MOBILITY AS A SERVICE IN SCOTLAND

CARNET URBAN MOBILITY SYMPOSIUM

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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


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MaaS has arrived in Scotland

NAVIGOGO



The MILL

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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

MaaS Scotland

Mobility as a Service:
Positioning Scotland for an Emerging Global Market

A joint venture between Technology Scotland and ScotlandIS

technology SCOTLAND ScotlandIS

Concluding Remarks

The MaaS community in Scotland is vibrant, with a number of high profile 'anchor' companies supported by a hugely powerful network of SMEs providing innovative technologies and products. Representation across the supply chain is strong, from technology providers and systems integrators to transport operators and regional transport partnerships. With a willingness from private and public sector organisations, a strong pipeline of demonstrator projects, and a unique and attractive geography to deliver MaaS, Scotland stands in a great position to exploit this transformational and lucrative opportunity. However, the window of opportunity is small, and Scotland's reputation as a world leader in MaaS is under threat without the necessary financial and strategic support from the Scottish Government.

This paper sets out three proposals for Scottish Government intervention that would ensure that Scotland capitalises on the opportunities that this significant new market presents. The time for Government action is now. By strengthening the relationship between industry and Government, Scotland can establish itself as a global home for MaaS, benefiting from the positive economic, environmental and social impacts this will create.

Economy and Innovation

- *Encourage upscale of MaaS solutions developed in Scotland*
- *Grow inward investment by positioning Scotland as an attractive base to develop MaaS products*
- *Generate high value jobs by supporting vibrant SME base*
- *Encourage innovation in significant new export market*
- *Exploit growth opportunity for some of Scotland's key sectors – ICT, Energy and Mobility*

Sustainability and Efficiency

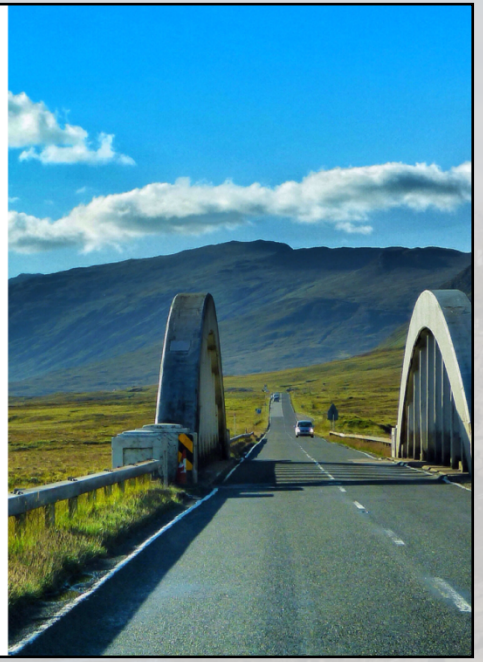
- *Maximise efficiency of existing transport assets*
- *Manage supply and demand curves for Scotland's busiest transport routes*
- *Reduce traffic congestion in known hotspots*
- *Improve planning and policy decisions through better visibility of traveller needs and behaviours*

Inclusivity and Community

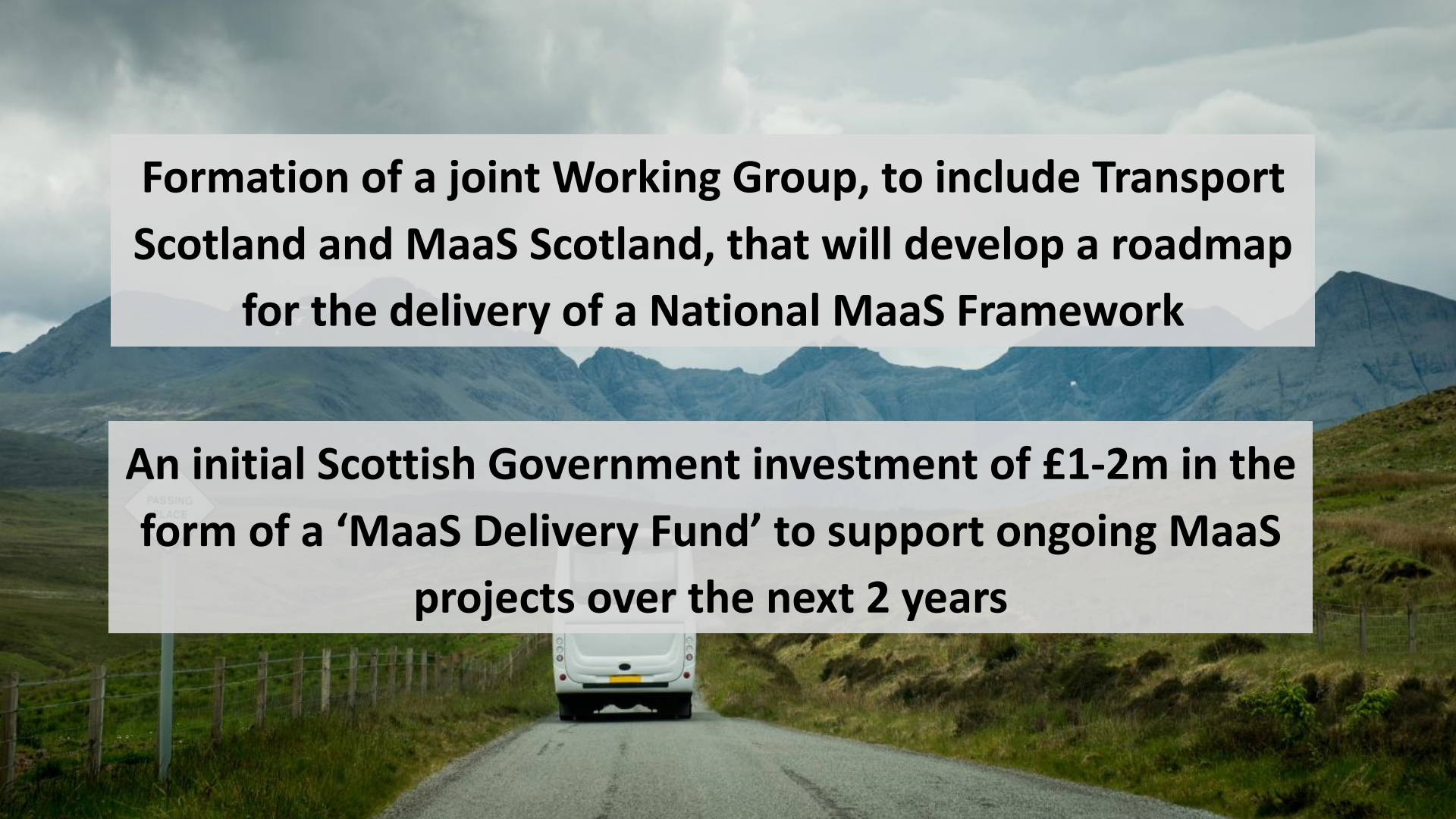
- *Significantly improve transport provision for those without access to a car*
- *Improve access to transport services for those with disability or living with poor health*
- *Enhance connectivity for island, rural and semi-rural communities*
- *Encourage community building through shared transport provision*

Environment and Health

- *Reduce carbon emissions by increasing patronage on Public Transport and encouraging vehicle sharing*
- *Incentivise active travel such as cycling and walking*
- *Align transport provision with key NHS services*
- *Manage travel behaviour in key areas of poor air quality*



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Formation of a joint Working Group, to include Transport Scotland and MaaS Scotland, that will develop a roadmap for the delivery of a National MaaS Framework

An initial Scottish Government investment of £1-2m in the form of a 'MaaS Delivery Fund' to support ongoing MaaS projects over the next 2 years

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.*





There has been strong interest in Scotland in a national level policy framework for Mobility as a Service with government and industry support for MaaS Scotland. Effectively Scotland has some of the most advanced test beds for MaaS in the world….

Mobility as a Service – Annual UK Survey – Landor Links