MaaS Investment Fund

Consultation Workshops – Summary of Stakeholder Input

Grand Central Hotel, Glasgow – 19th March 2019

Salutation Hotel, Perth – 26th March 2019

MAAS INVESTMENT FUND - GENERAL CONSIDERATIONS

POTENTIAL BARRIERS:

- Infrastructure
  - Limited digital connectivity in certain areas
  - Lack of accessible vehicles will limit impact for disabled passengers
- Regulation/legislation
  - Standardisation of data key to interoperability
  - Regulation could impede innovation – different for different modes
  - How is liability attributed in multi-modal framework?
- Investment
  - Limited evidence of sustainable business cases
  - Medium to long term public financing will be required for proof of concept phase
  - Operators unwilling to invest in new services
  - Service contracts are long term and inflexible
  - Subsidised services prohibit flexibility
  - Complicated service level agreements between transport providers
- Data
  - Access to open data is essential for MaaS delivery
  - Delivering maximum value will require integration of data silos
  - Data will need to be maintained and updated to be robust
  - Personal data will need to be portable
- Public perception
  - MaaS must address user needs – co-design will be crucial
  - Changing travel behaviours will be a challenge
  - Limited public acceptance of shared vehicles
  - Potential loss of human interaction could be seen unfavourably
  - Danger of 'technology gap' marginalising certain groups
  - Lack of understanding of true cost of car ownership vs alternative modes

POTENTIAL IMPACTS:

- Passenger experience
  - Personalisation of service
  - Connected, multi-modal services
  - Increasing choice
  - Cheaper transport
  - Improved information/intelligence on mobility options
  - Integrated ticketing – Smart Card or Mobile
  - Door to door services
  - Relive pressure on parking provision
- Authorities and providers
  - Increased patronage on public transport
  - Ability to improve link between demand and supply
  - Better understanding of travel behaviours
  - Improved efficiency/sustainability of existing assets
- Societal
  - Shift in travel behaviour via easier access to multiple modes
  - Modal shift via incentivisation
  - Reduction in car ownership – fewer cars on the road
  - Lower emissions through reduction of SOVs
  - Improved public health through greater uptake of active travel
  - Improved access to transport services for those living with disability
  - Improved access to transport services for those living with limited means

RURAL, ISLAND, AND COMMUNITIES

OPPORTUNITIES:

- Increase choice through alternative transport options
- Use technology to support connected, multi-modal services
- Improve awareness of existing services
- Provide real time information to support travel choices
- Introduce flexible routing and more efficient demand responsive transport
- Create transport hubs at key interchanges
- Reduce transport costs through car sharing and car pooling
- Support car free islands/regions through provision of shared vehicles – relive pressure on ferry services
- Improve sustainability of services through better utilisation of vehicle capacity
- Efficiency gains through repurposing of vehicles during down times
- Merge freight and passenger requirements – medical, goods, etc.
- Integrate transport and healthcare services
- Link locally operated EV fleets to renewable energy infrastructure

POTENTIAL IMPACT:

- Redress youth/skills migration through improved links to jobs, education and health
- Alleviate loneliness though easier/cheaper access to services
- Encourage community building through volunteer/community transport
- Create 'green' regions or islands through reduction of car use

STAKEHOLDERS:

- Transport operators
- Local authorities
- Regional Transport Authorities
- Local businesses and employers
- Healthcare providers
- Education providers
- Transport Scotland
- Community transport groups
- Tourist sites

BARRIERS:

- Digital Connectivity
- Sustainability as a result of low density / low demand
- Population dispersion and journey distances
- MaaS provision to date focussed on urban areas – solutions will not be transferable to rural areas
- Legislation can be barrier to community transport services
- Understanding travel patterns and needs
- Multiple authorities can have responsibility for rural regions

ACCESSIBILITY, INCLUSIVITY, AND MOBILITY

OPPORTUNITIES:

- Provide passengers with personalised information on accessible facilities/vehicles
- Provide passengers with real time information to support journey choices
- Give providers information on passengers requiring additional support
- Provide pricing based on various criteria – age, ability, ability to pay
- Provide information on hidden disabilities to service providers
- Match accessible vehicle demand to supply
- Prioritise those on lower incomes through means tested pricing
- Information to support training for service provider staff
- Minimise personal data exchange e.g. reduce need to supply support needs multiple times to multiple providers
- Integrate transport and healthcare services

POTENTIAL IMPACT:

- Improve transport access to those with lower income
- Increase choices for those who cannot afford a car
- Link employee wellbeing with mobility through active travel
- Improve link between customer and supplier to improve service
- Provide certainty and confidence for passengers/families
- Improve access to employment/education for those on lower income

STAKEHOLDERS:

- Local Authorities
- End users
- NHS
- Regional Transport Partners
- Accessibility groups
- Transport Operators
- Scottish Government
- Transport Scotland
- Insurers
- Regulatory bodies

BARRIERS:

- Accessibility to existing infrastructure – cost implications of upgrading existing vehicles, stations etc.
- Ensure accessible back-up service when primary service goes wrong
- Digital platforms (apps etc) must be designed to be accessible to all.
- Expectation management – what can be achieved? What works for some will not work for others.
- Creation of 'technology gap', either through ability or cost

TOURISM

OPPORTUNITIES:	POTENTIAL IMPACT:
- MaaS Tourist card – linking travel modes and tourist assets - Provide contextualised information on surrounding sites – restaurants, hotels, sights, retail. - Link transport and accommodation providers - Allow businesses to provide value added services to transport provision - Provision of services focussed on disabled tourists - Provide personal plan for visitors - Multi-lingual services - Bike hire linked to ports - Local input to provide better information/services - Multi-day, multi-modal tickets - Link to overseas services e.g. WeChat - MaaS can act as brand ambassador for region/country	- Reducing congestion at tourist hotspots - Increasing and dispersing per head tourist spend - Improved information for tourists to widen opportunity - Reduce pressure on existing infrastructure e.g. car decks on ferries, busy rural routes (Skye, NC500), festivals. - Attract repeat visitors - Link local transport provision to air/train travel - Measure visitor feedback - Improve tourist confidence in public transport - Nudge visitors towards more sustainable transport options - Reducing car dependent tourism
STAKEHOLDERS:	BARRIERS:
- Transport operators - Local authorities - Regional Transport Partnerships - Airports - Visit Scotland - Tourist asset operators and businesses - Ticketing groups and event organisers - City marketing bureaus - Accommodation providers - Transport Scotland	- Digital connectivity - Seasonality of demand - Some tourist sites are far 'off route, - public transport impossible - Luggage makes public transport options harder - Fragmented services - Building relevant consortia - Ensuring all data is up to date – who has responsibility?