

A photograph of a person cycling on a paved path lined with large trees. The cyclist is wearing a blue jacket and a black backpack. The path is shaded by the trees, and other people can be seen in the distance. The overall scene is bright and sunny.

MOBILITY AS A SERVICE IN SCOTLAND

SATELLITE APPLICATIONS FOR SMART MOBILITY

6TH MARCH 2019

ALLY MCINROY
SENIOR PROGRAMME MANAGER
TECHNOLOGY SCOTLAND

Technology Scotland



Industry Association for Enabling Technology



Representing industry interests to government



Promoting Scottish technology capabilities within the UK and internationally



Influencing policy at both Scottish and UK government level

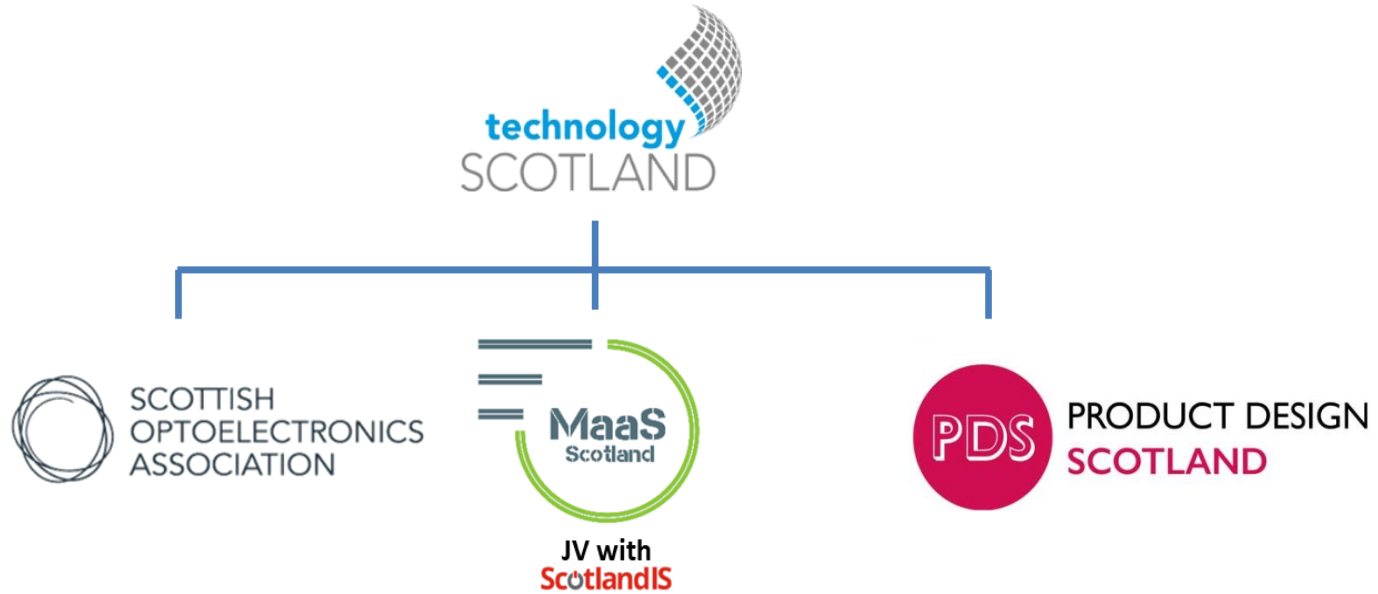


Supporting the community through events, workshops and forums, aimed at funding, networking, skills sharing, collaboration



Interfacing to key national and international stakeholders

Our networks



120 members across three networks

What is MaaS?



Digital platform supplying a customer focussed, seamless and valued mobility service

Personalised service

- Multi-modal journey planning
- Payment
- Real time journey management



Powered by a 'core' of open and private data

Will provide a more convenient, attractive and cheaper service for users

Environment & Health



Economy & Innovation



MaaS Impact

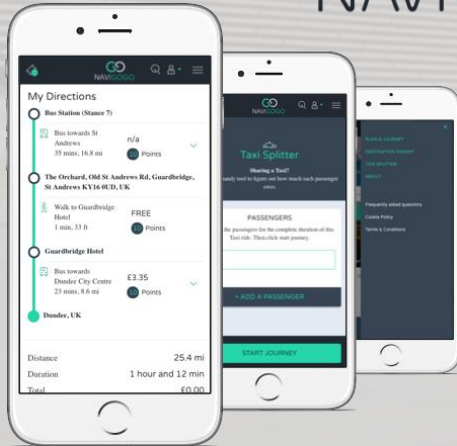


Access & Inclusivity



Efficiency & Sustainability

MaaS has arrived in Scotland



Challenges



Complex landscape – many, many stakeholders

Roles and responsibilities – debated/unknown

Strategic framework – no top down approach

Connectivity – digital infrastructure not currently in place

Business models – how do we ensure sustainable models across Scotland?

Limited evidence – on true impact on passenger behaviour

Scottish Government Commitment



We will also harness innovation within our transport systems, through £2 million support for the development of 'Mobility as a Service' which aims to make smart and seamless public and shared transport options as desirable as owning our own car.



MaaS Investment Fund



- Transport Scotland have identified three initial thematic areas
 - Rural, island and communities
 - Tourism
 - Accessibility, tackling inequalities, and mobility
- Additional focus on sustainable and active travel running across thematic areas
- Consultation underway
 - Glasgow Workshop – 19th March
 - Perth Workshop – 26th March



MaaS SCOTLAND ANNUAL CONFERENCE AND DINNER

20
JUNE
2019

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