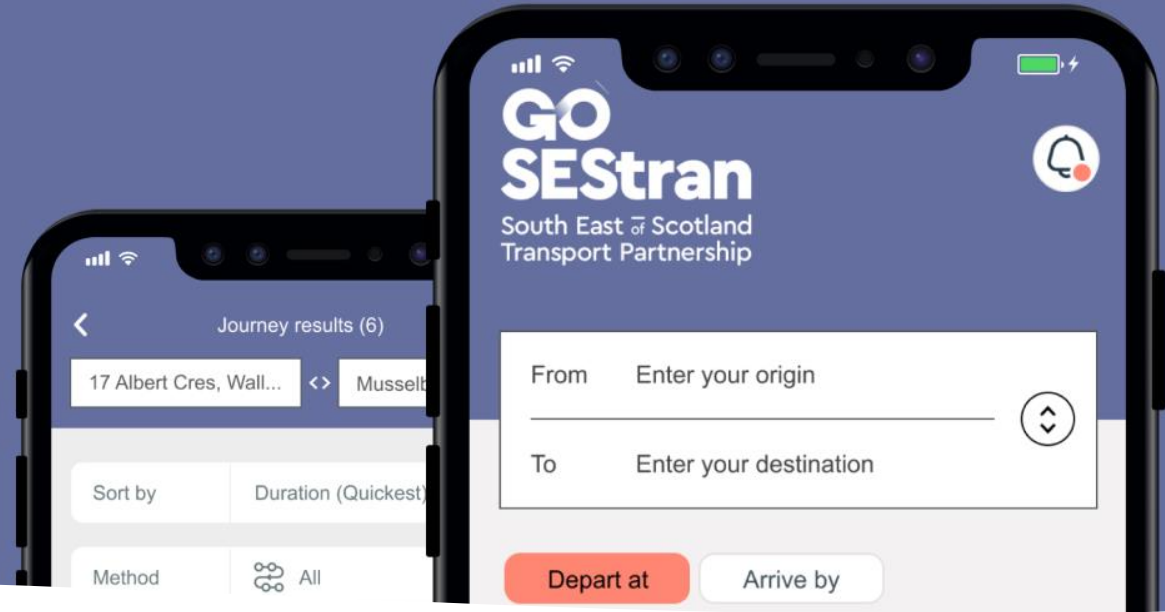


GO SEStran

South East of Scotland
Transport Partnership



GoSEStran: Taking Climate Action

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Andrew Ferguson, SEStran Consultant

Contents:

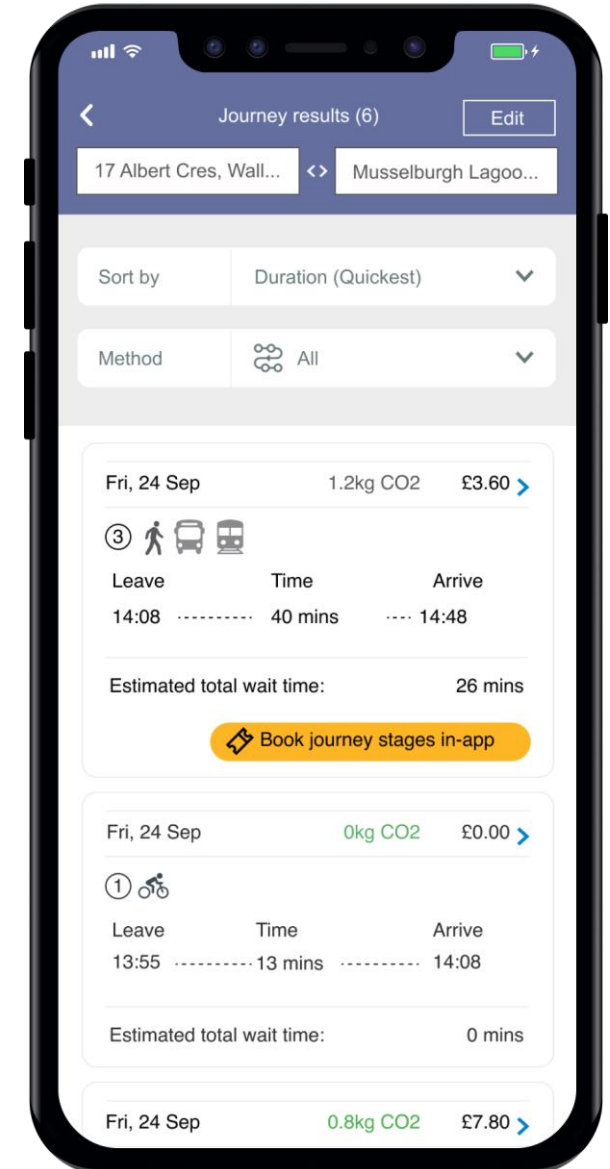
Role of journey planning tools in taking climate action

What is GoSEStran

What we have learnt

Next steps

Conclusion



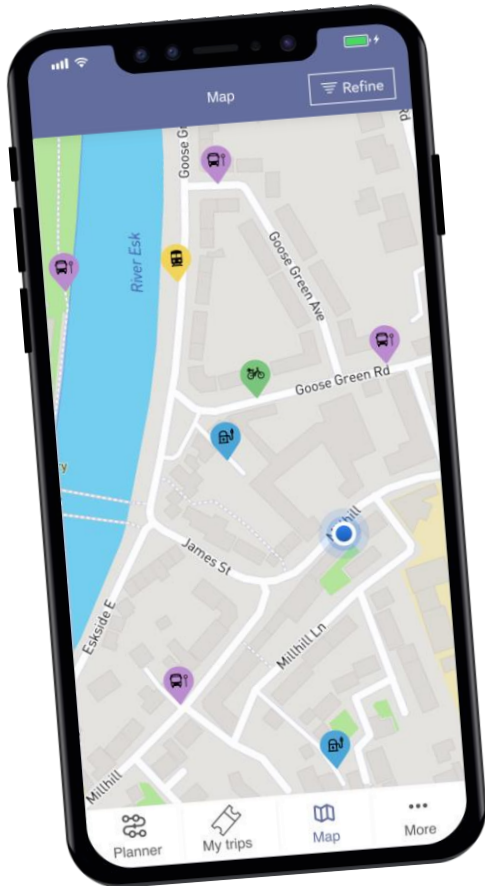
How could journey planning tools help tackle climate action?

- Easier for people to take & choose sustainable transport modes
- Makes public transport journeys more attractive
- Increases awareness of climate issues by showing the relative CO₂ for the different transport modes
- Shows users the most direct route which reduces any extra kms travelled.

Reduced number of cars on the roads = reduced emissions

GoSEStran

- High levels of car dependency with 64% of journeys to work by residents in the SEStran region being made by car drivers or passengers in 2019.
- Initial focus in East Lothian using the available transport modes and the new journey hubs physically in place.
- Includes integrations to trains, buses, taxis, e-bikes, community transport, car clubs and a new demand responsive transport (DRT) bus service
- The app shows real time passenger information, location of park & ride hubs, and a map to show location of public transport hubs including e-bike stations.



Demand Responsive Transport



109-DRT

Flexible Rural Travel

We will pick you up at any Bus Stop or Virtual Bus Stop*
Within the shaded areas on the map

Monday to Friday -
0850 to 0915* *0929 to 1140
1220 to 1430
1600 to 1621* *1635 to 1700
Friday & School Holidays only
1500 to 1600

* Connecting with timetabled 109 journeys, shown overleaf

Areas Covered:

- Humbie, East & West Saltoun,
- Glenkinchie' Pencaitland
- New Winton
- Tranent (Elphinstone Road, Cap
- Blindwells, Meadowmill Sports Centre
- Longniddry

With a connection to

- East Lothian Community Hospital
- Haddington High Street

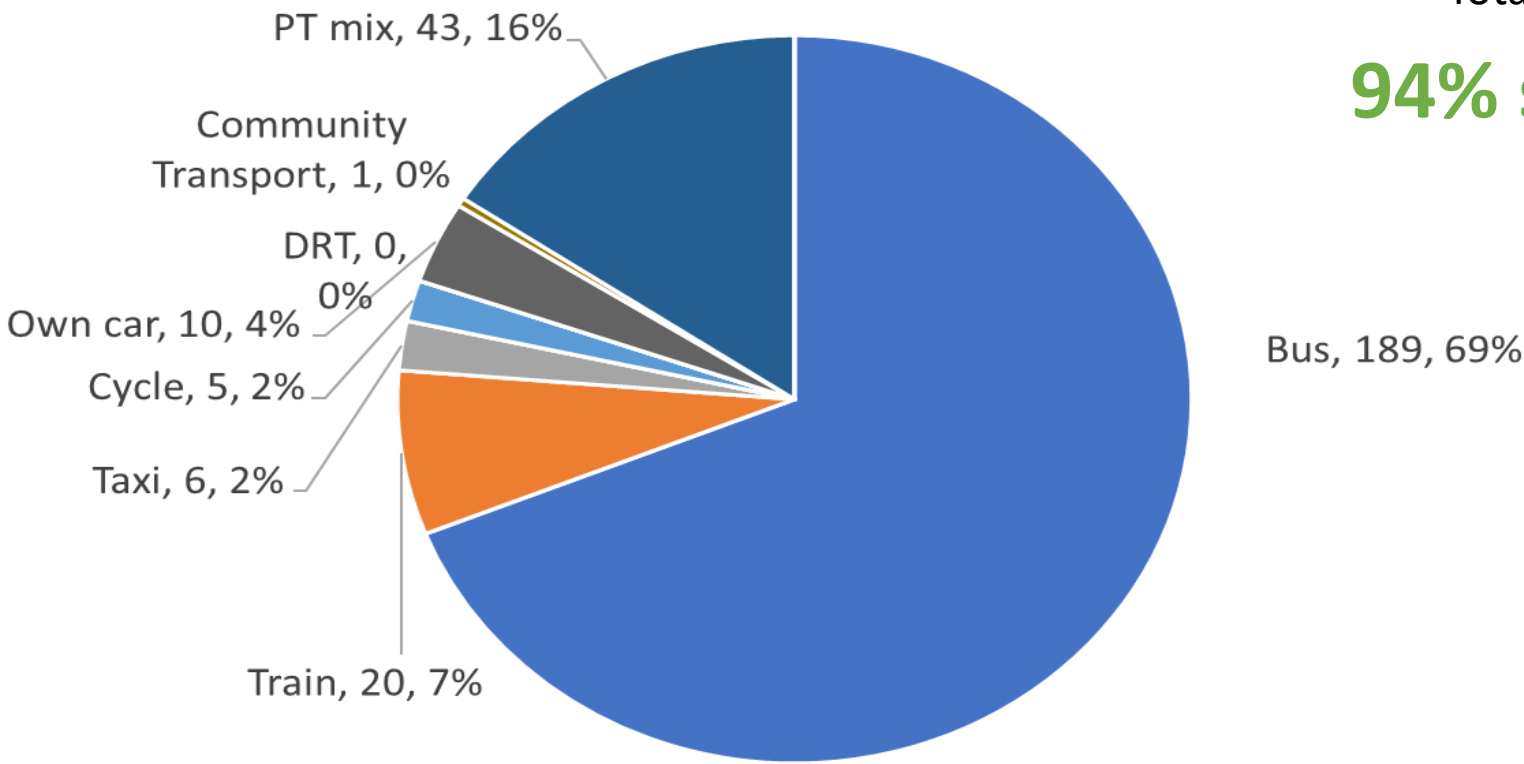
Service launched 6th March 2023



What types of journey are being planned?

Total number of users on the app = 1400

94% sustainable journeys



- Bus
- Walk
- DRT
- Community Transport
- Train
- Cycle
- Car Club
- Taxi
- Bike club
- Own car
- EV Charging
- PT mix

GoSEStran key learnings:

- Used as 'journey planning' tool rather than a MaaS platform as no bookings or payments via the app so far
- Those who use the GoSEStran platform are more likely to have transport issues – e.g., no car or can't afford the transport fares
- Benefit to local authorities to see travel behaviours and helps to promote more local modes of travel, such as community transport



Key learnings:

- Working in partnership across public sector can bring benefits across all sectors (not just transport)
- License sharing has benefitted all parties – advantage of a single platform even if different apps
- MaaS can work as a tool to create links between all transport modes (including supported buses, national rail, local e-bikes) to create public sector efficiency which should reduce emissions



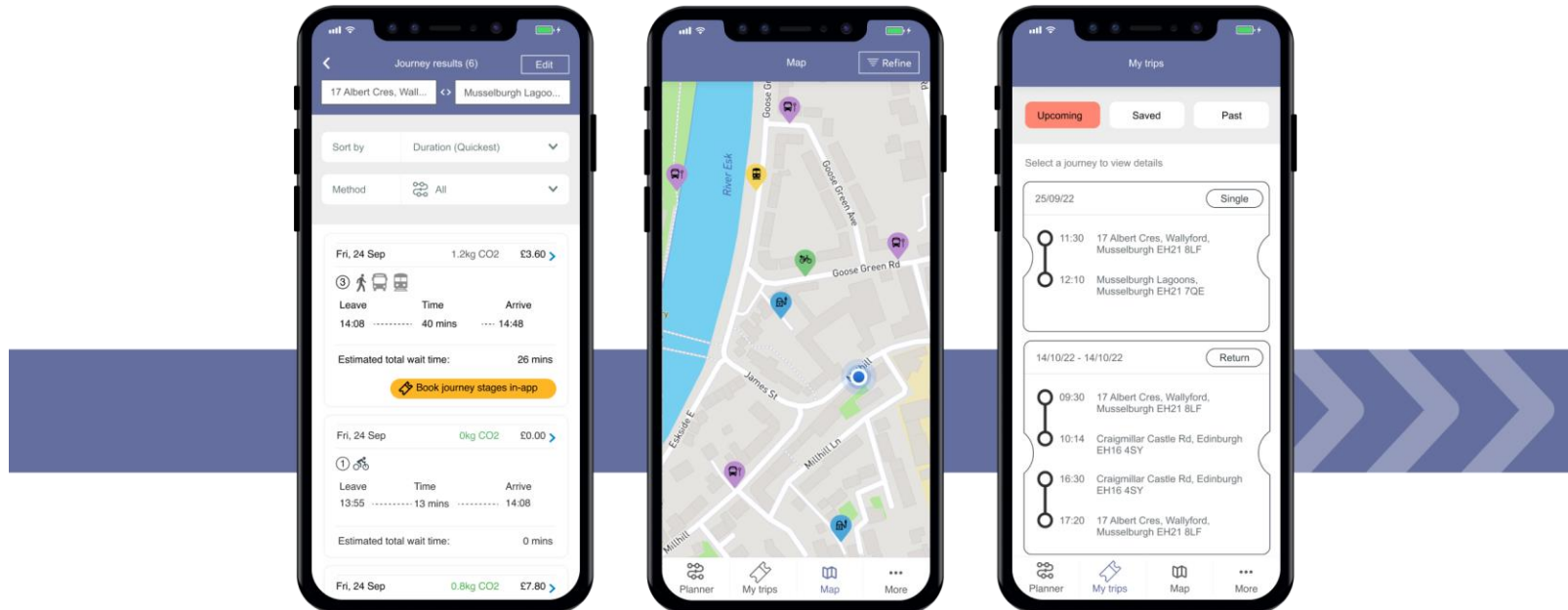
Next steps?



- ✓ We were successful with a grant to further fund the MaaS platform licence and further developments up to March 2024 from Smarter Choices Smarter Places.
- Direct award to current MaaS Platform provider (Fuse) up to March 2024
- Collaborative working with Tactran will continue to improve the various MaaS apps that all run off the same platform.
- Launch the **Integrated Mobility Partnership** which will:
 - Working with MaaS Scotland continue to share learnings from the Transport Scotland MIF projects
 - Help public sector organisations understand how MaaS could help them to achieve their sustainable transport objectives
 - Help the public sector to begin their MaaS journey
 - Share our experiences relating to financial model, procurement and governance structure

Conclusions

- We are working towards our final report to Transport Scotland
- Partnership of bigger consortium will help create bigger economies of scale
- MaaS should be seen as part of solution to the climate crisis if done properly



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