



MaaS Investment Fund Round 2 Stakeholder Workshop

Rural and Island Connectivity



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September 10th 2020



MaaS Investment Fund Round 2 Stakeholder Workshop





MaaS Investment Fund Round 2 Stakeholder Workshop

- The Rural Issue
- The Current Position
- Governance & Partnerships
- MaaS Optimisation & Innovation



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The Rural Issue



HiTravel



Lift sharing: better than...
transport...
Prof. David Gr...

BADENOCH & STRATHSPEY
COMMUNITY TRANSPORT COMPANY
(BSCTC)



economy
Kleinert et al., 2018
RESAS
Scottish Government



THE SMARTA PROJECT



BLOG NEWS FORUM EVENTS RURAL VOICES OUR WORK ABOUT CONTACT



Rural Transport Convention



Accessible Travel Hub

Home Accessible Travel Framework Resources

Community Transport

The Accessible Travel Hub is here to provide you with information and resources about accessible travel in Scotland

You can search by typing your key word in the search box, or you can choose from the modes of transport from our sidebar

Search Our Resources

Mode Of Transport

Air

Bus



Rural MaaS

Dynamic services

- Flexible services driven by data and algorithms
- Dynamic routing
- Easy booking



Integration with main transport arteries

Mobility hubs

Utilising spare capacity

- Data to assist better use of current assets, downtime vehicles

Car clubs, community/volunteer services


www.maas-scotland.com

Where did MaaS come from?



Market

- Rise of sharing economy
- Increase in service-based models
- Personalisation/convenience of service

Technology

- Data gathering, communication and analysis
- IoT (V2V, V2X, X2X)
- Mobile technology
- Traffic management systems
- Smart ticketing




www.maas-scotland.com

Slide 3

What is MaaS?



A 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

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Slide 2



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Current Position

32 Local Authority Versions

Each Local Authority has up to 22 Card Types

There are 7 Entitlement Groups:

- Junior / Young Person / Volunteer / Modern
- Apprentice / BaseCard / Disabled / Elderly

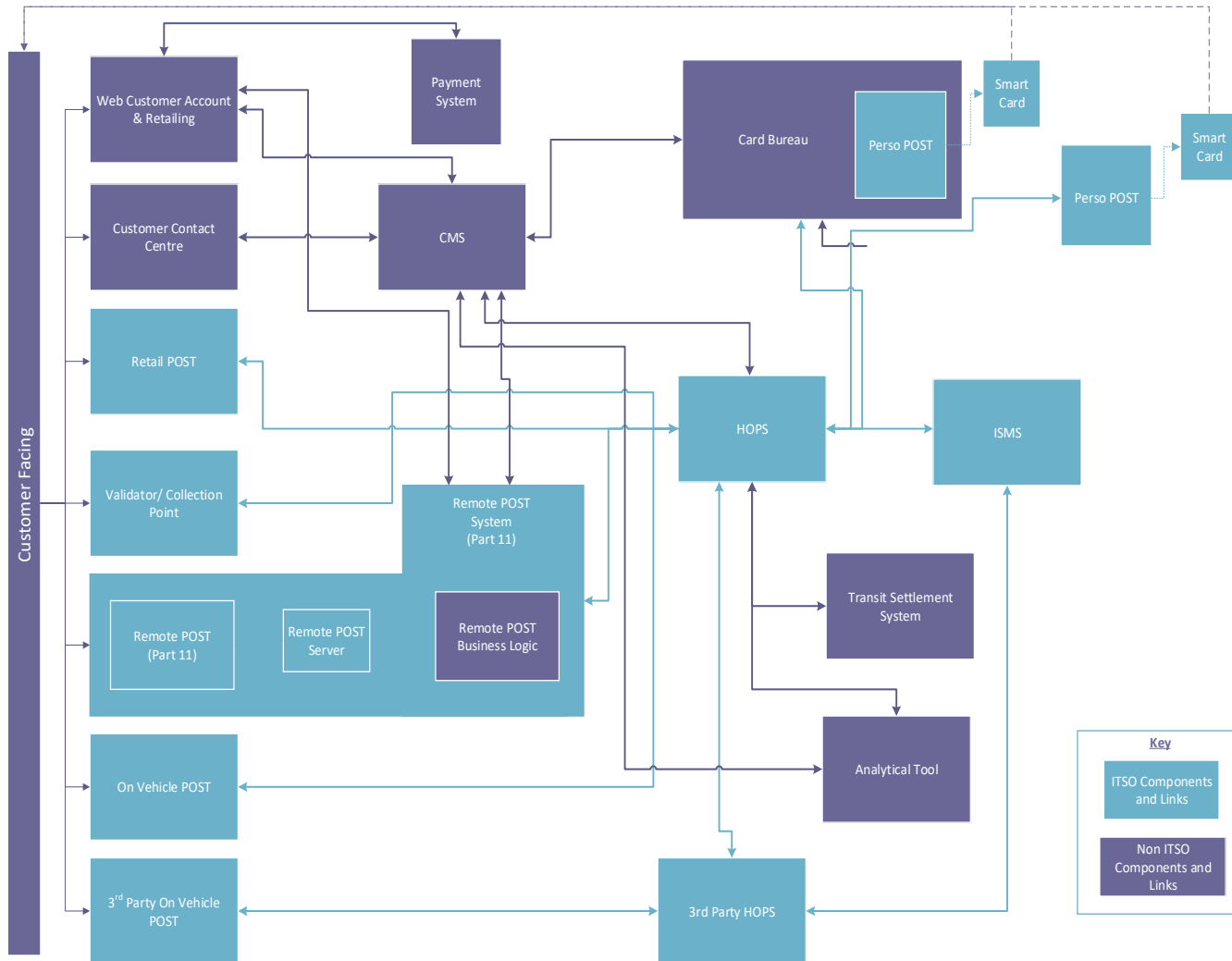
Schemes work with Ferry and Air Concessions





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Current Position



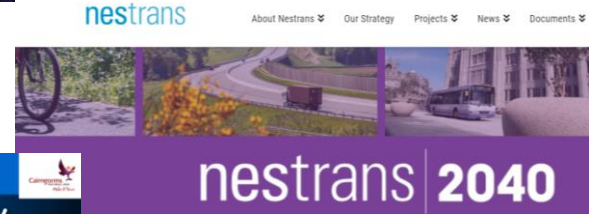
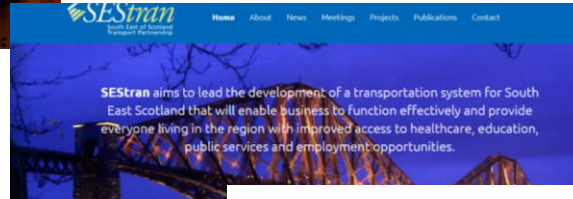


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Governance & Partnerships



Hitravel



TRANSPORT SCOTLAND
CÒMHDHAIL ALBA

Known Issues & Challenges to ABT – 1

EMV

- Not available to most under 18's or any under 16's
- Does not identify a passengers entitlement to a discounted fare
- Child EMV emulation cards (i.e. GoHenry) are expensive

Operators Discount Schemes

- Not multi-Operator
- Multiple cards may be required if using different Operators
- Not linked to payment

Parents

- Limited options other than cash

EMV Contactless is very successful, but leaves a hole in the sector when looking to provide smart ticketing to many U18's and the unbanked

March 3rd 2020

Known Issues & Challenges to ABT – 2

Yotra - IoM

- Not really viable until core product set released, and platform available on Android and iOS

Legislation

- Cant require an Opco to do shared App / Multi-Operator cEMV / ToTo.
- Requires strengthened Powers

Payment not Ticketing

- Not smart

EMV Contactless is very successful, but leaves a hole in the sector when looking to deliver multi-operator services to customers

March 3rd 2020





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MaaS Optimisation

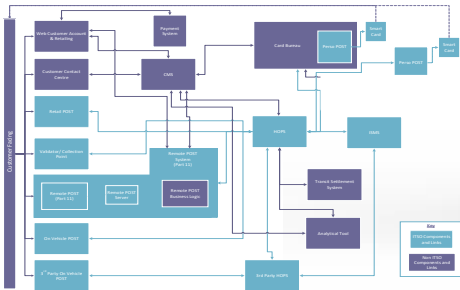
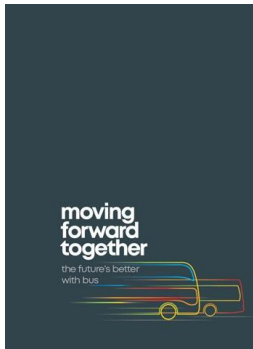
myaccount

Last updated: 8 June 2020



cta
community transport
association

Co-wheels
carclub



Uber





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MaaS Innovation

Challenge Governance Status Quo



- Why 32 Local Authorities – Why not 1?
- Why Define Modes – Why Not Personal Carbon/Travel Budgets – Use Anywhere?
- Why Not Trade Unused Transport Allocations?
- Why a Saltire Card – Why Not Card/App?
- New Governance Models on Interoperable Travel

Are we really looking to provide Mobility as a Service to the Rural and Island residents – or the continuation of authorised limited Mobility for Administrative Convenience?



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Thank You