

# SEStran Integrated Mobility

## Forum

8 October 2020

**GO**  
**SEStran**

South East of Scotland  
Transport Partnership




# Agenda

1. Welcome and introductions
  1. Apologies
2. Minutes from previous meeting
3. PriMaaS stakeholder workshop
  1. Update on project activities
  2. Governance issues around MaaS
  3. Open Data
  4. DRT and the MaaS Investment Fund
4. SHARE-North: MURAL naming exercise (30 mins)
5. Update on Regional Transport Strategy
  1. Main Issues Report
  2. Next steps
6. AOCB
7. Next meeting

## 3. PriMaaS Update

An Interreg Europe project seeking to  
promote MaaS through policy development



# PriMaaS overview

August 2019 – January 2023

## Phase 1: Exchange of experience (2.5 years)

- Establish baseline
- Identify best practices
- Develop Action Plans

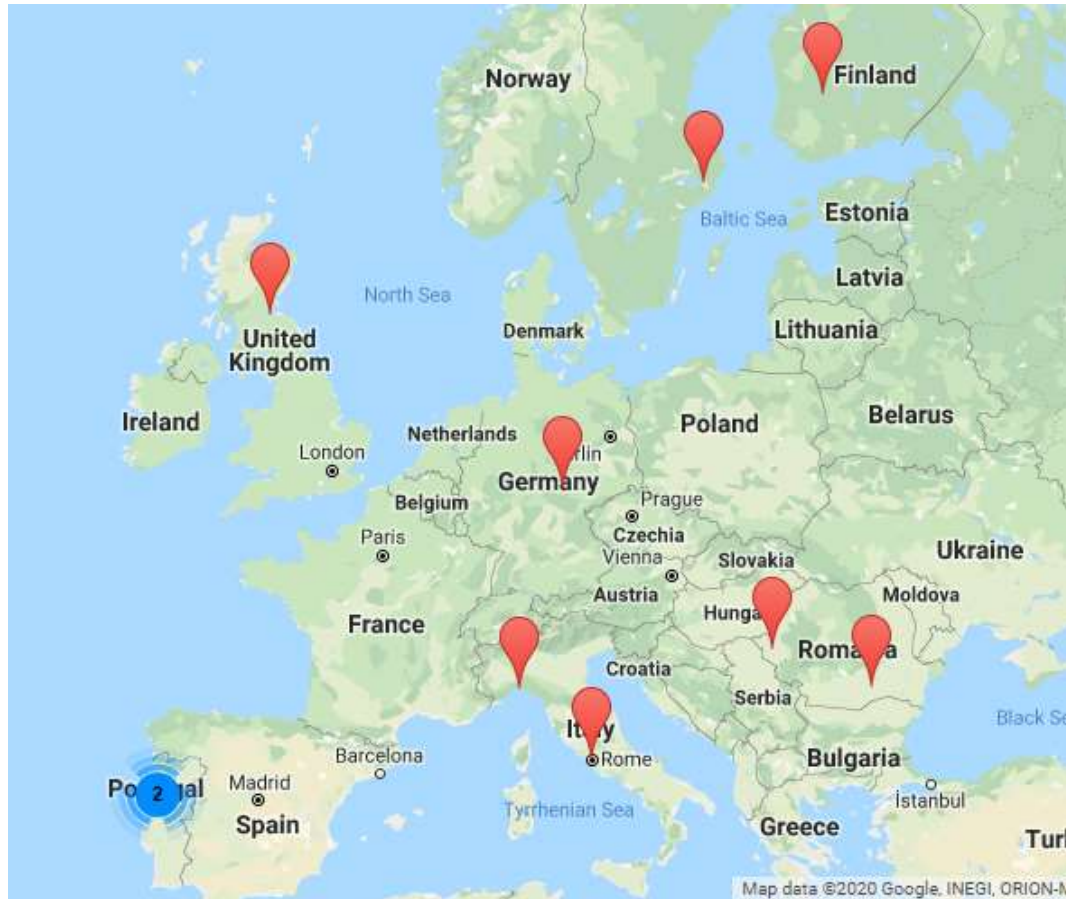
## Phase 2: Implementation & monitoring (1 year)

- Monitor implementation of  
Action Plan



**TOPIC**  
Low-carbon economy

# The PriMaaS Consortium



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South East of Scotland  
Transport Partnership

  
Stockholm  
University

 COUNCIL OF  
TAMPERE REGION

 universidade  
de aveiro

**FHE** FACHHOCHSCHULE  
ERFURT UNIVERSITY  
OF APPLIED SCIENCES



**CIM|RC**  
COMUNIDADE INTERMUNICIPAL  
REGIÃO DE COIMBRA

  
REGIONE LIGURIA

**TTS  
ITALIA** Italian ITS  
Association

  
Romania

# Project objectives

✓ Promote the **integration** of traditional transport modes with innovative and user-focused transport services, tailored to their needs

✓ Increase international collaboration through the **exchange of experience** and build trust among stakeholders

✓ Prioritising **low carbon and equitable mobility services** whilst improving transport connectivity

✓ Influence **regional policy instruments** to enable MaaS development

# Avoiding risks

Inequality



Discouraging sustainable  
mobility



Higher costs



Digital gap: Disconnecting users,  
transport providers and the  
transport authority

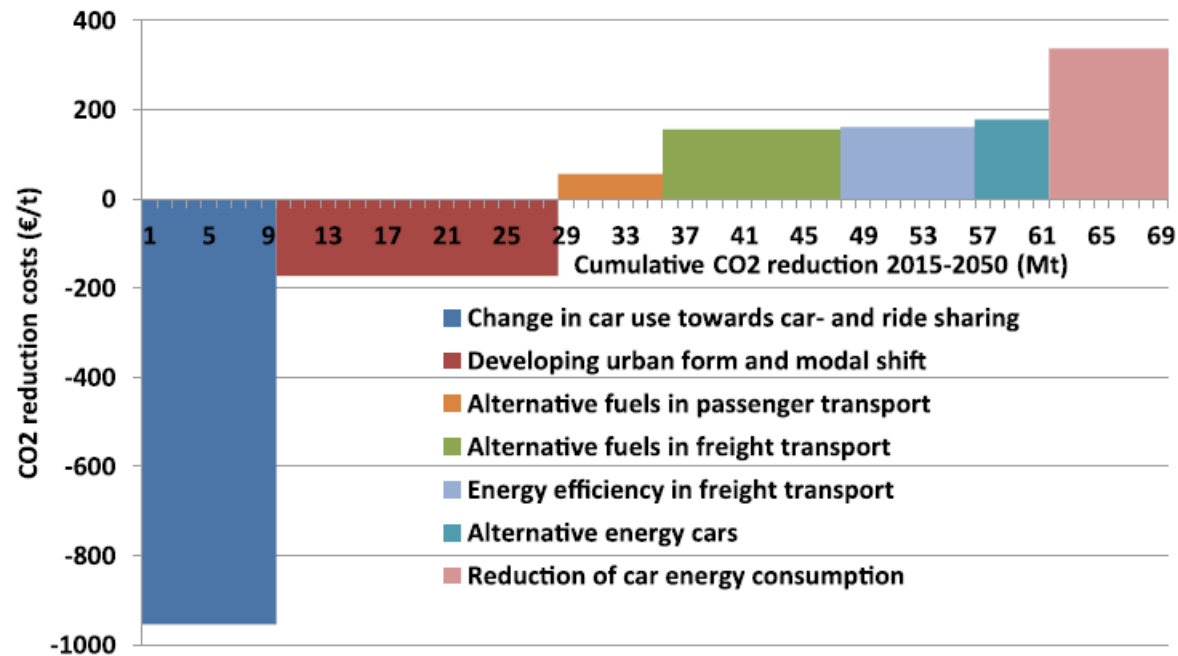


# Developing a vision for MaaS

- Seamless transport
  - Integration with **societal goals** (level 4 MaaS)
    - Active travel
    - Cleaner and fewer cars
    - Low-carbon transport
    - Accessible transport
    - Tackle transport poverty
  - Align to **national policy context**
    - Transport (Scotland) Act 2019 & National Transport Strategy 2
    - Climate Change (Scotland) Act 2019 & Climate Change Plan Update
- Influence development of new **Regional Transport Strategy**



# Impact of shared mobility and modal shift



**Fig. 4** Cost efficiency and CO<sub>2</sub> emission reduction of different emission reduction measures in the recommendation scenario. The cost efficiency of seven CO<sub>2</sub> emission reduction measures in terms of costs (€) per tonnes of reduced CO<sub>2</sub> is presented in the y-axis. Negative values denote that the measure will generate net benefits as there are larger monetary benefits than costs. The cumulative CO<sub>2</sub> reduction with each measure is presented in the x-axis. The figures are based on the measures implemented in 2015–2050 in the recommendation scenario

# MaaS in South East of Scotland

## Level 0: No integration

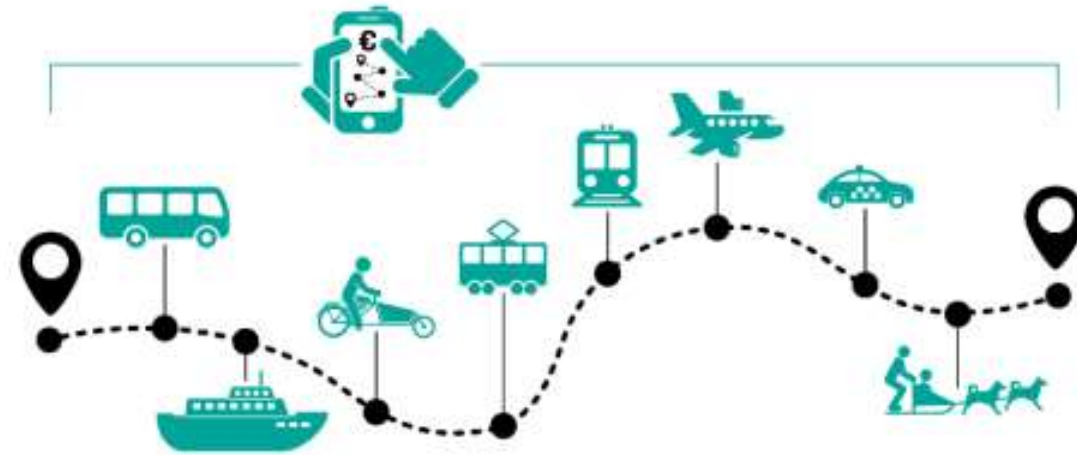
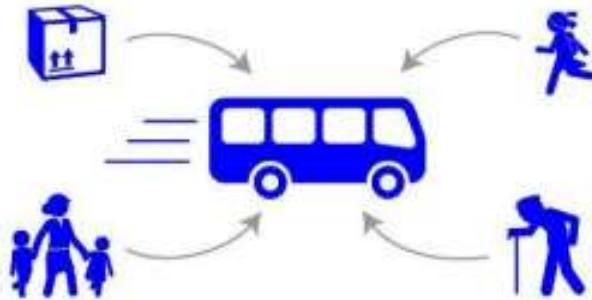


## MaaS levels of integration



# Finland on MaaS

Smarter use of vehicles



Smarter travel chains from door to door



Smarter & sustainable mobility service packages for customers

# Finnish Act on Transport Services

Legislation as MaaS enabler:

1. Provide essential information on mobility services (all modes)
  - Machine-readable, easily editable standard data format for free use (open interface)
  - Essential data = routes, stops, timetables, price and availability, accessibility info, etc.
  - All transport modes and services
2. Interoperability of ticket and payment systems (road and rail passenger transport)
  - Anonymous single tickets, seasonal tickets, personal discounts
  - Precondition for public procurement

# Scottish regulatory framework around Open Data

- Access and availability
- Interoperability

## Transport (Scotland) Act 2019:

- Bus Service Improvement Partnerships
- By regulation, operators may be required to provide service information (routes, stopping places, timetables, fares and tickets, real-time info)

# Working towards a MaaS Action Plan

Develop Action Plan to support MaaS initiatives & be involved as stakeholder

1. Implement learnings in new RTS
2. Procurement considerations

MaaS Investment Fund – opportunities for new MaaS initiatives



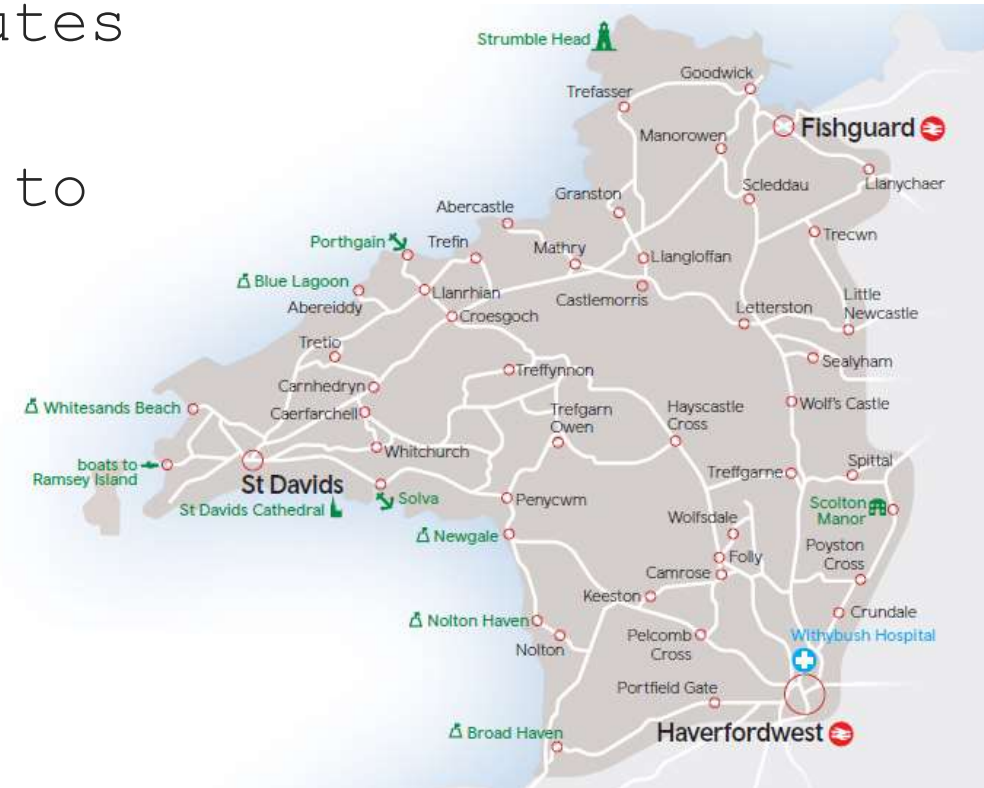
# Challenges to public transport

- Decade of falling patronage -100M less passenger journeys in Scotland
- Increasing fares, longer journey time, discontinued rural services
- Covid-19 - services suspended and recovering...
- Transport Scotland supporting operators
- Viability issues for the future?



# Commercial DRT – new beginnings

- TfWales: Multi-operator on-demand services
- DRT vs fixed bus routes during Covid-19
- Back-end accessible to multiple operators





# Old challenges, new opportunities?



## 4. SHARE-North and Mural naming exercise

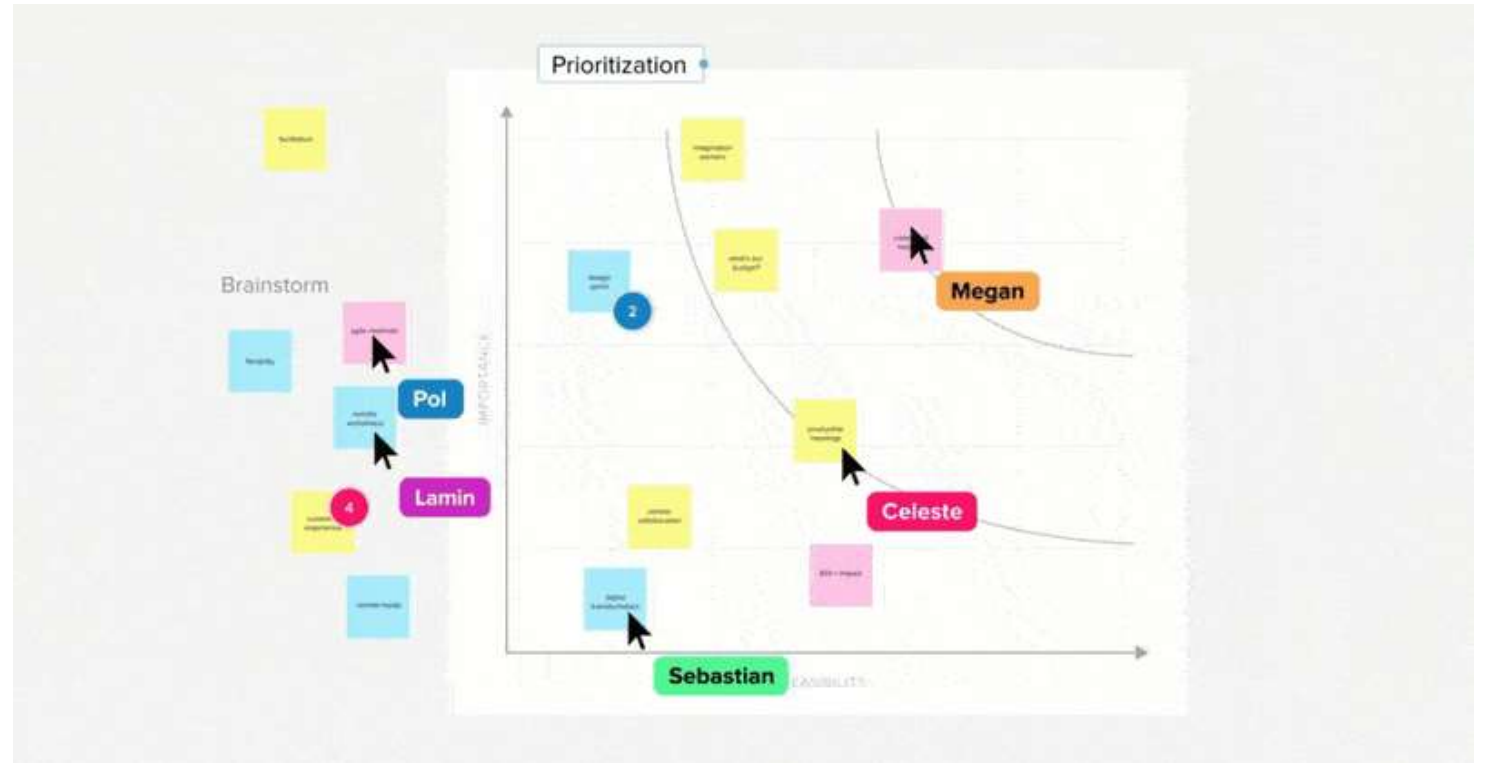
## SHARE-North

### Promoting shared mobility in the public realm

- SHARE-North, Interreg North Sea Region Project
- Building on experiences from partners in Bremen (Germany), Bergen (Norway) and Belgium

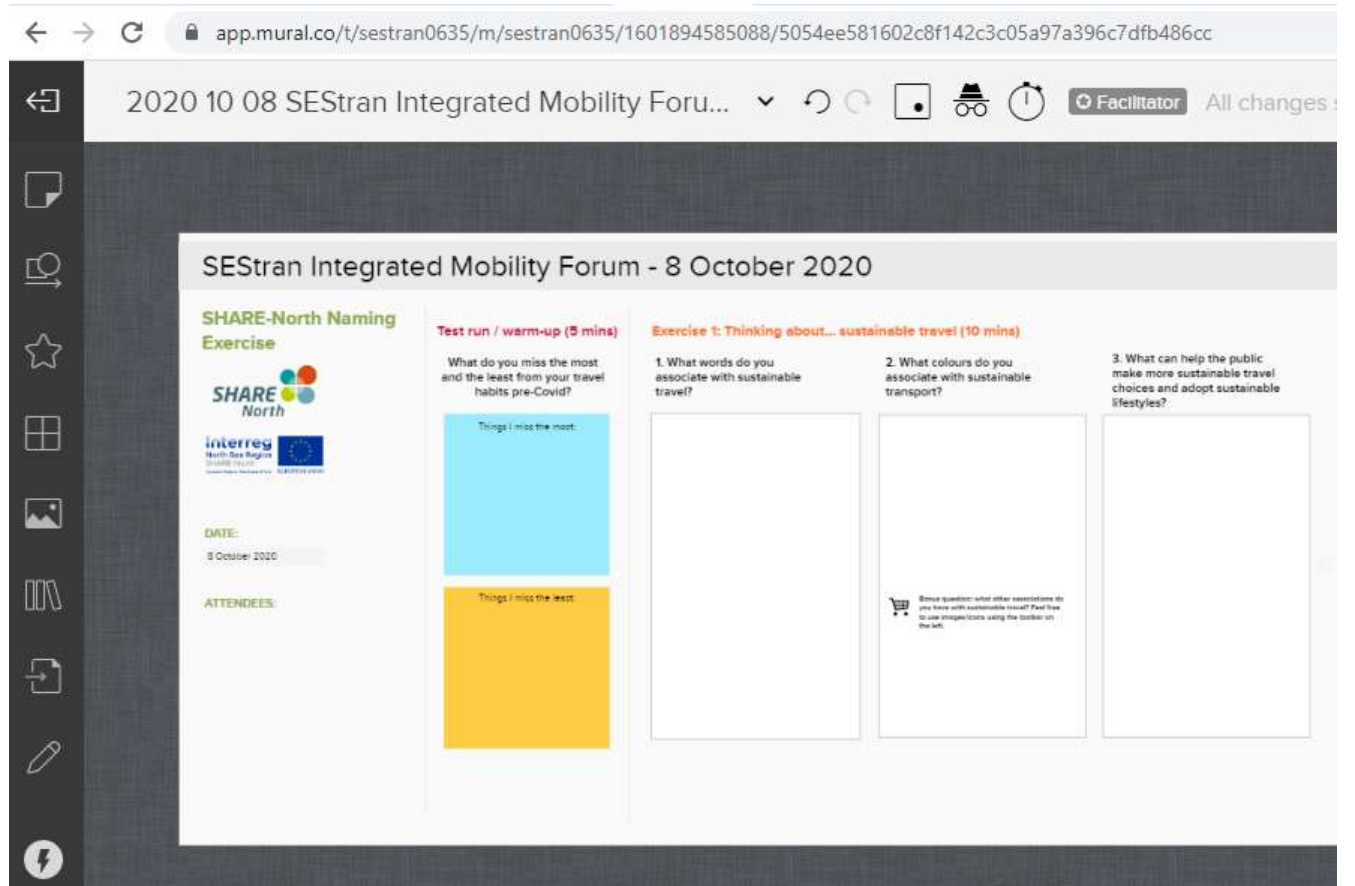


# Collaborating during times of Covid-19 ...



# Mural virtual workspace

- Work collaboratively on virtual whiteboard
- Right-click with mouse to add/delete sticky note
- Zoom in and out with your scroller



## Mural naming exercise

**Warm-up exercise (5 mins)** – What do you miss the most and the least from your travel habits pre-Covid?

**Exercise 1 (10 mins)** – 3 questions about sustainable travel

**Exercise 2 (10 mins)** – 2 questions about your personal preferences

**Exercise 3 (5 mins)** – final question

Timer for each exercise

Wrap up between each exercise and at the end

# 5. Regional Transport Strategy Update



## 6. AOCB





## 6. AOCB

### Transport Scotland LEZ Support Fund

The Low Emission Zone Support Fund offers an incentive (up to £2,000) for low-income households, businesses with 10 or fewer full-time employees and sole traders to take older, more polluting vehicles off the road.

More on: <https://energysavingtrust.org.uk/scotland/grants-loans/low-emission-zone-support-fund>



# Thank you!

**GO**  
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