

GoSEStran MaaS and DDRT

1 INTRODUCTION

1.1 At its meeting of 17th March, the Board 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 receive updates on the project as appropriate
- 3) To note the extension of the Fuse licence agreement at no cost to SEStran.

In addition, as part of the Projects Report to the Board on 16th June, the Board agreed to note the intention to enter into a 9-month Licence agreement with Fuse Mobility Ltd in connection with the GoSEStran project, and delegate to officers to enter into further agreements with public sector bodies as part of the next phase of project.

1.2 The purpose of this report is to update on recent progress.

2 PROGRESS

2.1 The MaaS element of the pilot has continued to show promising results. The nominal target of 1000 users for GoSEStran was achieved (ahead of the projected date of end March) in mid-February, and there are now more than three times that original target in terms of user numbers. Appendix One shows recent high level data on performance of the app.

2.2 The on-demand bus service, which is piloting DDRT software, was launched on Monday 13th March 2023 and underwent a service redesign in August. There were no user targets for this element, as the MIF Fund project was seeking to show crossover between MaaS and DRT. Collaborative working between The Routing Company and East Lothian Council, and with Prentice Coaches as the bus operator, has resulted in the technology working well now, and patronage is beginning to rise.

2.3 The GoSEStran project was originally funded by Transport Scotland's MaaS Investment Fund (MIF), and Members will recall that procurement savings allowed extension of that strand of funding for the project to the end of June this year.

2.4 A formal monitoring and evaluation exercise on the project up to the end of June was carried out by Ansons on behalf of SEStran. The exercise consisted of analysis of dashboard data from the app, and surveys amongst both users and non-users. Key results included:

- 89% of journeys planned were via sustainable modes
- 17% of survey respondents reported they were intending to use a private vehicle before using the app, but switched to more sustainable mode

- 69% of respondents to the non-user survey reported that a single digital platform would encourage them to use more sustainable modes of travel.

2.5 A further requirement of the MIF funding was that SEStran produce a final report on the findings from the pilot. Although the project has continued since June using additional funding from Smarter Choices Smarter Places, a draft 'final' report is now with Transport Scotland for comment. Key findings include:

- 92% of survey respondents reported they would be likely to use a national app that covers all modes of transport across Scotland
- 62% of survey respondents stated that they used the app for new journeys.
- There needs to be more focus on DRT and ideally led nationally.
- Users want the 'one-stop-shop' approach where all the information is available to them in the one app. However, this could operate alongside specific apps such as the Tactran NHS app with a more tailored approach to specific users.
- Marketing – RTPs are unknown to many of the general population so SEStran, like other RTPs, relied heavily on help from local authorities or third parties
- Procurement and service design takes time. Specialist legal advice for SaaS license and IP rights comes at a cost. This can often cause challenges with in-year funding pots.
- Not all operators (especially bus operators) have pre booking and payment options online so the current app is restricted in what is achievable of a 'MaaS platform'.
- Understanding what users want from a MaaS system, how they might access it, and how easy that is to create, is key to a successful platform.
- A bigger consortium will help create bigger economies of scale and increase the opportunity for multi-party funding sources

Recommendations to Transport Scotland in the draft report include:

- Despite the very encouraging results, a 12-month pilot is not long enough to see substantial behavioural change.
- Scotland is currently leading the way with MaaS! Contact with both other UK nations and European partners through the Primaas project suggest that the 5 MaaS Investment Fund pilots are much further on in terms of implementation and learning than elsewhere. Too much time and resources has been put into the apps to close off the current pilots. The public will be discouraged from using similar apps in the future if they disappear.
- Communication with all stakeholders, including transport operators, is vital.
- Public sector involvement is key to collecting and evaluating data. If the private sector leads the sector, they are less likely to prioritise sustainability and share the data.
- MaaS can be scalable to share licence costs and reduce the resources input for a successful platform.
- All systems and apps need to be interoperable, and it is key that they work together across Scotland, and beyond if possible.
- And learn as you go! It is a pilot but also MaaS is a new concept that still needs to be explored and developed.

Once the draft report has been approved by Transport Scotland, it will be finalised and circulated to all Members as well as being published on the SEStran website.

- 2.6 Since June, GoSEStran has been used by the St Andrews University 'St Andrews MaaSterplan' project, also funded by MIF. In line with the June Board Projects Report decision, SEStran and the University entered into an agreement to allow this to happen. This has drawn in some £72,000 of additional funding for the app's further development, as well as allowing extra marketing for the app via the University's consultants, Urban Foresight. This has seen a large increase in user numbers, particularly in the St Andrews area.
- 2.7 Discussions are also ongoing with both Fife and City of Edinburgh Councils regarding promotion of GoSEStran through the Councils' own channels.
- 2.8 SEStran has also continued to take a joint lead role along with Tactran in the Integrated Mobility Partnership (IMPs). This is an initiative to bring together as many of the existing pilots as possible, and work with interested public sector bodies to pool resources for MaaS going forward. Most notable developments include:
- Involvement in IMPs meetings from East Lothian, Perth and Kinross, City of Edinburgh, and Aberdeenshire Council; Nestrans; Strathclyde Partnership for Transport (SPT); Loch Lomond and the Trossachs National Park; NHS Tayside; Dundee and Angus College; St Andrews University.
 - Open Learning event held on 30th November, with two more events planned for January and February;

3 NEXT STEPS

- 3.1 The current licence which SEStran holds on behalf of itself and Tactran for the digital platform and the apps runs out at the end of March 2024. To continue the digital platform and the existing apps it will be necessary to run a procurement exercise. It is currently proposed that this be carried out using Perth & Kinross Council's procurement and legal teams, with input from SEStran and Tactran.
- 3.2 Discussions are at an advanced stage with IMPs partners on funding that should cover the basic licence costs to allow for the procurement of the continuation of the digital platform and GoSEStran, as well as the three Tactran apps. Other applications for further funding are being considered such as Smarter Choices Smarter Places, and potentially EU Horizon.
- 3.3 Members will recall that the VoyagAR app, designed to help those with mobility challenges to access the public transport network, has been under development for some time. As VoyagAR continues to develop, officers are investigating ways to link the two projects together in the future, depending on available funding. The objective is that VoyagAR can provide a more tailored and specific app for those that require additional support due to a physical or mental disability, and GoSEStran provides a MaaS app for general use.
- 3.4 Given the continuing success of the Integrated Mobility Partnership, it is proposed to continue promoting IMPs to explore governance and funding models based on a multi-party public sector partnership of this nature. The benefits of this approach have already been seen with the partnership working with St Andrews, and the willingness of Loch Lomond and the Trossachs, SPT, and Perth & Kinross Council to contribute funding to the partnership.

- 3.5 In the light of the above, and given that the SEStran/Tactran licence expires at the end of March, there will be a need to procure a new tech provider and conclude a Licence before the next Partnership Board meeting. For that reason, authority is sought to initiate a procurement exercise in partnership with Tactran and other IMPs partners, and enter into such licence and other agreements as are necessary to secure the continuation of the GoSEStran and other IMPs partners apps, subject to appropriate levels of funding being secured.

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 Agree to SEStran participating in a procurement exercise in partnership with Tactran and other IMPs partners, and entering into such licence and other agreements as are necessary to secure the continuation of the GoSEStran and other IMPs partners apps, subject always to appropriate levels of funding being secured

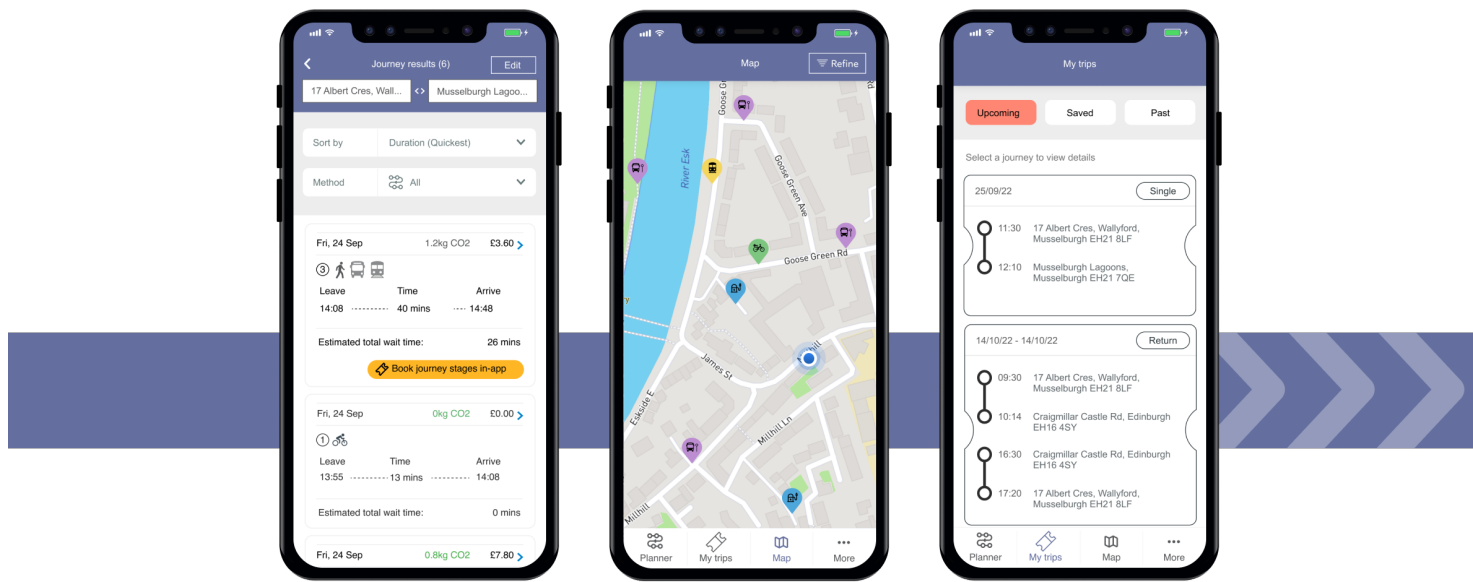
Hattie James
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1st December 2023

Policy Implications	The project is in line with the new RTS as set out in the 2 nd December 2022 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, by pointing users to the most environmentally friendly mode of transport for their chosen mode. These are quantified in the journey options set out in the app.
Appendices	1. Overview of GoSEStran data for October 2023

Appendix One: GoSEStran October 2023 figures



Key figures on GoSEStran



- 361 returning users this month
- Total users since launch = 3303
- 1064 journey searches this month
- IMPs Interest Group attended by East Lothian Council, City of Edinburgh Council, St Andrews University, NHS Tayside, Dundee & Angus College, Loch Lomond and the Trossachs National Park, Perth and Kinross Council, Nestrans, Aberdeen City Council and Transport Scotland.
- Ongoing discussions with Hitrans and MaaS Scotland about future of MaaS.



Number of new users on GoSEStran

Searches In Last 7 Days

264

↑ 11.9%

Searches in Last 28 days

1,064

↓ -35.4%

Searches in Last Quarter

2,626

↑ 122.7%

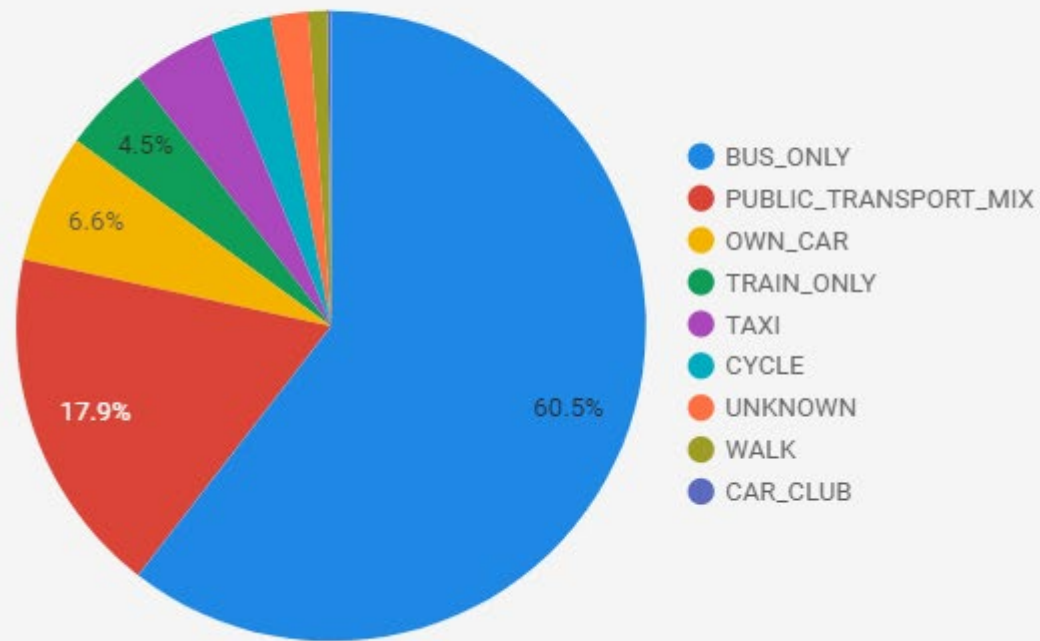
Total Searches

8,401



Modal split of all users on GoSEStran for November

Transport Modes Returned in Search



Operators Returned in Search

