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:	**POTENTIAL IMPACT:**
• 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	• 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:	**BARRIERS:**
• Transport operators • Local authorities • Regional Transport Authorities • Local businesses and employers • Healthcare providers • Education providers • Transport Scotland • Community transport groups • Tourist sites	• 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:	POTENTIAL IMPACT:
• 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	• 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:	**BARRIERS:**
• Local Authorities • End users • NHS • Regional Transport Partners • Accessibility groups • Transport Operators • Scottish Government • Transport Scotland • Insurers • Regulatory bodies	• 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 • Businesses • Tourist asset operators • 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?