

## **GoSEStran**

### **1 INTRODUCTION**

1.1 At its meeting of 15<sup>th</sup> March 2024, the Board received a report on GoSEStran, updating on progress and continued operation of this pilot project to trial Mobility as a Service (MaaS) and Digital Demand Responsive Transport (DDRT). The Board agreed:

- To note the risks and opportunities for SEStran in relation to the continuation of the GoSEStran MaaS project
- Subject to the above, to agree to SEStran continuing to participate in a procurement exercise in collaboration with Tactran and other Integrated Mobility Partnership (IMPs) members, 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
- To note that a report detailing the outcome of the funding bids and, if appropriate, the procurement exercise, would be put to this September meeting of the Partnership Board

1.2 It was agreed as part of the decision that progress against the following key success criteria would be reported to this Board meeting, and that, if any of the criteria had not been met, then officers would recommend that SEStran withdraws from the MaaS pilot:

- Long term funding committed (at least 3 years)
- Successfully concluded procurement exercise to confirm future partners
- Service Level Agreement in place with Tactran and other Integrated Mobility Partnership (IMPs) partners to confirm responsibilities, including project management

1.3 The purpose of this report is to update on developments since the Board meeting in March, and to ask the Board to consider continuation of the project given the progress made to date.

### **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 a lack of ability to plan and book transport services in advance can

be a barrier for people, hence journey planning must be made as convenient and easy for users as possible.

2.2 Transport Scotland's [MaaS Investment Fund](#) enabled pilots of Mobility as a Service (MaaS) to offer easy, digital access to travel information and allow for planning, paying, and booking on one platform.

2.3 Funding to the start of the current financial year was as follows:

- In 2022, £212,440 of the second round of the MaaS Investment Fund was awarded to support the GoSEStran app alongside a DRT pilot in East Lothian
- Following on from this, additional external funding was awarded in April 2023 for £100k via Paths for All Smarter Choices Smarter Places (SCSP) funding.
- Funding was also received from the University of St. Andrews to support GoSEStran local integrations including local transport information and Fife points of interest that locals and tourists could visit whilst in the area. This year's budget is outlined in the report below.

### 3 PROGRESS

#### 3.1 Procurement

3.1.1 Following the Board's approval as per 1.1, a procurement exercise has been initiated for the tech supplier. After discussion with Tactran, Innovate UK was engaged to assist with a full public tendering exercise. This open procurement route was chosen as one of Innovate UK's aims is to enable tech suppliers for the public sector where traditional procurement can be restrictive. The outcome of the procurement will be a framework contract, allowing SEStran and Tactran to contract the preferred tech supplier, with timescales being dependent on the available funding.

3.1.2 Although this procurement is due to be complete by end of September, given the need for a standstill period and the set up involved with a new supplier coming on board, it was considered prudent to further extend the existing contract until December 2024 to ensure continuity of service. A Voluntary Ex-Ante Transparency (VEAT) Notice was published through Public Contracts Scotland as a notification of this contract extension. A verbal update on the progress of this procurement will be provided at the meeting.

3.1.3 In addition to a technical supplier, Tactran and SEStran are looking to secure other consultancy services to support the project. This work is being led by Tactran with support of Perth and Kinross Council Procurement team. The consultancy framework will be advertised on Public Contracts Scotland and is expected to have multiple suppliers. This is expected to be complete by December 2024.

#### 3.2 Partnership Working

3.2.1 A Service Level Agreement was signed with Tactran in July. This has enabled a Tactran officer to be assigned full time to project manage the joint project, partly

funded by SEStran, freeing up vital resources in SEStran. SEStran officers continue to be involved and have full input as required.

3.2.2 A Project Initiation Document (PID) and Contract Strategy have been signed off by both Partnership Directors and these outline the aims of the project as well as the route to project completion.

3.2.3 The following funding sources have been identified for the current year onwards:

- Transport Scotland (TS) awarded SEStran a grant of £42k towards extension of the current contract, pending the outcome of the procurement
- SEStran was successful in securing £100k from Smarter Choices Smarter Places for this current year, which is matched by an additional £50k from external sources and £50k of officer time
- Potential carry over from SEStran's budget last year of £50k

3.2.4 Discussions with other funders are ongoing to ensure the project can be continued in the longer term. At present it cannot be certain whether a 3-year contract can be funded from the existing funding total of £242,000, but this will not become fully clear until after the procurement is complete. An update on this will be provided at the Board meeting.

### 3.3 **Marketing**

3.3.1 Further marketing will be undertaken with input from the tech supplier and user research. A new Communications & Marketing Officer will be in post in September 2024 whose role will cover all of SEStran's communications. This will allow a more comprehensive marketing approach to support the IMPs project outcomes.

## 4 **RISKS AND OPPORTUNITIES**

4.1 The project is now less resource intensive due to the SLA being signed with Tactran to formalise IMPs. A full time Strategy Officer from Tactran is now project managing all workstreams with input from SEStran where required.

4.2 SEStran has been pushing discussions with TS and other potential partners towards the creation of a national MaaS app. This could be integrated with the national journey planning app (Traveline) allowing for one trusted platform. This would provide significant economies of scale, reduce duplication with other MaaS apps, and increase the reach of the current apps to a level that may be attractive to advertisers providing a potential opportunity to increase revenue.

- 4.3 The Smart, Digital, Integrated Ticketing and Payments Delivery Strategy was published in August 2024 and outlines TS's roadmap to digital solutions including MaaS. This indicates that MaaS solutions could be supported depending on the outcome of their evaluation. At present it remains unclear how much further funding will be available through this Strategy, however, we are optimistic that the outcomes we have outlined fit squarely with the objectives of the Strategy, particularly in relation to accessibility objectives.
- 4.4 The evaluation of the MaaS pilots by TS has been further delayed, with the evaluation framework now expected to be shared with SEStran by end of September 2024. This work, completed by AECOM and TS, will allow better understanding of the pilot's impact, and offer insight into the future direction of MaaS.
- 4.5 If the Board decides not to proceed further, then the key associated risks are:
- The chance for SEStran to be at the forefront of MaaS in Scotland will be lost
  - The opportunity to incorporate the work carried out by SEStran in developing VoyagAR – a system which will allow disabled people to utilise public transport in a safer, more convenient, and more enjoyable way. The journey planning system offers door-to-door guidance, support for travellers, and allows carers and family members to support the user's journey. This is currently ready to be integrated into the platform. This feature would be a new offering to disabled users and could be transformational for digital accessibility
  - Users and partners will lose trust in similar products in the future, there will be a lack of focus on ensuring these tools help focus on policies and a higher cost will be associated to begin the MaaS journey again in the long term.

## **5 CONCLUSION**

- 5.1 As described above, the three conditions set out in the March 2024 Board report have not been fully met. We have not yet secured funding which guarantees a 3 year contract, but have successfully developed the SLA with Tactran, and the procurement exercise is currently under way.
- 5.2 Despite this, this report recommends continuation of the project as there has been considerable progress in the partnership project and a genuine belief that GoSEStran will meet its stated aims and objectives. In addition, the signed SLA has resulted in a full-time resource from Tactran and hence requiring less staff time on day-to-day operations from SEStran.

## **6 RECOMMENDATIONS**

It is recommended that the Board:

- 6.1 Agrees to the continuation of GoSEStran as part of the Integrated Mobility Partnership due to the significant progress on funding made as outlined in this report, and achieving two of the three criteria presented at the March board.

- 5.2 Authorises the Partnership Director to enter into such contractual agreements as are required to progress the GoSEStran and VoyagAR projects to their fullest extent possible within available funding levels.
- 5.3 Agree to receive regular progress updates via the Projects Update at Performance and Audit Committee, with such Board reporting as is necessary as the projects progress.

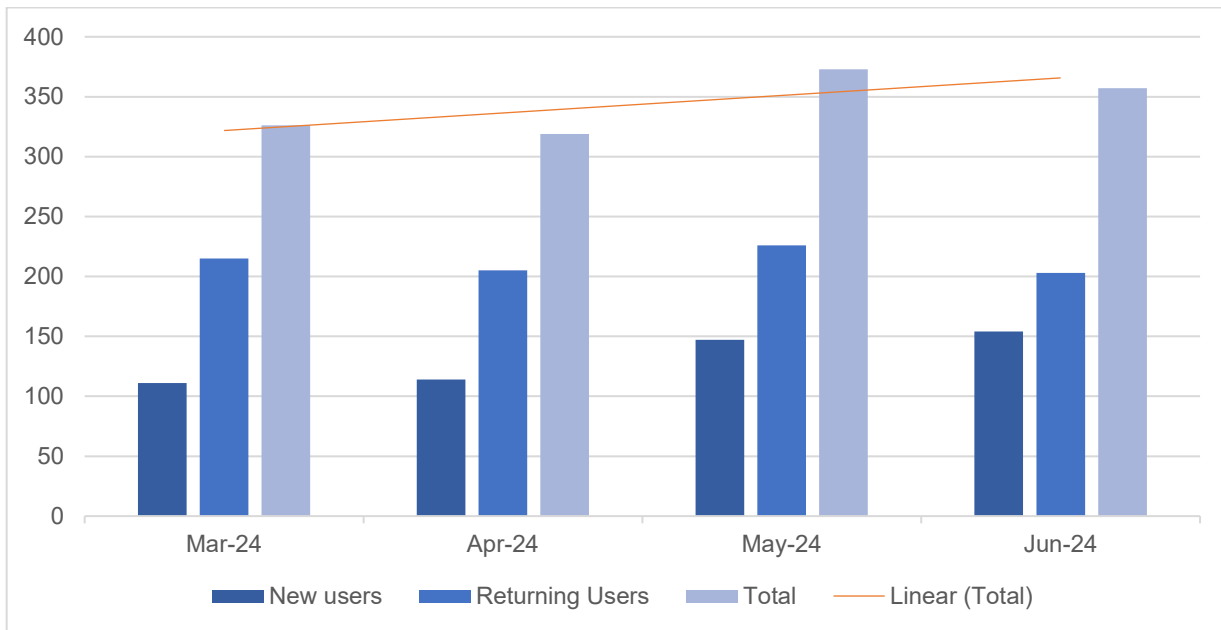
Rebecca Smith  
**Project Officer**

Andrew Ferguson  
**SEStran Consultant**

20<sup>th</sup> September 2024

Policy Implications	The project is in line with the new RTS as set out in the 2 <sup>nd</sup> December 2022 Board report.
Financial Implications	The funding position is as set out in the report.
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	<ol style="list-style-type: none"> <li>1. Overview of GoSEStran data;</li> <li>2. Innovate UK Challenge Statement</li> </ol>
Background Papers	The following background papers were relied on in the production of this report: <a href="#">GoSEStran Final Report (March 2024)</a>

Number of New & Returning Users to GoSEStran (May 2024 – June 2024)



Number of searches (March 2024 - June 2024)

Number of searches	Mar-24	Apr-24	May-24	Jun-24	Total
App	511	384	351	405	1,651
Website	5	14	0	11	30
<b>Total</b>	<b>516</b>	<b>398</b>	<b>351</b>	<b>416</b>	<b>1,681</b>

Age bands of registered GoSEStran Users (March 2024 – June 2024)

Age bands	Mar-24	Apr-24	May-24	Jun-24	Total
16-20	3	2	7	6	18
21-25	4	1	9	2	16
26-30	4	1	4	1	10
31-35	2	2	7	2	13
36-40	2	2	2	1	7
41-45	0	2	1	1	4
46-50	3	5	3	0	11
51-55	2	4	3	3	12
56-60	2	1	4	5	12
61-65	4	5	1	8	18
66+	2	2	4	7	15
Not provided	5	1	7	4	17
<b>Total</b>	<b>33</b>	<b>28</b>	<b>52</b>	<b>40</b>	<b>153</b>

## Journey Search Origins & Destinations (March 2024 – June 2024)

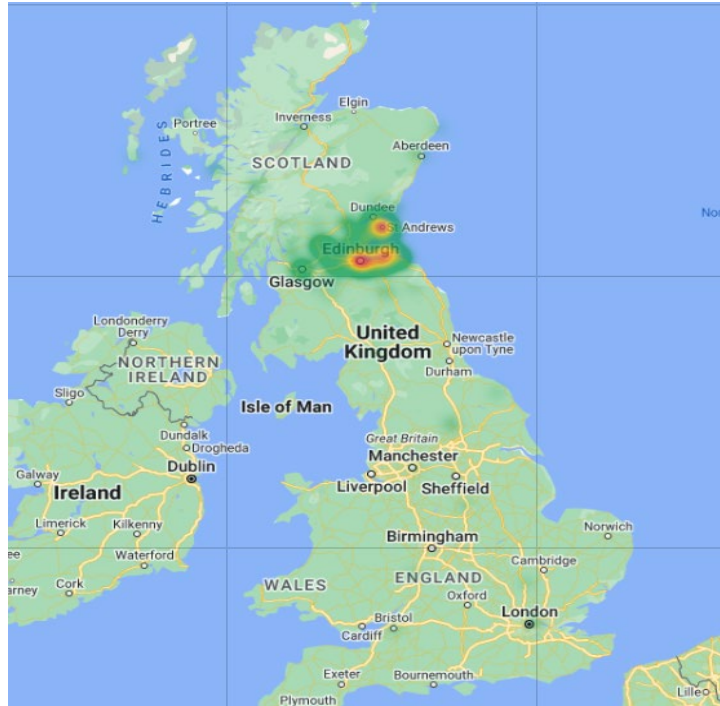


Figure 1: Journey Search Origins (App)

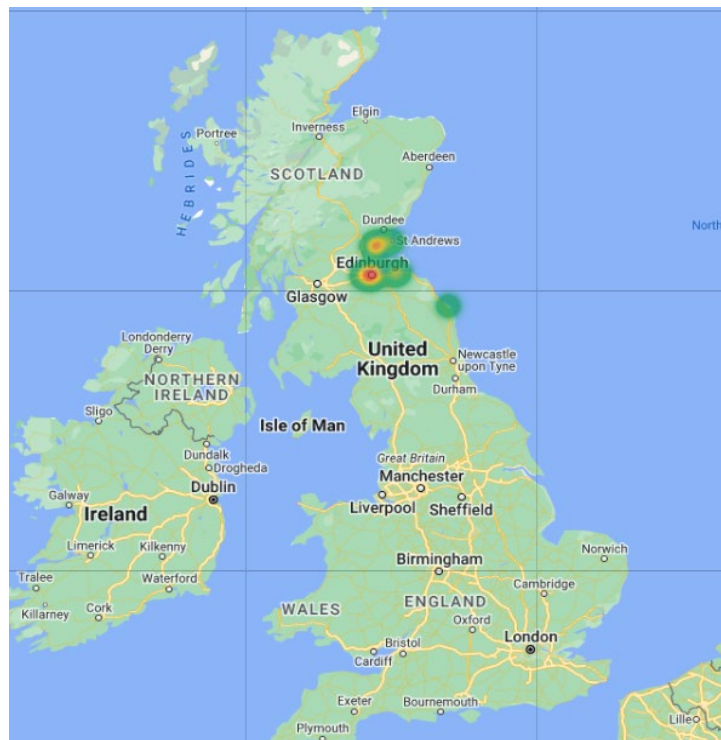
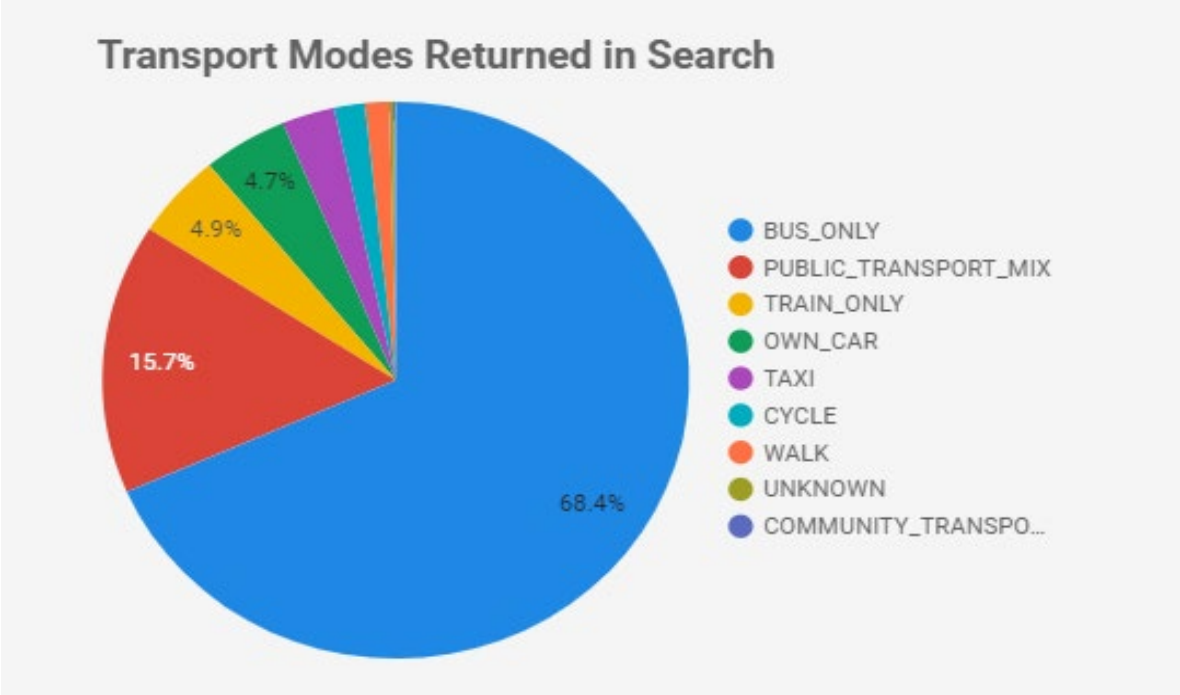


Figure 2: Journey Search Destinations (Website)

Transport Modes Returned in Search (March 2024 - June 2024)





**Innovation Exchange challenge: Implementing a programme of accessible and sustainable MaaS journey planning tools in Scotland**

Supporting Tactran and SEStran to develop Mobility as a Service (MaaS) solutions that promote sustainable car use and provide efficient, personalised travel experiences.

**The challenge**

Solution providers are to show evidence that they are able to develop a shared platform and potential MaaS for SEStran and Tactran that allows potential integrations with other interfaces (currently six interfaces among apps and websites – National Park Journey Planner app and website, NHS Tayside Journey Planner website, MyD&A app, GoSEStran app and website -across four service areas: SEStran, NHS Tayside, Loch Lomond and the Trossachs National Park, Dundee and Angus College). In particular demonstrate the integration with the accessibility application VoyagAR (please find details below).

The solution will demonstrably address the objectives of:

- Encourage car drivers to use sustainable modes (to support 20% car km reduction target, those drivers whose trips contribute most to mileage total; to support air quality objectives, car trips in AQMAs)
- Help non car owners (and those in our least affluent areas) be aware of and navigate multi-modal travel options to access jobs, education and services
- Enable people with mobility difficulties to navigate our transport networks

In doing so, being aware of the different barriers experienced by the target audiences of the respective objectives, and hence different design, functionality and promotion of tools may be required to support the different objectives.

The principle of the Tactran/SEStran programme is to develop and test MaaS tools that can support the above objectives, by learning from the pilot phase of the programme, improving and growing the current programme, and expanding the reach of programme to support other geographies and public agencies in Scotland.