



# MaaS Investment Fund Consultation Workshop:

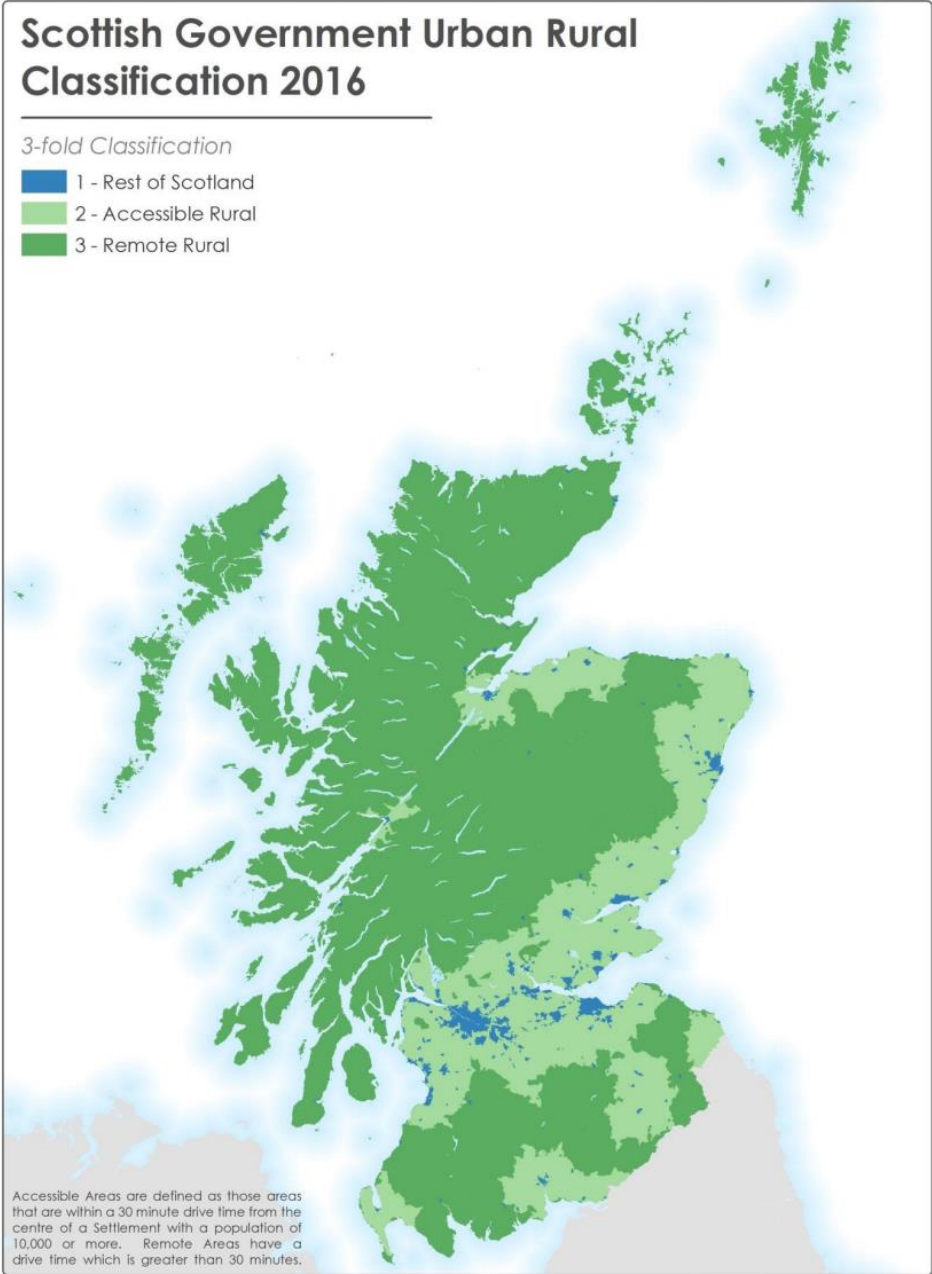
## Rural, Islands and Community

*Tracy Savill*  
Connected Places Catapult

# Scottish Government Urban Rural Classification 2016

3-fold Classification

- 1 - Rest of Scotland
- 2 - Accessible Rural
- 3 - Remote Rural



Accessible Areas are defined as those areas that are within a 30 minute drive time from the centre of a Settlement with a population of 10,000 or more. Remote Areas have a drive time which is greater than 30 minutes.

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# Key facts

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- 98% of Scottish land mass is rural
- 17% of the population lives in rural areas – and growing faster than urban areas
- Compared to urban populations, those living in rural areas are:
  - Ageing faster
  - Far more likely to own a car
  - Most likely to travel by car even if they don't own one
  - Spending far more on fuel
  - Less satisfied with public transport
  - Less likely to be within a reasonable drive time of essential services
  - Accessing largely subsidised bus services
  - Using older infrastructure
- Across the UK, disproportionately more GP surgeries, Post Offices and bank branches have closed in recent years in rural areas
- Social isolation and loneliness are a significant concern



## Rural Scotland Key Facts 2018

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People and Communities  
Services and Lifestyle  
Economy and Enterprise



# 85% of rural households have access to the internet

	Remote Rural	Accessible Rural	Rest of Scotland
<b>DSL broadband (via your phone line)</b>	83%	77%	56%
<b>Superfast broadband via cable, optical fibre, Ethernet etc. (e.g. Virgin Media, BT Infinity)</b>	11%	15%	33%
<b>Broadband via satellite, public Wi-Fi</b>	4%	5%	9%
<b>Mobile broadband via mobile phone network (at least 3G or 4G) via a mobile phone or smartphone</b>	4%	7%	14%
<b>Mobile broadband via mobile phone network (at least 3G or 4G) via dongle or card</b>	2%	2%	1%
<b>Dial-up access over a normal telephone line or ISDN</b>	-	0%	0%
<b>Other</b>	1%	2%	1%

Source: Scottish Household Survey 2017  
(Using Scottish Government Urban Rural Classification 2016)

Notes:

1. Households can connect to the internet via multiple ways.



Limited supply  
and low  
density,  
dispersed  
demand

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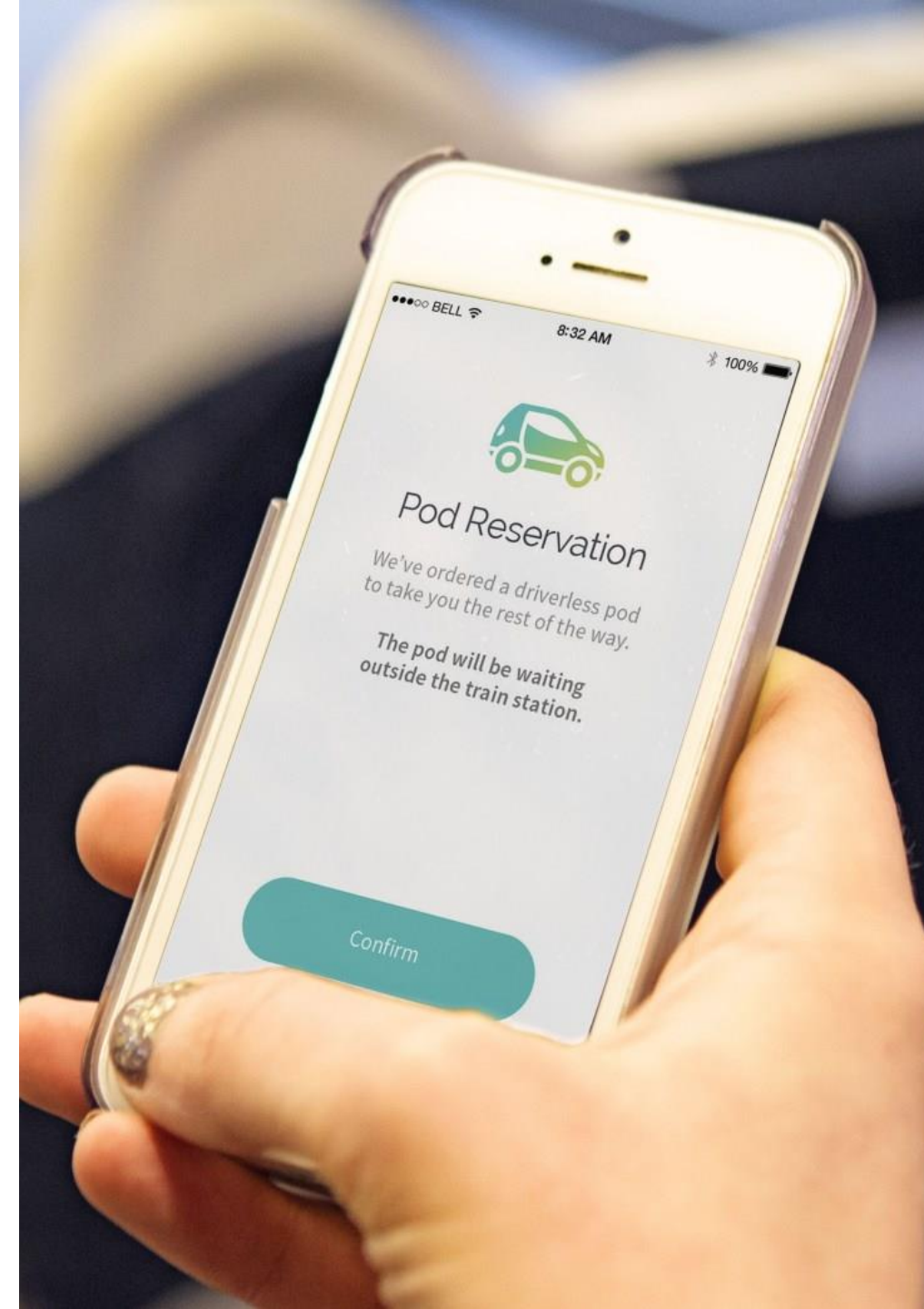


Sheep find themselves untroubled by would-be bus passengers on Islay

# Technology enables...

- Crowd-sourcing to aggregate demand
- Real time information about journeys, vehicle locations and loadings
- Making existing services visible to potential users
- Digital means of booking and paying for journeys
- Improved modelling of service demand to help prioritise routes
- Personalisation through easier understanding of people's individual needs
- Aggregating demand and supply to e.g. create one stop shops

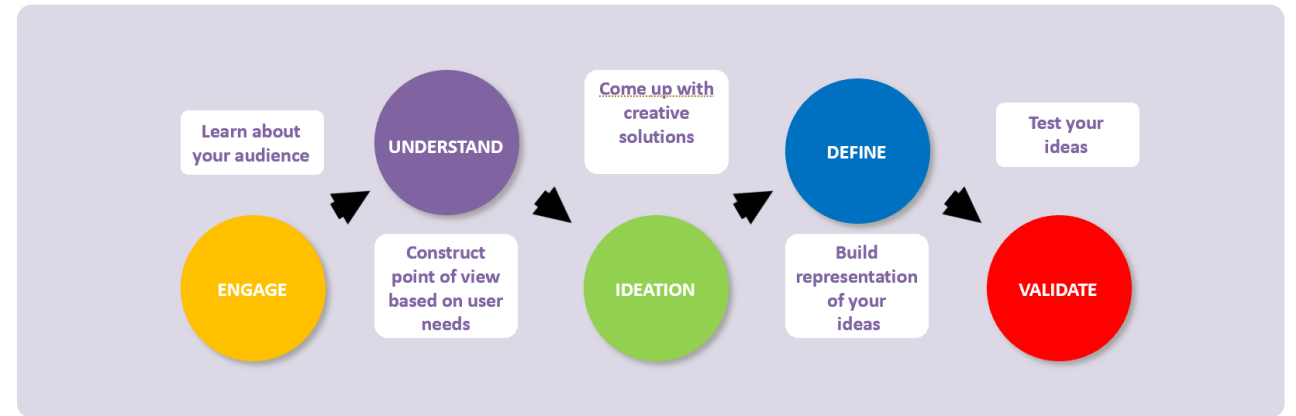
*How do we enable these capabilities in a rural context to generate sustainable means of connecting people and places?*



# Creating sufficient demand

- Tap into local insights to overcome local difficulties
- Attract broad appeal or well target a market segment
- Co-create
- Pay deep attention to the customer experience

## Co-creating with local stakeholders



<http://groupquality.com/agile-co-creation-as-a-service/>





# Creating sufficient demand

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- Multi-use vehicle operations:
  - Passengers
  - Goods – parcels, supplies for rural businesses and communities (e.g. prescriptions)
- Leveraging peer-peer ride-sharing transport
- Create trip chains by e.g. partnering with existing fixed route service providers to extend the transport network
- Partnering with employers





## Maximising asset utilisation to occupy empty seats and reduce dead miles


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- Demand responsive travel, with flexible vehicle routing based on demand
- Consolidating across trip purposes (e.g. medical appointments, school transport)
- Joint commissioning across service providers
- Tapping into the sharing economy – bike share, car share, carpool, van share...
- Use of transport/community hubs
- Collaboration and data sharing to join up modes

# Drawing on existing supply chains

## Project Last Mile forges ahead in 2018

17/01/2019

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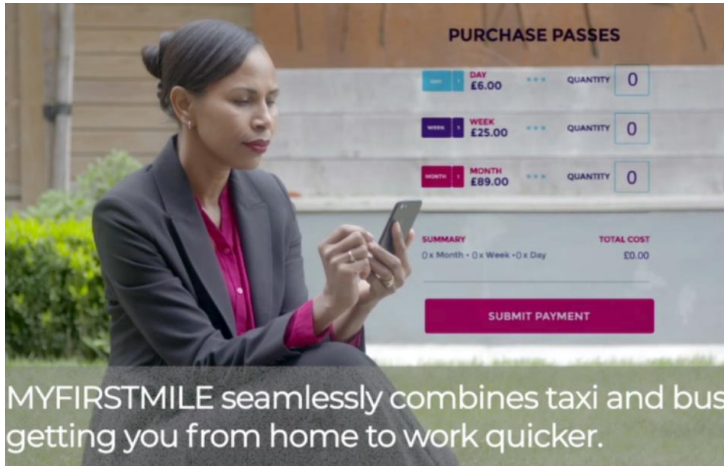
Leveraging The Coca-Cola Company's distribution, logistics and marketing expertise to improve the availability of life-saving medicines and demand for health services across Africa

The Coca-Cola logo in its classic red script font, with a registered trademark symbol (®) at the end.

# Extending existing fixed route services- *My First Mile*



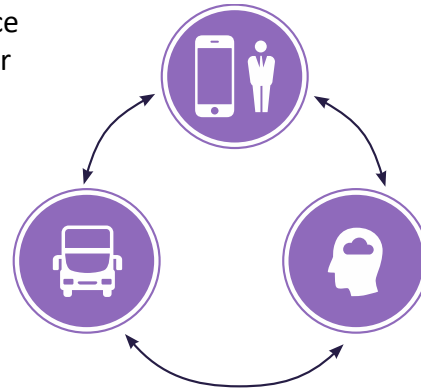
E-hailing minibus service to improve mobility an area characterised by transport poverty and with strong reliance on private cars. Fixed schedule public transport are integrated with demand responsive service to extend PT services into north Bristol.



MYFIRSTMILE seamlessly combines taxi and bus getting you from home to work quicker.

Consumers access the service online via the web, an app or SMS text

Operators deliver demand Responsive service



MODLE platform

- Aggregates demand
- Calculates itineraries
- Informs passengers and vehicles
- Informed by an Activity Base

# Mobility On Demand Accounts

## Tomkins County, UpState New York

1 car, 2 adults, 1 child



### Rural Family Mobility Budget

Vanpool Membership	\$ 1,500
Carshare (Discount Plan)	\$ 480
Taxi	\$ 200
Guaranteed Ride	\$ 30
Member Support	\$ 121
Volunteer Driver Revenue	\$ (400)
Vanpool Program Subsidy	\$ (600)
Total	\$ 1,331
<b>Monthly Payment</b>	<b>\$ 111</b>

Informal  
community-  
led groups

facebook [Sign Up](#)   [Log In](#)  
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### Skye/Glasgow Car Share

Public group

- About
- Discussion**
- Members
- Events
- Videos
- Photos
- Files

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RECENT ACTIVITY

**Liron Chen**  
22 March at 16:34

Is anyone driving to Edinburgh on the 29th?

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OLDER

**Sam Williams**  
20 March at 06:56

Anyone driving past glencoe on route to Glasgow or Edinburgh tomorrow?  
:r fuel monies and terrible chat in exchange for saving me from



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