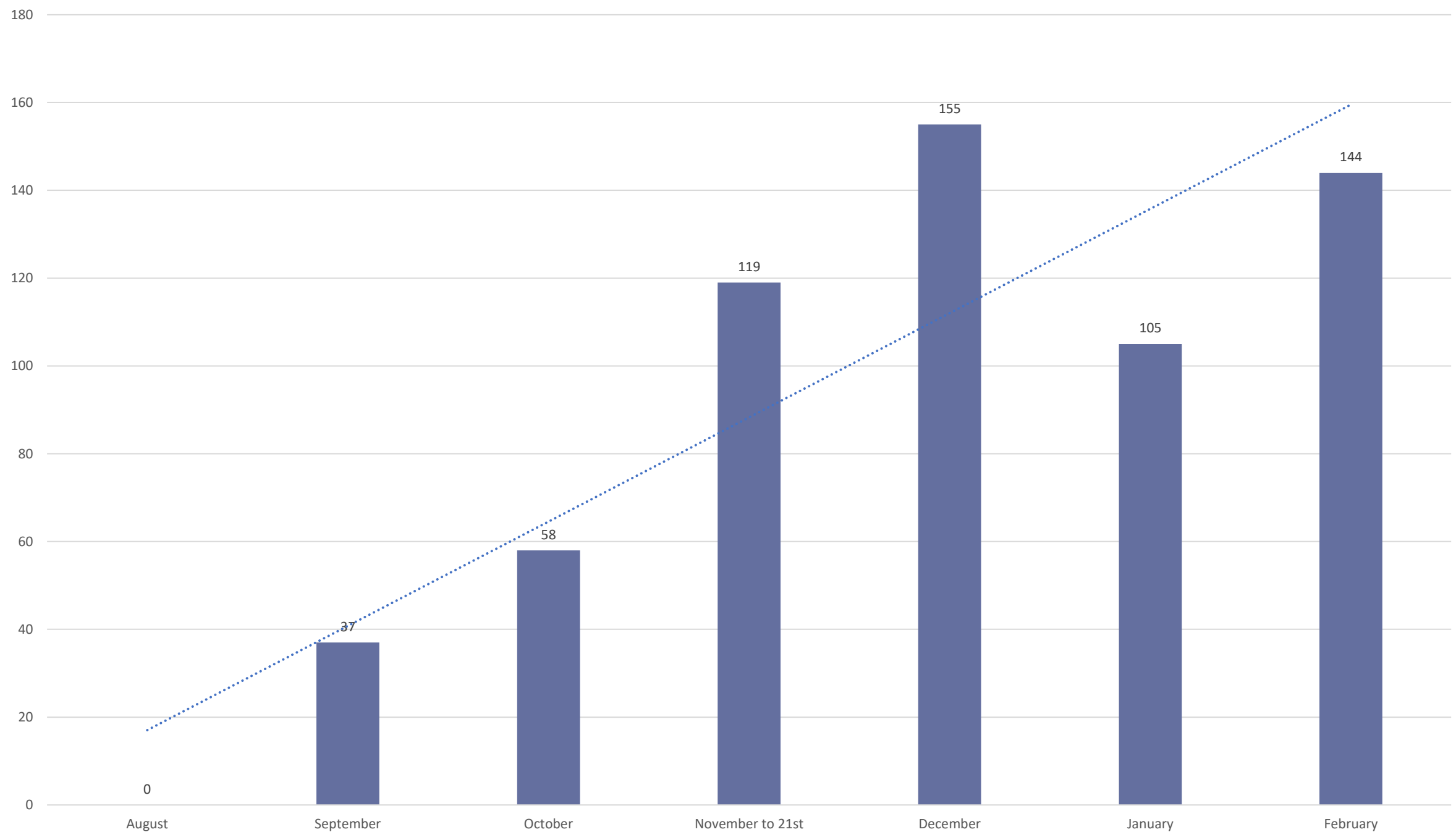
New user spikes

Notable points:

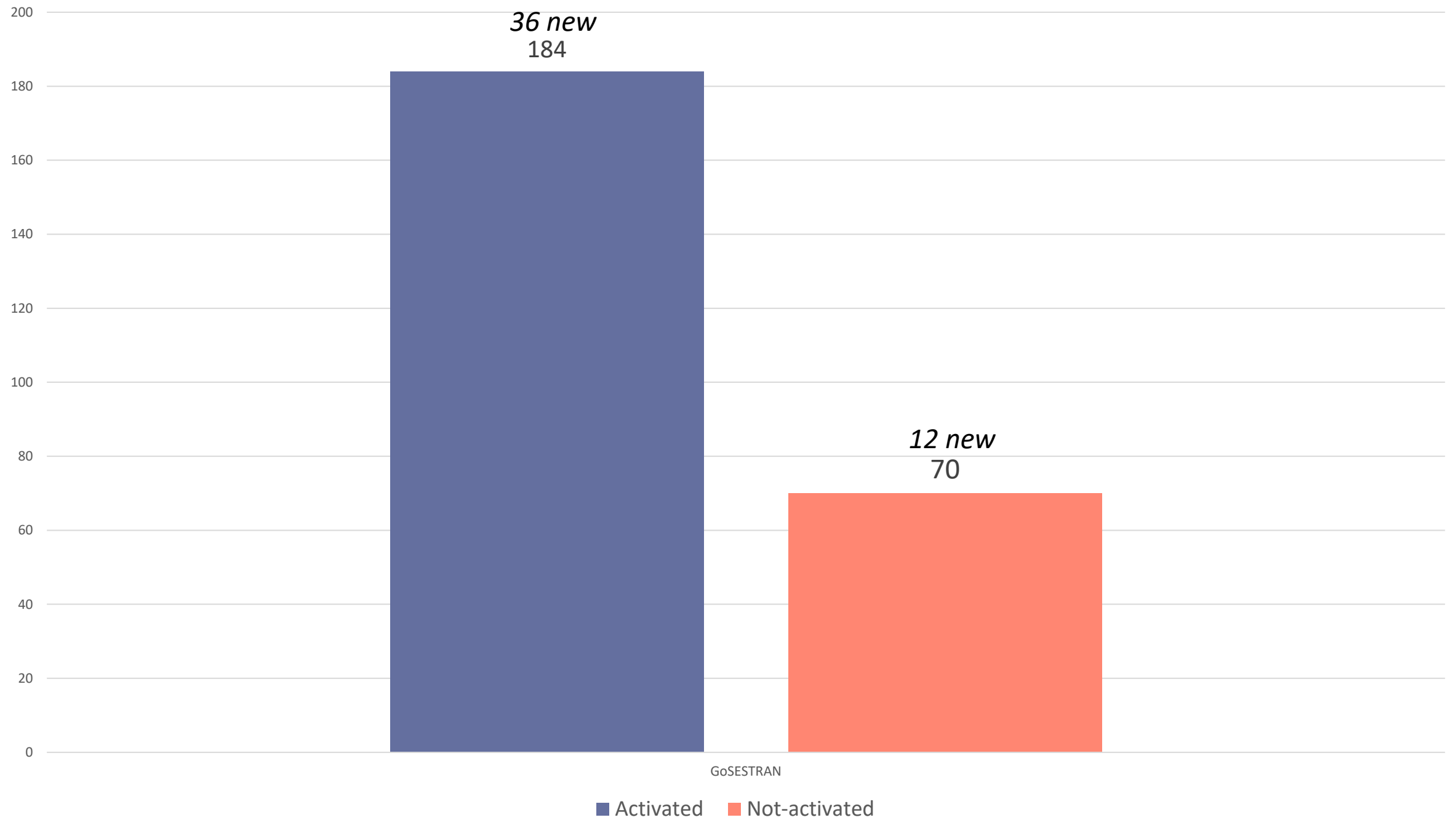
- 27 new users on 21st February (leaflet drop)
 - 16 new users on 26th Jan (1st OLN)
 - 14 new users on 23rd Feb (2nd OLN)
 - **EVERY day** had at least 1 new user



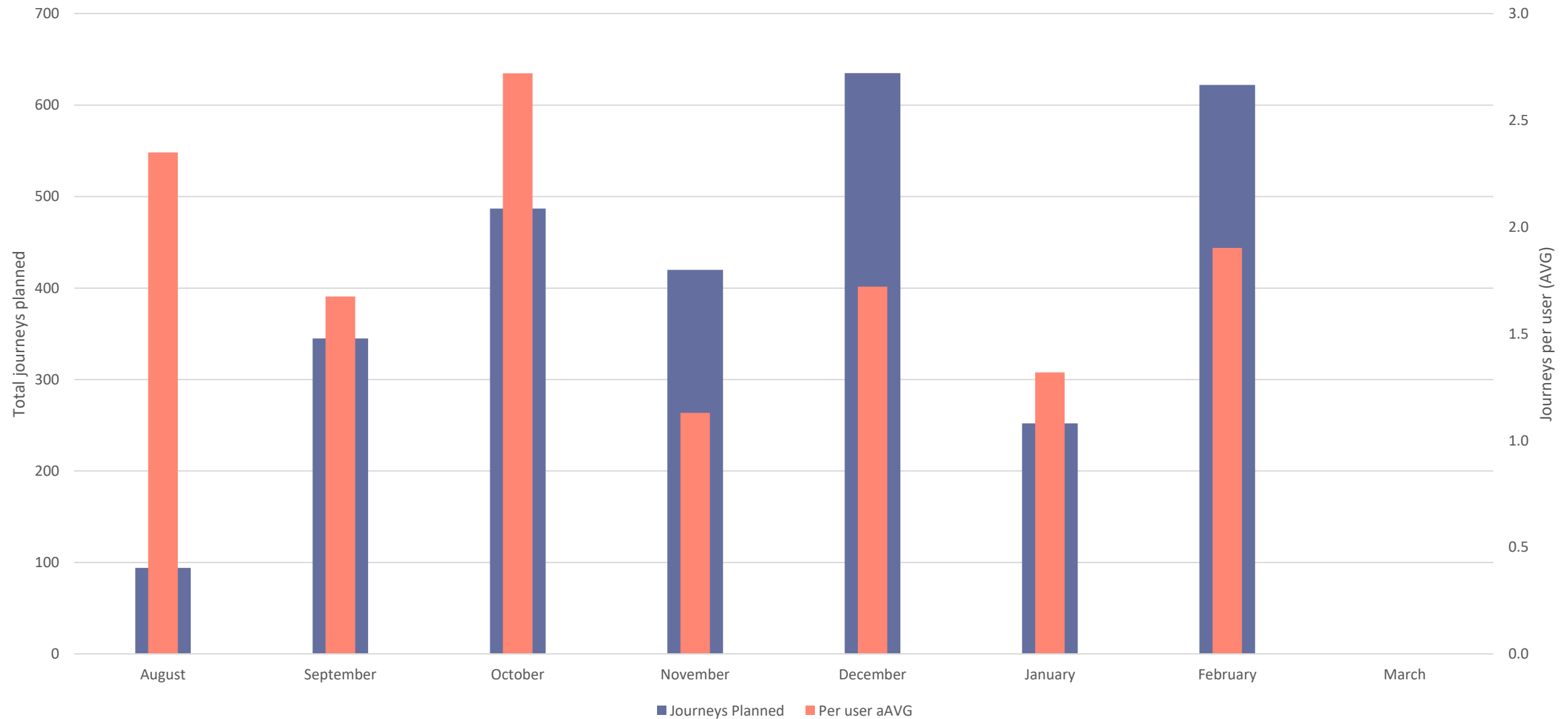
Returning User Sessions



User accounts

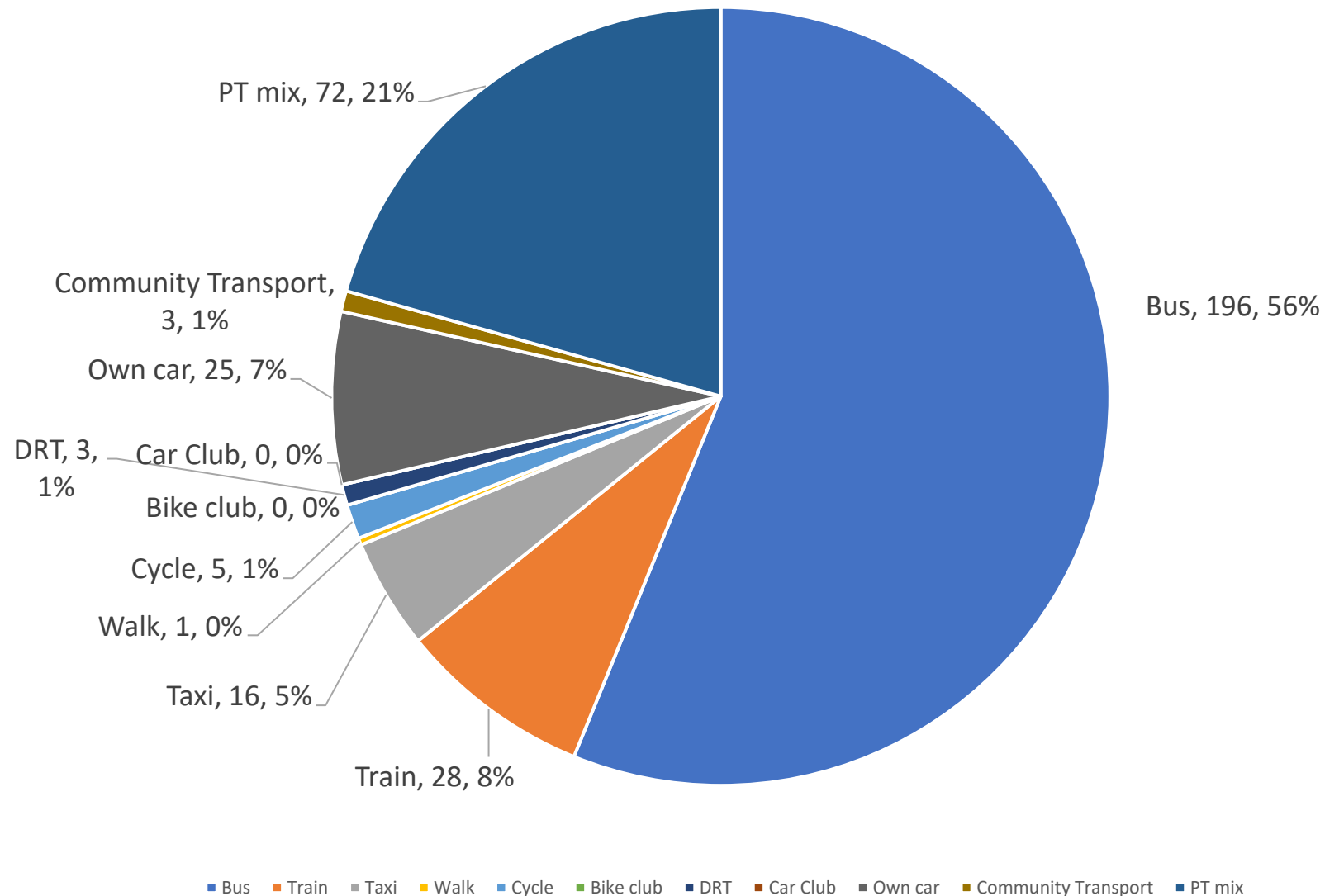


Number of Journeys Planned



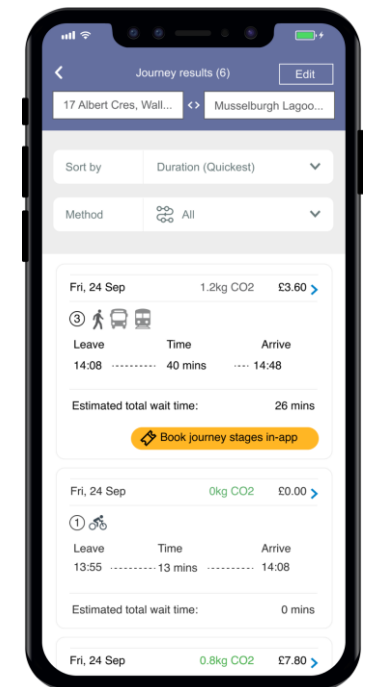
23rd January to 26th February 2023

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



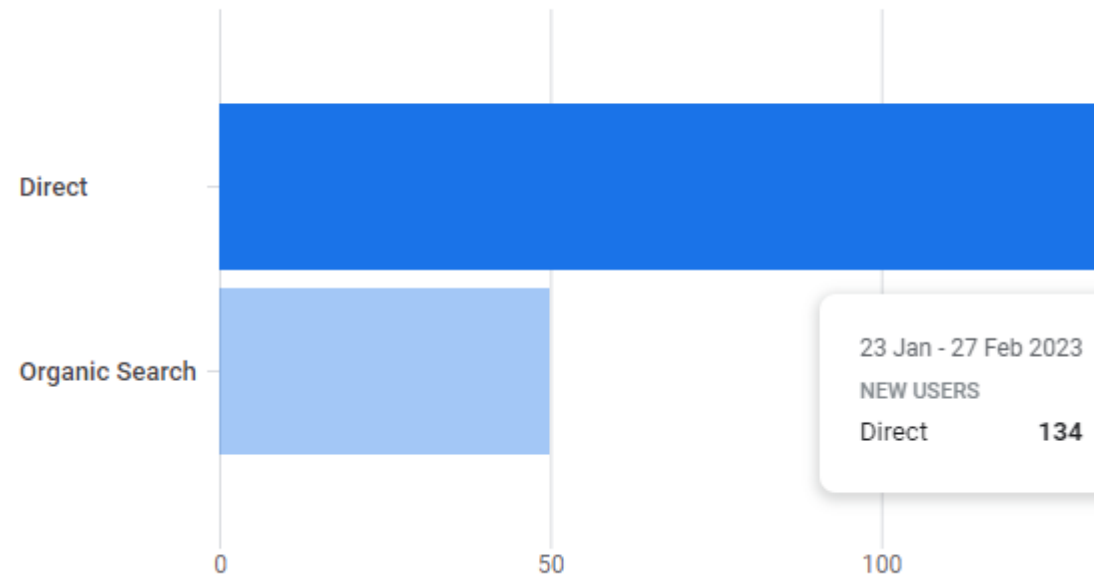
87% sustainable journeys

273 (44%) 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?

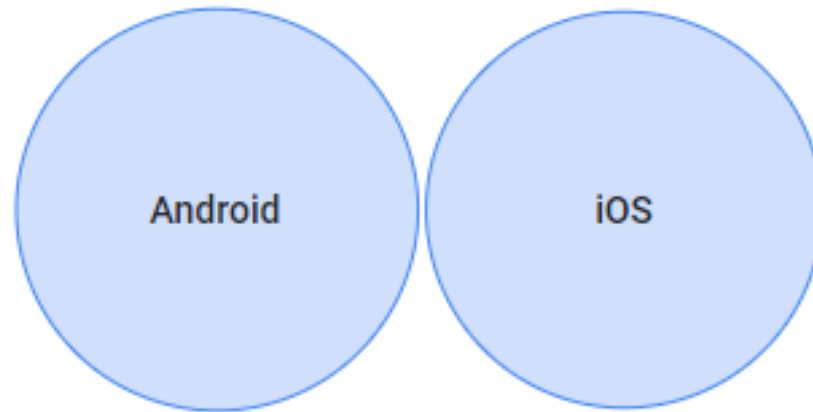
New users by First user default channel group



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

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

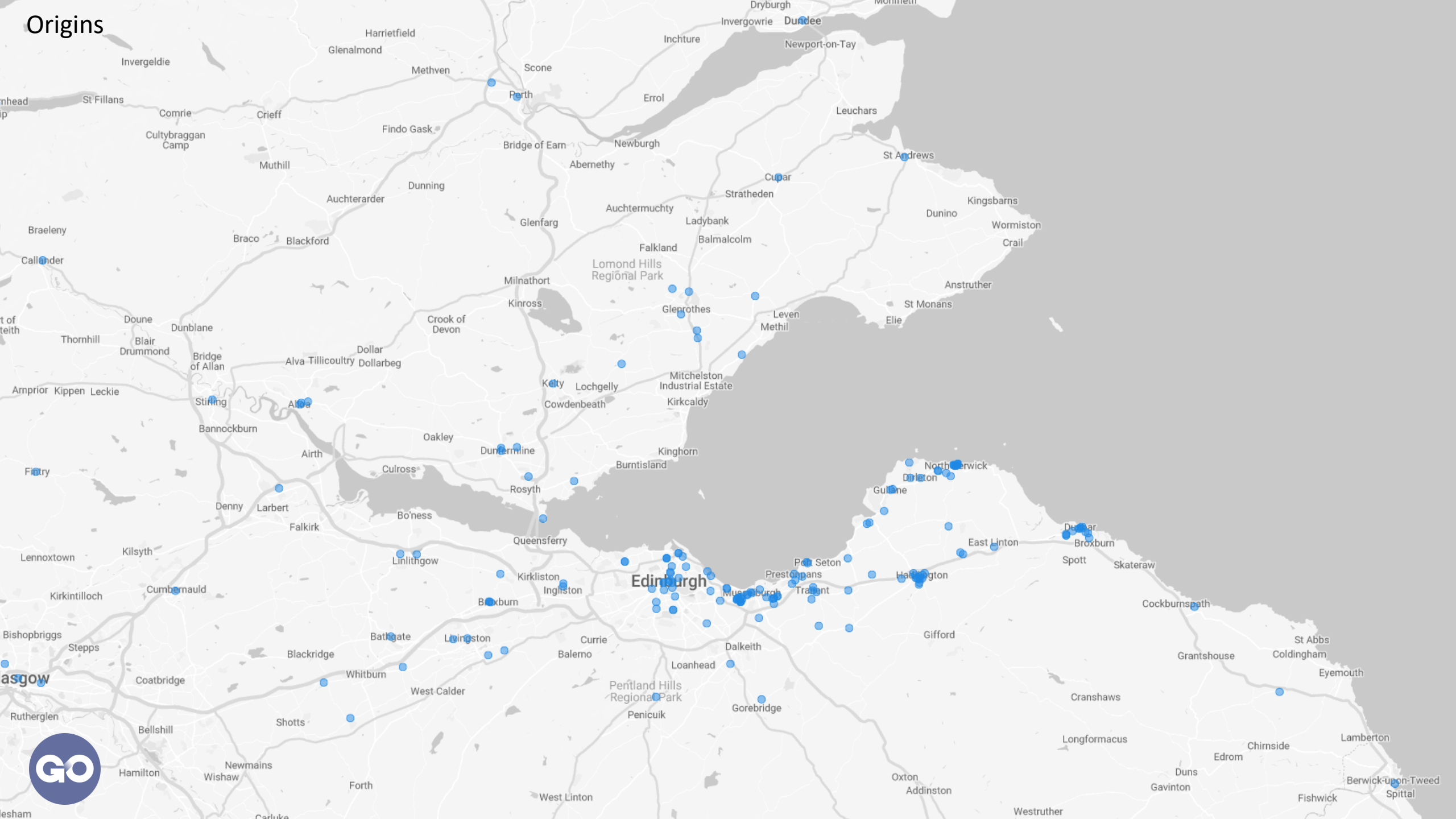
How are
users
accessing
the service?



ANDROID
50.7%

IOS
49.3%

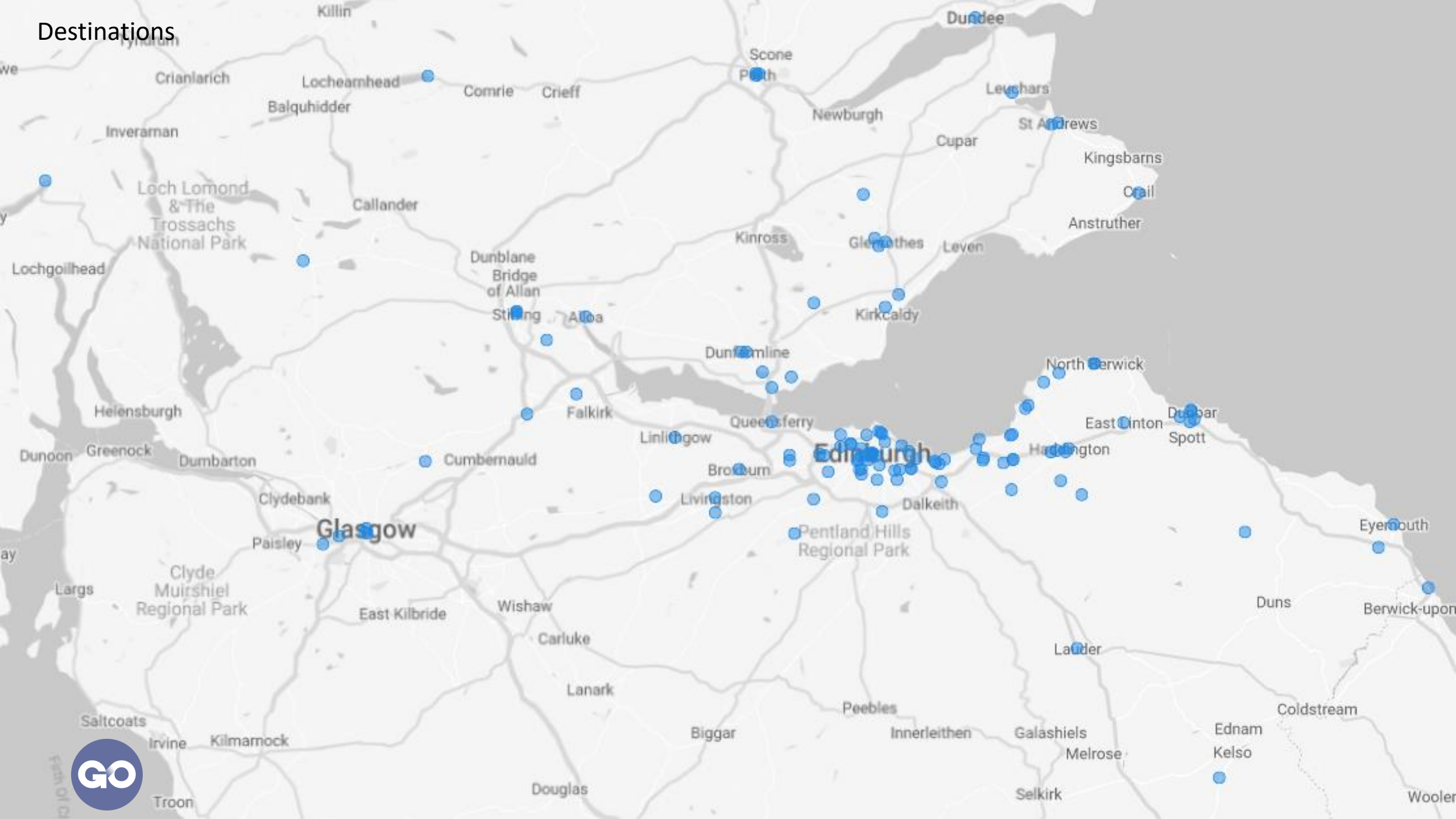
Origins



Most popular origins

Popular Origins	Count
Haddington	20
Dunbar	14
Broxburn	13
Musselburgh	11
Edinburgh	10

Destinations



Most popular destinations

Popular Destinations	Count
Edinburgh	58
North Berwick	36
Dunbar	24
Haddington	21