



Smart and Integrated Ticketing

TRANSPORT SCOTLAND

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Vision

“ That all journeys on Scotland’s public transport can be made using some form of smart ticketing or payment. ”

Key Drivers . . . and Challenges

- Government agendas
 - Transport (Scotland) Act 2019
 - Government investment
 - Technology
 - Customer expectations
- Scotland’s geography
 - Digital connectivity
 - Suppliers
 - Technology



Smartcard interoperability





Smart Interoperability

- Project mobilised in early 2018
- Customers able to use one ITSO smartcard to travel between different modes of transport
- Consolidated sixteen different smartcards accepted on Rail, Bus, Subway & Tram
- Soft-launch by Cabinet Secretary for Transport, Infrastructure and Connectivity on **6th November 19**





HOW TO SMART TRAVEL





Challenges for Interoperability

- Multiple partners
- ISAM Updates
- Finite Resource
- Smart Product Integration



Overcoming challenges

- Partnership
- Robust Testing
- ISAM Management



Current status

- No major issues have been identified to date
- Cards continue to be used across modes of transport as expected
- Social media interest received from customers
- Marketing campaign February 2020
www.smarttravel.scot
- Ongoing engagement meetings with operators to ensure all key stakeholders remain fully informed and engaged





Mobility as a Service Investment Fund





Mobility as a Service (MaaS)

“ Using a digital interface to source and manage the provision of a transport related service(s) which meets the mobility requirements of a customer. ”

Source: Transport Systems Catapult

“ The integration of various modes of transport, along with the information and payment functions, into a single mobility service. ”

Source: Department for Transport



Government ambitions

- Scottish Government national outcomes
- Transport Scotland smart agenda
- 2018 Programme for Government £2 million commitment



MaaS Investment Fund

Healthier, more sustainable goals, improving digital skills and investment

Thematic areas:

- Rural, Islands and Communities
- Accessibility, tackling inequality and mobility
- Tourism



Awards

HITRANS – Highlands & Islands

Piloting a regional, multi-modal journey planning system using real-time data, offering an account-based payment system available to all users

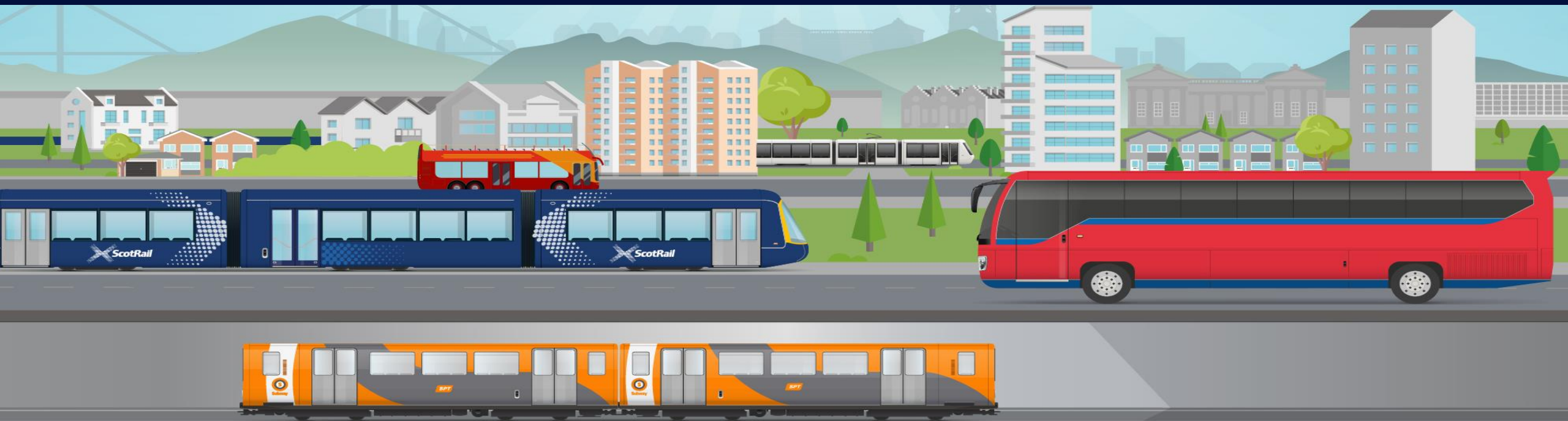
Tactran – Dundee, Perth, Loch Lomond and the Trossachs

Working with partners to improve the booking, planning and paying service, including rewards for active and sustainable modes, and a monthly payment option for users.



MaaS Investment Fund – next steps

- Deliver pilots for round 1
- Identify policy goals, based on National Transport Strategy, for round 2
- Maas Delivery Manager in Transport Scotland
- Continue to work with MaaS Scotland and global MaaS partners, sharing learning



Any questions?
Thank You
smarttravel.scot
transport.gov.scot/maas