



Ranald Robertson, HITRANS

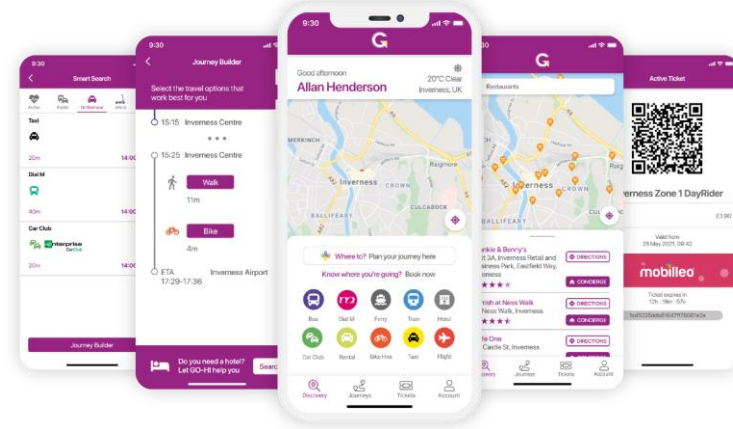
Transport in the Highlands and Islands is more than a journey, it's often an experience



HITRANS Project Partners

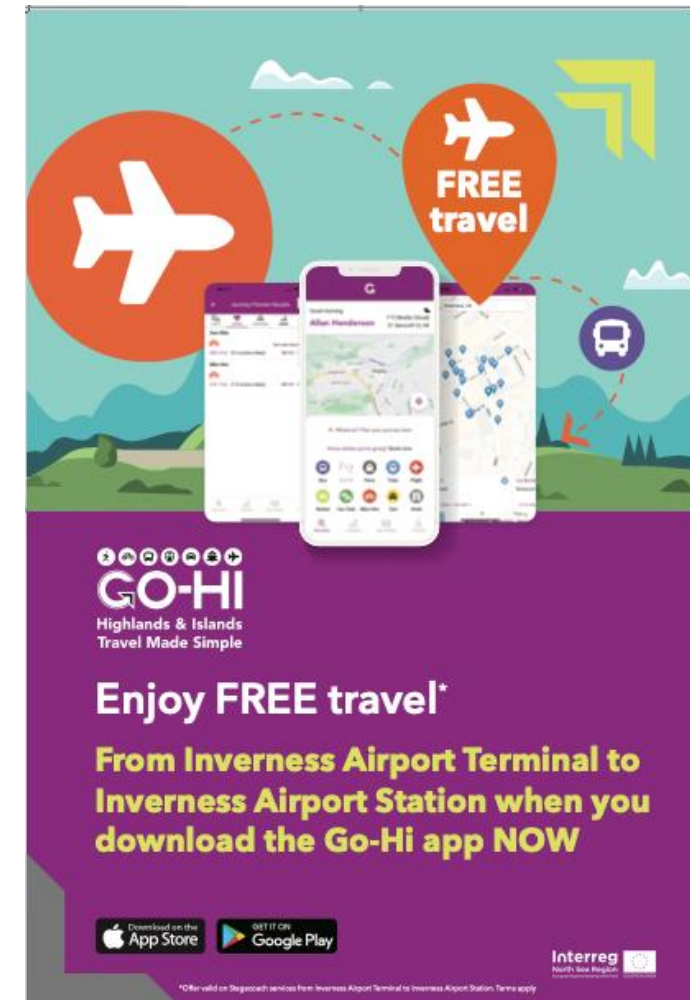


- Launched in June 2021
- Funded through Transport Scotland's MaaS Investment Fund and EU funding (Stronger Combined North Sea Region and eHubs North West Europe)
- Improve accessibility to integrated transport services
 - eBike share
 - Folding Bike
 - Bus
 - DRT
 - Train
 - Car rental / car club
 - Taxi
 - Air
 - Ferry



Work still in progress

- Extended DRT Booking and Payment – rural and island focus (more later)
- Public eBike and folding bike dock system expansion
- Include eCargo bikes (already in place) in GO-HI
- eCar Club and extended car club
- Rewards / incentivisation
- ITSO integration
- Marketing / promotional – including Inverness Airport offer



Helping deliver inclusive economic growth for a fairer Scotland

- Helping people get where they need to
- Reliable, efficient and high quality – uses real time information for planning / fully integrated services including payment and fulfilment
- Beneficial innovation and opportunities from a greener wellbeing economy
- Evolution in this revolution
- Create new business opportunities
- Reduce transport costs to passenger and operator



THANK YOU

