Mobility as a Service in Scotland

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Welcome

- Vision for Scotland
- Smart Projects
- The MaaS Investment Fund

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Our Vision

We will have a sustainable, inclusive, safe and accessible transport system, helping deliver a healthier, fairer and more prosperous Scotland for communities, businesses and visitors.

Reduces inequalities

- Will provide fair access to services we need
- Will be easy to use for all
- Will be affordable for all

Takes climate action

- Will help deliver our net-zero target
- Will adapt to the effects of climate change
- Will promote greener, cleaner choices

Helps deliver inclusive economic growth

- Will get people and goods where they need to get to
- Will be reliable, efficient and high quality
- Will use beneficial innovation

Improves our health and wellbeing

- Will be safe and secure for all
- Will enable us to make healthy travel choices
- Will help make our communities great places to live

Figure 1: National Transport Strategy Strategic Framework diagram

Our Smart Ticketing Vision

"That all journeys on Scotland's public transport can be made using some form of smart ticketing or payment."

Key Drivers

- Government agendas
- Transport (Scotland) Act 2019
- Government investment
- Technology
- Customer expectations
- National Concessionary Travel

… and Challenges

- Scotland's geography
- Digital connectivity
- Technology - legacy
- Data availability

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Transport Scotland Delivery Programme

- Smartcard Interoperability www.smarttravel.scot
- Contactless Payments
- Covid related – Capacity Management Passenger Occupancy

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Delivery Programme 2021-22

- The Transport (Scotland) Act 2019
- Digital Travel Data Information
- COP26
- New Concession Schemes
- Mobility as a Service

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Mobility as a Service (MaaS) Definition

“Using a digital interface to source and manage the provision of a transport related service(s) which meets the mobility requirements of a customer.”

Source: Transport Systems Catapult, 2016

“Digital transport service platforms that enable users to access, pay for, and get real-time information on, a range of public and private transport options. These platforms may also be linked to the provision of new transport services.”

Source: UK Parliament, 2017

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MaaS Investment Fund

- Launched in 2019, £2M over 3 years to test MaaS concept in Scotland
- Aims to provide people with easy, digital access to travel information, so they can:
  - be better informed about different ways to undertake their journey;
  - plan, book and pay for integrated and multi-modal journeys

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Key themes of the fund

- Rural, islands and communities
- Tourism
- Accessibility, inequality and mobility
- Urban environments
- COVID-19

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Current projects - Hitrans

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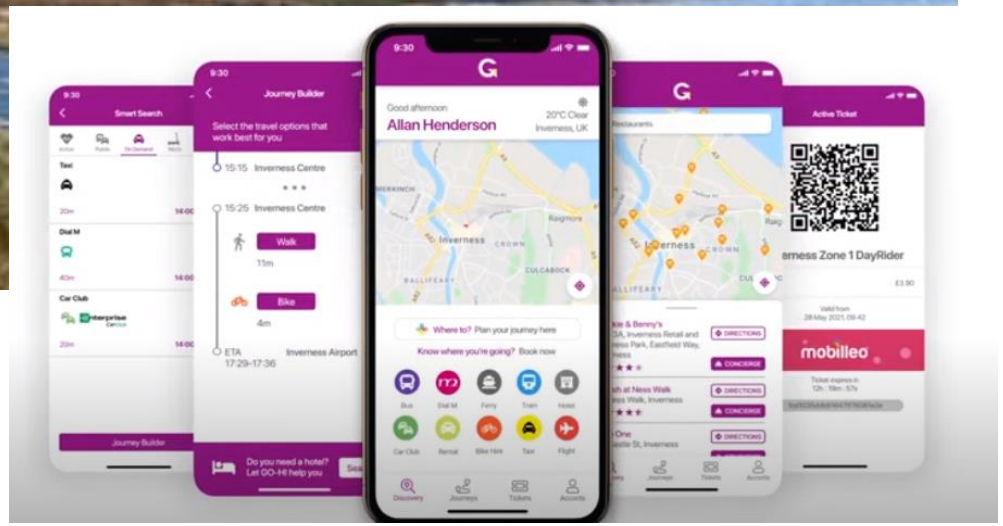
GO-HI
Travel made simple

Commute, Connect, Explore – with GOHI App



Project 'ENABLE'

NHS Tayside

LOCH LOMOND & THE TROSSACHS NATIONAL PARK

tactran
Tayside and Central Scotland Transport Partnership

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just build more roads

DA
DUNDEE AND ANGUS COLLEGE

YOUR LOGO HERE

API GATEWAY

Fuse Mobility

Plan

Book

Pay

User Profile

Data Insights

Admin Gateway

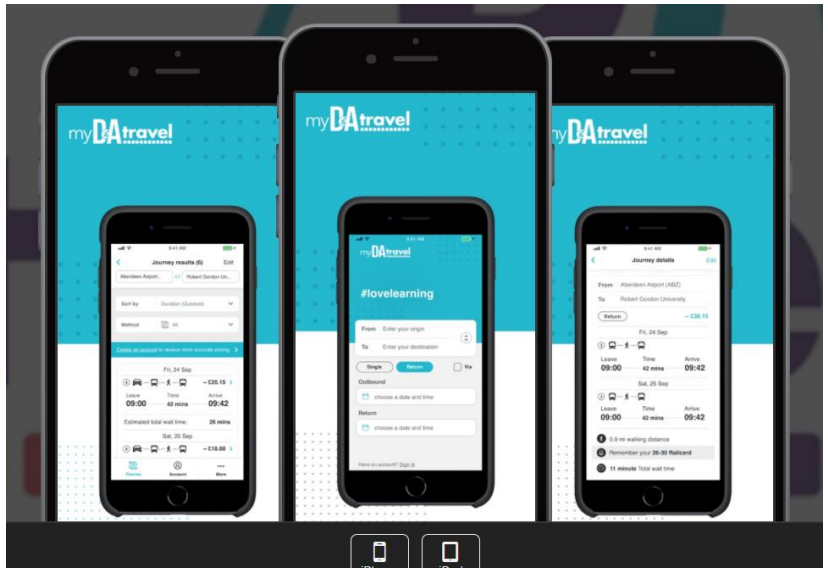
Angus Council

Stirling Council

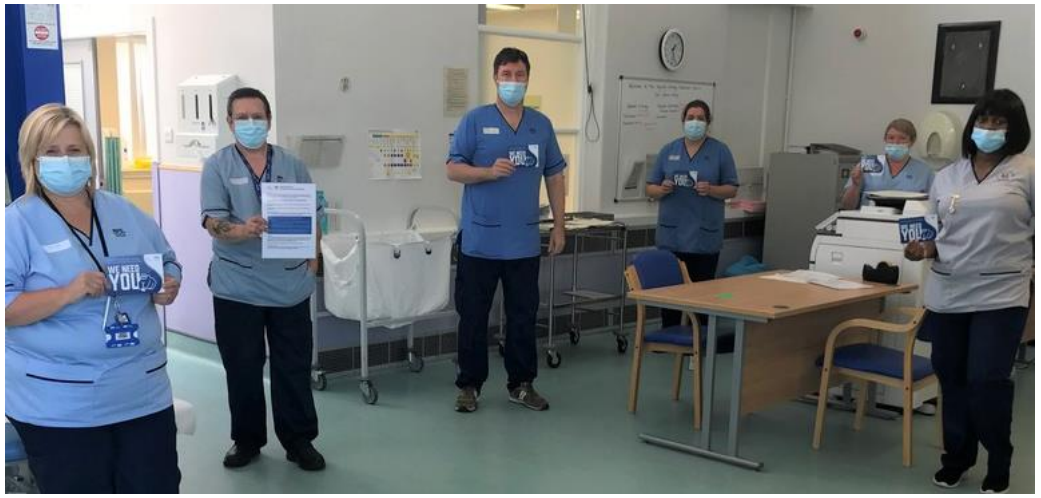
PERTH & KINROSS COUNCIL

Dundee City Council
www.dundeecity.gov.uk

myDAtravel



GoNHS TAYSIDE



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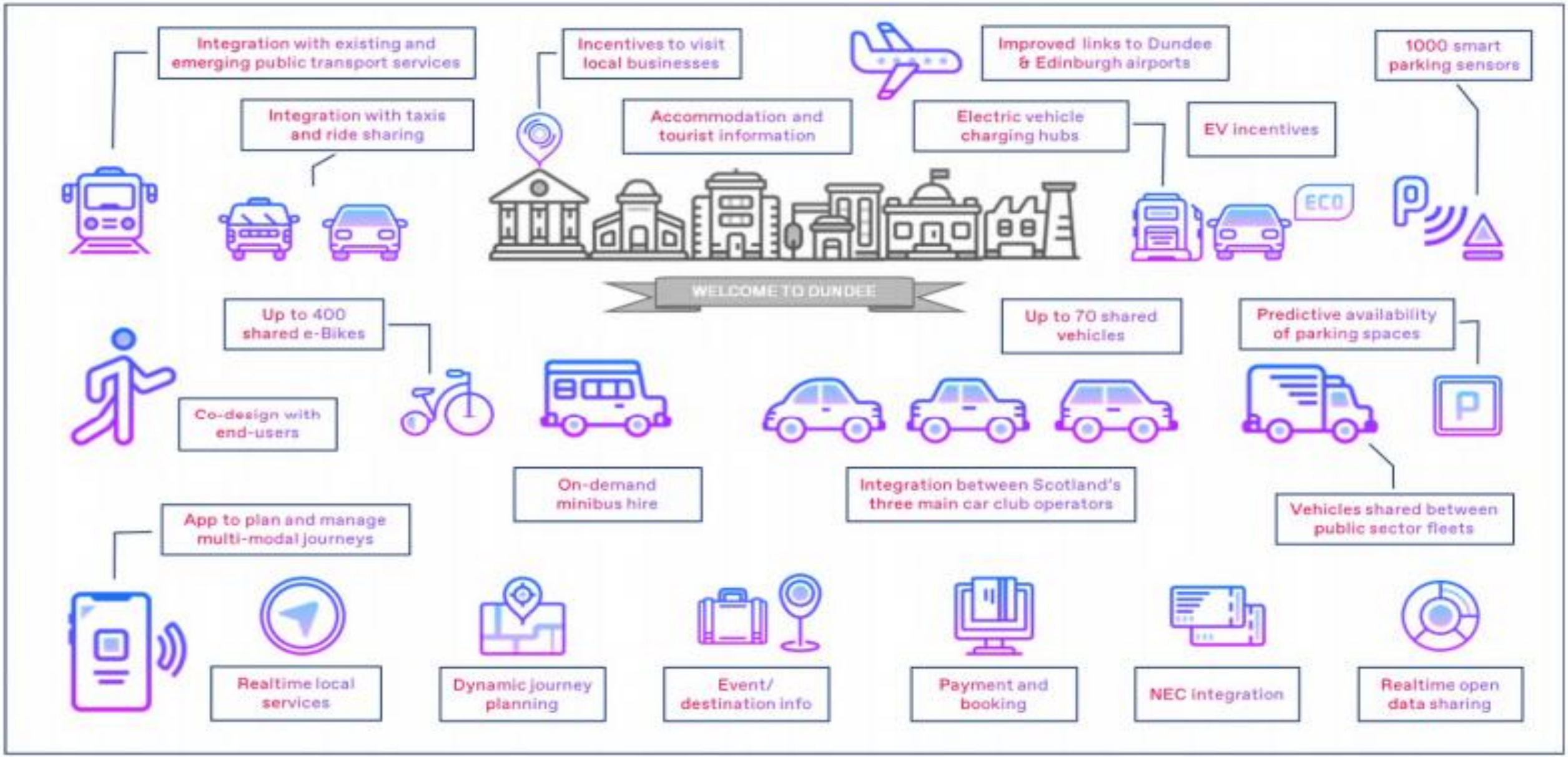
National Park
Journey Planner



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The MILL

Two new projects…

University of St Andrews

GO SEStran

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MaaS Investment Fund – next steps

- Continue to deliver and monitor pilots
- Continue to work with national and international stakeholders, sharing learning
- Continue to work with the DfT on regulation and code of conduct

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Thank You!

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