

Shared Mobility integration with MaaS

Shared Mobility Rocks – webinar series

12 November 2021

South East of Scotland Transport Partnership (SEStran)

- Transport representative for 8 local authorities in South East Scotland
- Objective to make transport in region more sustainable
 - 1.5M Population
 - 72% live in urban areas
 - 14% in small towns
 - 14% in rural areas
 - 28% of Scotland's population
 - 10.5% of Scotland's land area



SEStran objective

“A regional transport system that provides all citizens of South East Scotland with a genuine choice of transport which fulfils their needs and provides travel opportunities for work and leisure on a sustainable basis.”



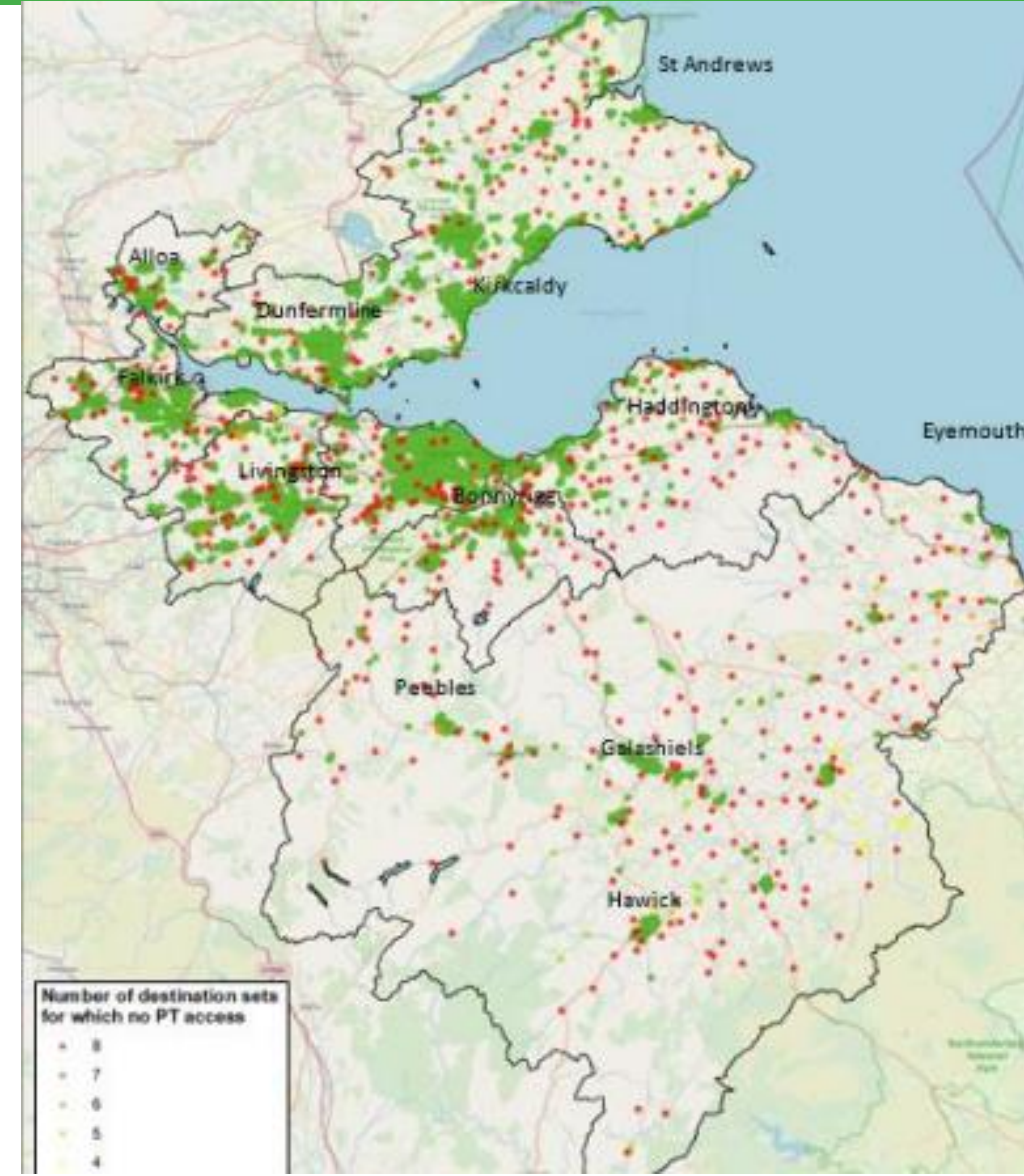
Transport Challenges

Current trends and transport poverty across the region

March 2020 Demand Responsive Transport (DRT) study:

- Decade of falling patronage –100M less passenger journeys in Scotland
- Rural gaps in the PT network – 5% with no public transport access to key destinations - 9% in Borders and East Lothian
- Increasing fares, longer journey time, discontinued rural services

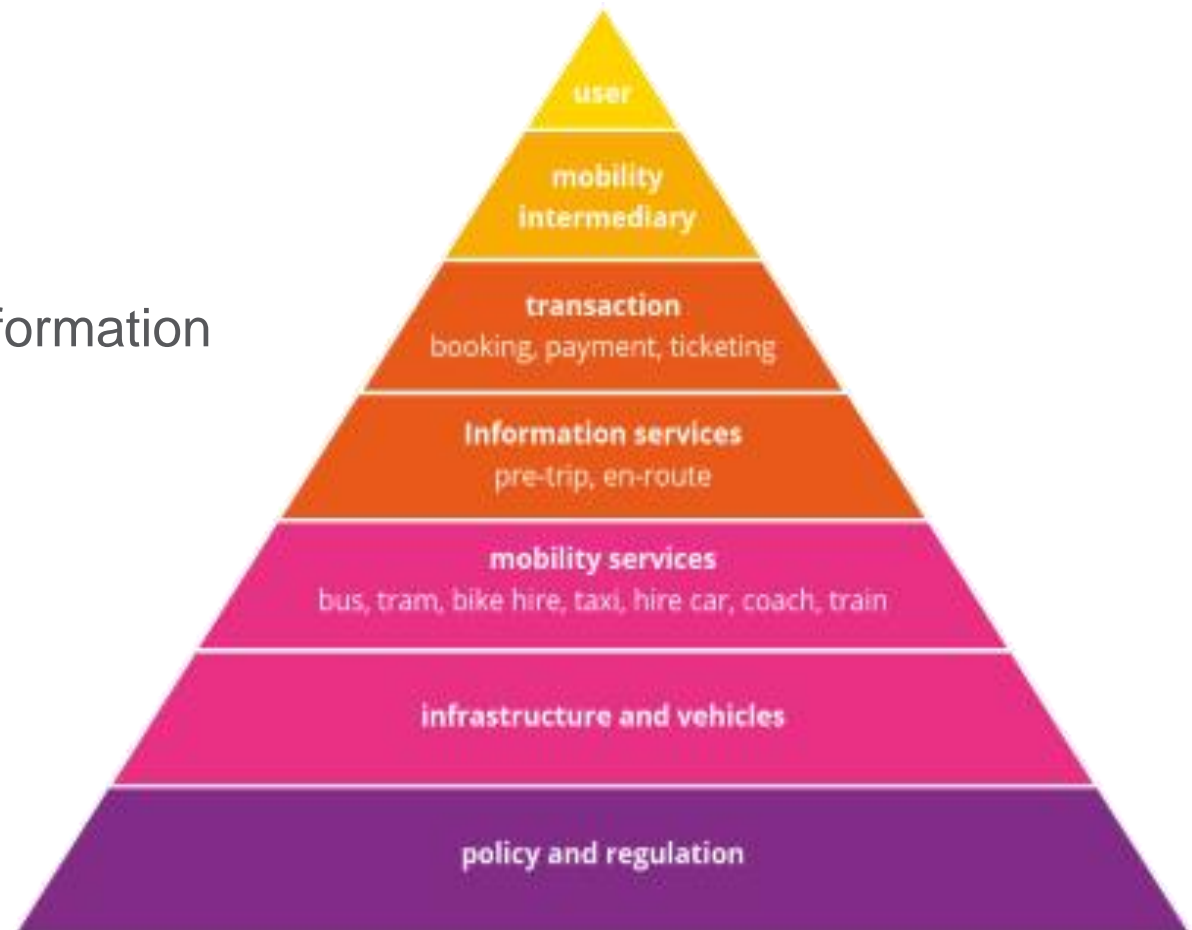
Map source: <https://sestran.gov.uk/wp-content/uploads/2020/05/SEStran-Demand-Responsive-Transport-Strategic-Study-Final-Report.pdf>



The Mobility System beyond the private car

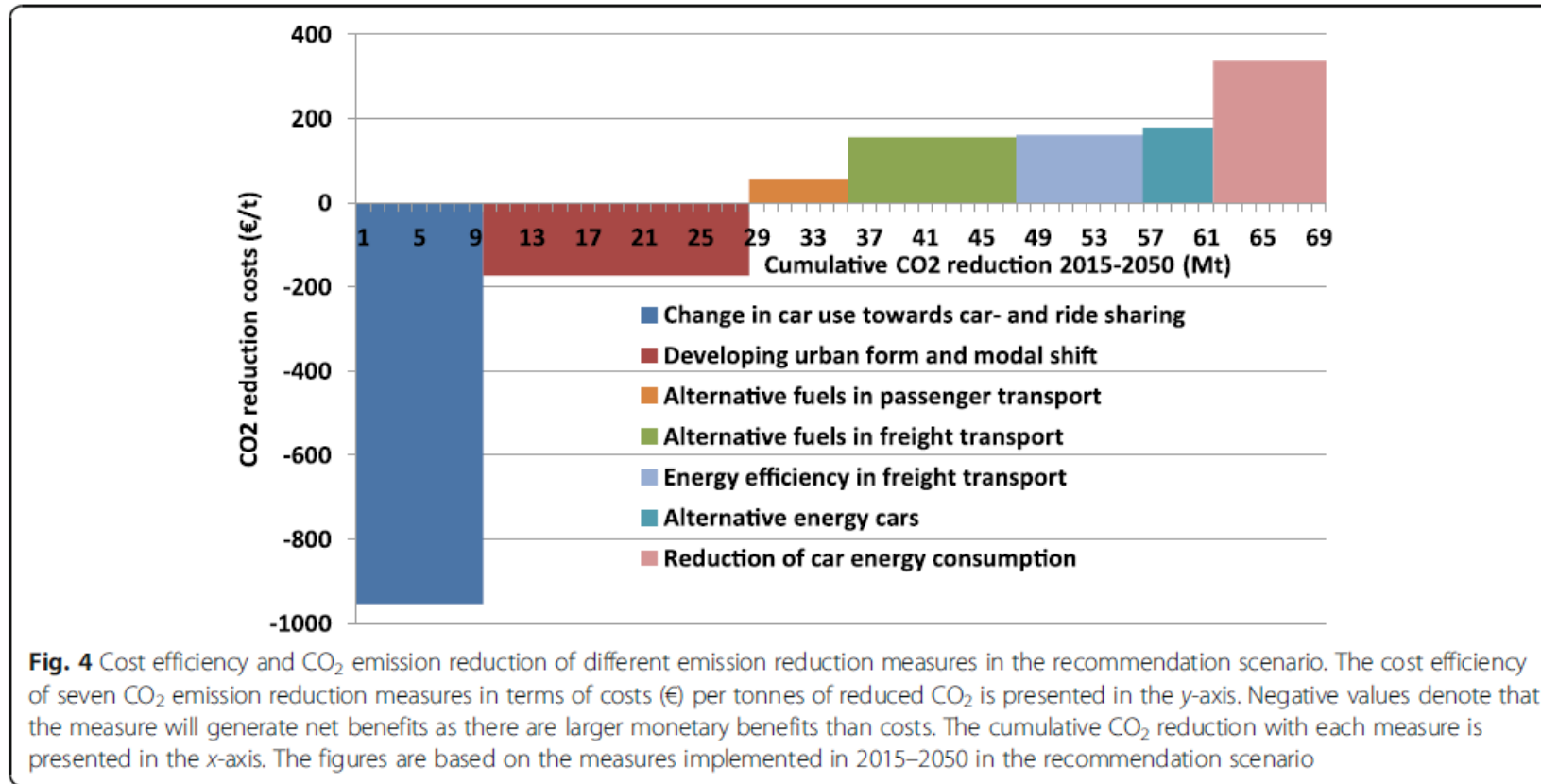
Current gaps in the mobility system

- Lack of physical integration of modes
- Lack of digital integration in terms of information and transactions



The mobility system beyond the private car [Rothnie, Lyons, Smith, Cassidy, 2020]

Impact of shared mobility and modal shift



SHARE-North

Shared mobility solutions for liveable and low-carbon North Sea Region

- Project partner since 2016
- Strategic Study on **Mobility Hubs** in Scotland
- Building on experience from partners in Bremen (Germany), Bergen (Norway) and Belgium & the Netherlands



Musselburgh Journey Hub

E-bikes, EV car club, taxi rank, bus stops, transport info & signage



GOe-Bike

**SHARE
North**

Interreg
North Sea Region
SHARE-North
European Regional Development Fund



Musselburgh Journey Hub (SEStran, 2021)

Mobility-as-a-Service in South East of Scotland

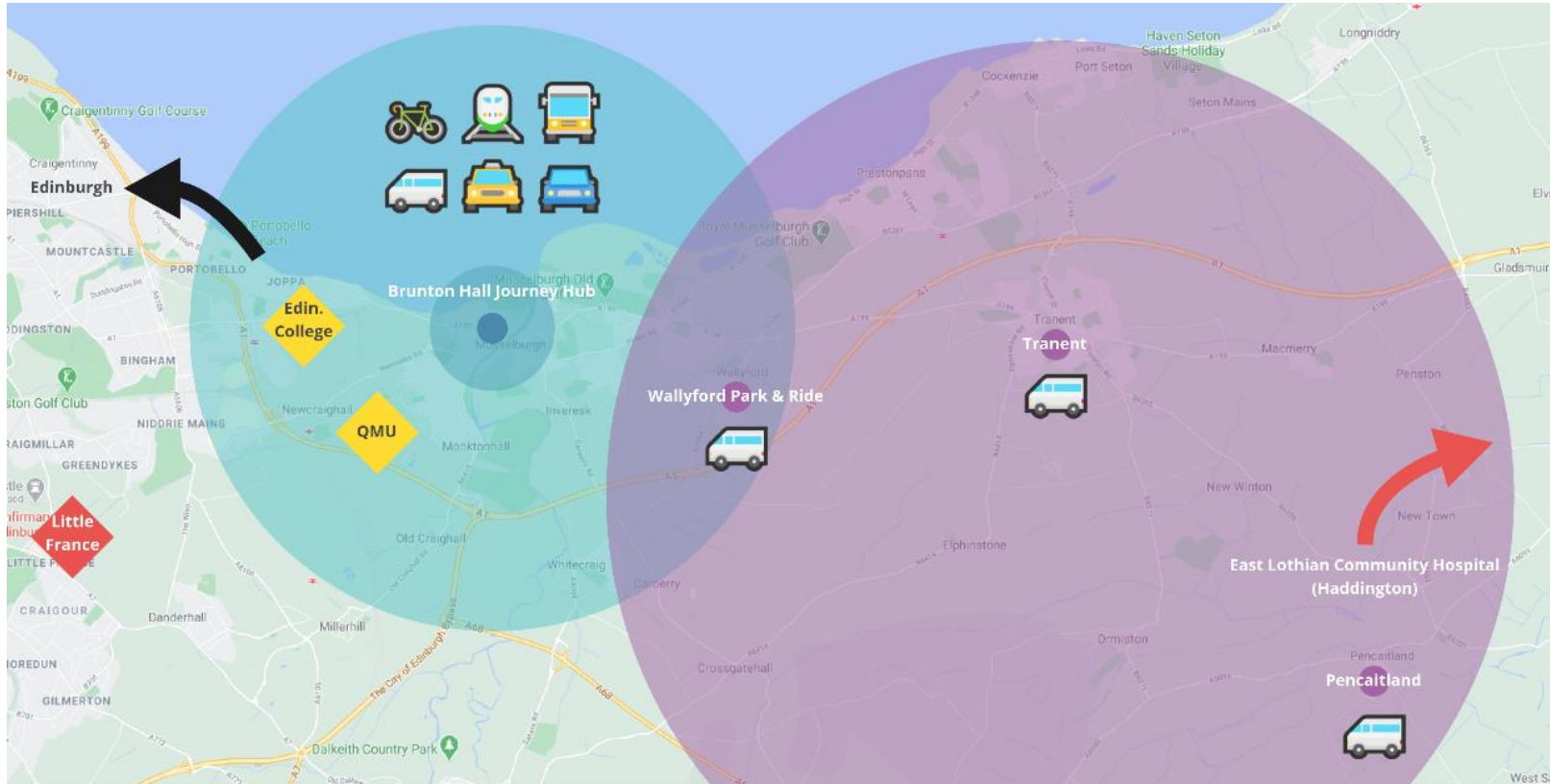
Transport Scotland MaaS Investment Fund

- £2m competitive investment fund
- Public-private partnership preferred option
- SEStran submitted consortium bid for MaaS and DRT solution:
 - MaaS provider (Fuse Mobility)
 - DRT tech provider (Liftango)
 - East Lothian Council
 - Local bus operator (Prentice Coaches)
- Interreg Europe PriMaaS project



The proposed solution

Integrating Mobility Hubs, MaaS and Demand Responsive Transport



Demand Responsive Transport (DRT) tech

Enabling transport operators to become digital and dynamic

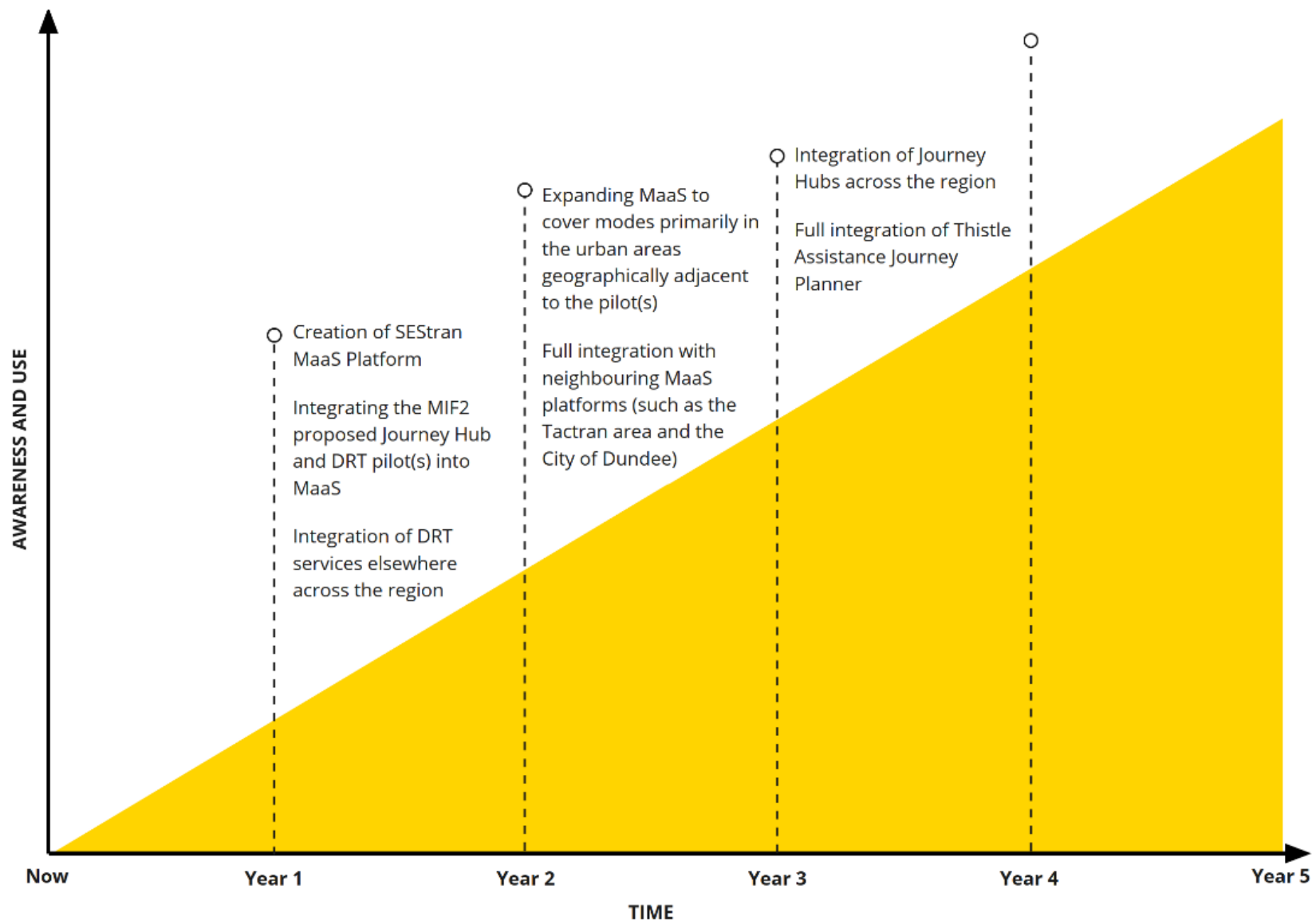
- TfWales: Multi-operator on-demand services
- Demand Responsive Transport (DRT) vs fixed bus routes during Covid-19
- Back-end accessible to multiple operators



Proposed DRT Zone



- Flexible zone between Tranent and Humble:
 - Increase public transport coverage in the area (orange zone)
 - Allow buses to respond to demand to carry a greater number of passengers.
- Shortening the fixed section of the route to Tranent – Haddington will free up a bus to operate flexibly for 3 2-hour periods during the day.
- Potential for greatly increased patronage: current weekly passenger numbers could be carried in a single day.



Challenges ahead

Optimising the MaaS and DRT solution

- Business models
- Procurement approaches
- Governance models
- Sustainability and behaviour change
- MaaS bundles/ subscription models
- Policy development through new Regional Transport Strategy for the South East of Scotland

Prioritising Sustainable Transport



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)

Next Steps & timeline

- Proposed project will launch early 2022
- PriMaaS study of best practice in MaaS governance and procurement
- DRT-only projects elsewhere in the region – Borders; Fife; West Lothian?
- Open learning network

**GO
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Transport Partnership



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EUROPEAN UNION

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Thank you!

