



**TRANSPORT
SCOTLAND**
CÒMHDHAIL ALBA

Mobility as a Service Investment Fund

Guidelines for Round Two Applications

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I. Introduction

In its 2018 Programme for Government, the Scottish Government committed to investing £2 million over three years to support the testing of the Mobility as a Service (MaaS) concept in Scotland.

The MaaS Investment Fund (MIF) has been developed with a wide range of stakeholders to create a fund that can be accessed by public, private and/or third sector organisations looking to undertake a MaaS pilot in Scotland.

The fund is developing a pilot programme with, currently, three projects using digital technology to test the concept of MaaS in three different scenarios and locations.

I.1 Round One Projects

Three projects were awarded funds in Round One. They are:

I.1.1 Hitrans

“Go-Hi” the HITRANS MaaS Solution will deliver a regional, multi-modal journey planning system using real-time data that offers account-based payment available to all users for all participating mobility options. The Pilot Project will go live in March 2021 and run for 12 months. It is hoped that with the extension and successful deployment, a viable commercial product will be developed.

The pilot project will deliver a new unified MaaS platform (website and app) with a range of functions including journey planning, booking and payment for public transport services.

The benefits of the Platform will be:

- Improved awareness of travel options
- Modal shift to sustainable and active travel
- More travel options
- Consistent fee across multiple modes removing the ‘interchange cost’ of moving between modes
- Ease of planning, booking and paying for integrated journeys
- Improved travel experience
- Reduced need to travel by car
- Improvements in public health
- Making mobility more accessible (where users didn’t know their travel options)
- Reduced congestion in urban areas
- Reduced pressure on the road network

The platform solution will provide integration with traditional and emerging public and shared transport types through Application Programming Interface (API) links and integrated ticketing. The location and pricing data is shared between transport provider and the platform, and then displayed to the user via app or website interface.

1.1.2 Dundee City Council

Dundee City Council's project focusses on addressing many of the barriers to using public or active transport for travelling to events in the city. The project will explore how technology can enhance the experience of visitors to Dundee through the use of smart ticketing, improved information across a variety of channels, improved booking and transaction, model integration and service optimisation.

The project will trial a range of these improvements in the context of identified events in and around the city, many of which will be held at the Michelin Scotland Innovation Parc (MSIP), with other key events in the region being identified. Working with the MSIP team, the project team will seek to use the project to help make travelling to and from the Parc an example of smart, sustainable mobility that the MSIP seeks to advance. The pilots will take an iterative, experimental approach with the learning from each pilot used to improve the next. This will be a challenge-led and collaborating process, working with a range of stakeholders associated with events and mobility in and around the city.

Many of the reported benefits of MaaS are linked to encouraging people to use public and shared modes of transport rather than private cars. These include:

- Improving the quality and convenience of travel
- Redistributing travellers to their most efficient mode of transport, in terms of cost and other factors
- Reducing overall transport times and informing network improvements
- Enabling better monitoring, management and planning of mobility services
- Potentially lowering traffic congestion and the environmental impact of transport
- Lowering the cost of mobility by widening the range of suppliers and increasing accessibility
- Enabling revenue growth for transport service providers, either by opening new revenue sources or enlarging the market
- Increasing regional responsiveness to the evolution and emergence of new transport services

1.1.3 Tactran

The Tactran [“ENABLE”](#) project aims to assist users to co-ordinate the planning, booking, and paying for a range of transport services, therefore making it easier for them to access more destinations in a sustainable manner. The principle of the project is that the user interfaces are designed for, and with, specific user groups to reflect their needs, hopefully making the tool as relevant and easy to use as possible by focusing on the functions users want and need most.

The project has three pilot interfaces which ‘plug-in’ to the ENABLE MaaS Platform. The three pilots are for:

- patients, visitors and staff to Perth Royal Infirmary
- students and staff at Dundee and Angus College
- visitors to the Loch Lomond and the Trossachs National Park

The project consists of three work streams:

- the technical work stream to adapt the MaaS platform and design user interfaces
- the promotion of the project to users and industry

- a monitoring and evaluation programme

Following successful award of these three projects in 2019/20, there remains just over £1m in the MaaS Investment Fund. Therefore, the second and final round of the fund will open for applications in 2021.

This guidance has been produced to help potential applicants navigate the various forms required to best address the requirements of the fund, as well as provide robust financial and project plans to indicate solution readiness.

2. Background

Within the remit of this fund, the key MaaS concepts are to provide people with easy, digital access to travel information, so they can be better informed about different ways to undertake their journey; and to provide the ability to plan, book and pay for integrated and multi-modal journeys.

The remit includes solutions to gather personalised travel requirements into a single travel app, for example, or perhaps a service to allow unlimited access to multiple transport providers via a monthly user fee.

This concept supports the Scottish Government objective for a healthier, more sustainable Scotland in that, through providing better and more comprehensive travel information, more people feel empowered to use alternative ways to travel, encouraging them to use, plan, book and pay for journeys on our sustainable public transport or active travel networks, thus reducing the numbers of cars on the road, along with reducing congestion levels and carbon emissions.

2.1 The National Transport Strategy (NTS)

Transport is Scotland's biggest carbon emitting sector and to reach our new, ambitious emission reduction targets passed in the Climate Change Act 2019, Scotland must cut emissions by 75% by 2030, and be net-zero by 2045. The largest source of transport emissions comes from cars, which is the dominant mode of transport in Scotland. There is a particular challenge associated with this as a result of an increasing trend in single occupancy car trips.

The MaaS concept supports the [National Transport Strategy](#) which was published in February 2020. The strategy is a catalyst for change and sets the future direction for transport in Scotland over the next twenty years. Its vision is that "*we will have a sustainable, inclusive, safe and accessible transport system helping deliver a healthier, fairer and more prosperous Scotland for communities, businesses and visitors*".

The NTS has four priorities for our transport system, that it:

1. [Reduces Inequalities](#);
2. [Takes Climate Action](#);
3. [Helps Deliver Inclusive Economic Growth](#); and
4. [Improves our Health and Wellbeing](#).

Each of these priorities has three associated outcomes that will help us achieve our vision.



Diagram 1: National Transport Strategy: Priorities and Outcomes

MaaS also complements the Scottish Government's [smart programme](#) to improve access via smart and digital technology to the extensive and varied public transport network across Scotland.

Within the remit of this fund, Scotland's public transport networks include all traditional modes, shared modes and active travel options as well as future / emerging mobility modes such as electric, hydrogen or Connected and Autonomous Vehicles (CAVs).

The development and deployment of CAV has the potential to bring transformative change to peoples' lives, not just in how we travel, but in how we work, where we live, the environment, and safety. The [CAV Roadmap for Scotland](#) sets out the future vision for how Scotland can benefit from, and contribute to, this exciting and innovative sector. It supports the Programme for Government commitments to put sustainable transport at the heart of decision-making and ensure that transport plays a key role in delivering net zero emissions by 2045. [The CAV Roadmap](#) is aligned with Scotland's [Future Intelligent Transport Systems Strategy](#) and the National Transport Strategy.

3. Proposals

The aim of the MaaS Investment fund is to test, in a practical application, the viability of MaaS in Scotland.

Criteria for the second round of the fund has been developed to identify applications that will deliver MaaS solutions (See 3.1) that best fit Government objectives (See 3.2) and selected thematic areas (See 3.3).

In order to be considered for the MIF, submissions must compile a business case (a template is provided). This will not only provide the case for your project, but must also show how you will address all the following core Government objectives, at least one thematic area within the pilot project and how you will look to address the impact of COVID-19.

3.1 MaaS Solution Deliverables

MaaS solution deliverables can be categorised as:

- including digital technologies to improve access to journey information, such as journey planning, scheduling, retailing and fulfilment methods
- a single or a combination of digital technology to deliver integrated seamless end to end journeys ensuring interoperability across multiple modes of transport using smart payment and/or ticketing
- using real-time data to optimise journeys and provide customers with all the information needed to plan, book, pay and make their journey

3.2 Government Objectives

Within the confines of this fund, applicants are asked to address the core objectives of the Scottish Government in their business plan. The core objectives are:

- delivery of the National Transport Strategy's four priorities for transport:
 - Reduces Inequalities
 - Takes Climate Action
 - Helps Deliver Inclusive Economic Growth, and
 - Improves our Health and Wellbeing
- as set out in the National Transport Strategy, embed the Sustainable Travel Hierarchy (which promotes walking, wheeling, cycling, public transport and shared transport options over single occupancy private car use)

Prioritising Sustainable Transport

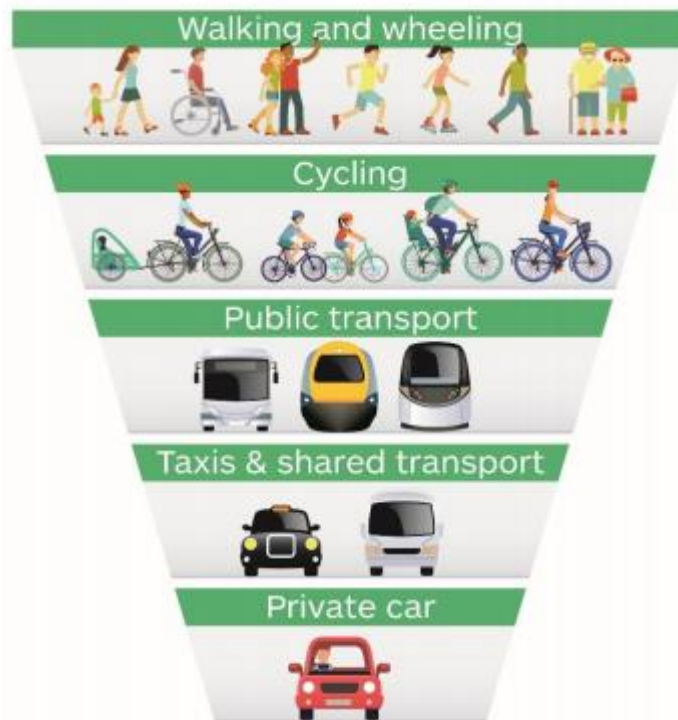


Diagram 2: National Transport Strategy: Sustainable Travel Hierarchy

- similarly, embed the Sustainable Investment Hierarchy to inform future investment decisions and ensure transport options that focus on reducing inequalities and the need to travel unsustainably are prioritised



Diagram 3: National Transport Strategy: Sustainable Investment Hierarchy

- modal shift to sustainable public transport alternatives, reducing carbon emissions
- healthier lifestyles, by incorporating active travel modes (traditional modes of transport such as bus or rail are considered active as they have an element of walking involved to access, as well as more regular active options such as bike schemes)
- supporting digital innovation within Scotland, specifically relating to public transport

3.3 Thematic Areas

The pilot must also address one or more of the three Round Two fund thematic areas. These are:

3.3.1 Rural, Islands and Communities¹

This theme seeks for the pilot to address barriers for travel specific to local communities and visitors within rural and island settings.

Rural Scotland accounts for 98% of the land mass of Scotland, with only 17% of the population resident there. People in rural areas usually have to travel further to access services and tend to have more limited public transport choices, meaning that rural households drive more frequently. It is also difficult to integrate services in rural areas given the dispersed residents and low population densities. Demand can be relatively low due to the tendency to drive more, which leads to high fares for users and/or need for subsidy. Forecasts of declining population in many remote and rural communities make it more challenging for public transport operators to deliver viable services on a commercial basis.

Transport costs are a challenge for those on low incomes living in rural areas, particularly for access to employment and essential services, such as health and education. The relatively high cost and low levels of frequency of public transport can have a disproportionate impact on young people where it can lead to inferior employment and education opportunities. Delivery charges are generally also higher for people in rural areas, which will have increasing impacts as more people move to online shopping. Accessibility and cost issues also affect those with disabilities living in remote and rural areas.

Transport in rural areas is particularly important as many businesses in these areas are predominantly small scale which can lead to more reliance on good transport infrastructure to support deliveries and suppliers, access to business hubs, travel to customers and distance to market.

Evidence shows that a greater share of people in remote rural and accessible rural areas find accessing services less convenient. Satisfaction with public transport in large urban areas was 77%, compared to only 44% in accessible rural areas.

¹ <https://www.gov.scot/policies/community-empowerment/empowering-our-island-communities/>
<https://www.gov.scot/publications/rural-scotland-key-facts-2018/>

A particular issue for rural areas is the lack of public transport and decline in Community Transport which acts as a barrier for young people accessing education, training and employment. This can result in long term out-migration and impact on the sustainability of remote and rural communities.

Island communities face similar issues to those living in remote and rural areas, but in many cases the challenges can be greater. Research has shown that the minimum income that households require for an acceptable standard of living in Scotland's island communities is well above that required in the rest of the UK, and in many cases higher than in other areas of rural Scotland.

Factors resulting in additional costs for households in island communities compared to the rest of the UK include:

- longer commuting distances compounded by higher fuel prices
- issues around integrated timetabling
- the additional cost of the need to make occasional trips to the mainland
- additional ferry / air costs for inter-island travel
- additional freight costs, such as getting goods, including farming and seafood produce, to market or importing energy sources or building materials and labour.

Demand Responsive Transport (DRT) and shared mobility have a very important role to play in MaaS rural and urban solutions as they can provide connections between locations not served by public transport as well as provide first / last mile solutions.

3.3.2 Tackling Inequality, Accessibility & Mobility Barriers²

This theme seeks for the pilot to address barriers for travel specific to those with accessibility or mobility issues, and to challenge inequality.

The Scottish Government in its National Transport Strategy and its [Fairer Scotland Duty](#) recognises that people with disabilities face additional barriers to accessing transport.

It is difficult to describe the needs of disabled travellers as each person is an individual, with individual needs and personal mechanisms to tackle their disabilities, so any proposal should be as broad as possible. It is however key that proposals consider the impact on people including those:

- with limited mobility which may or may not involve the use of a wheelchair, scooter or other aid
- with single or multiple sensory impairment, and therefore the need for appropriate technological solutions
- with non-visible issues such as learning difficulties, autism, dementia, or mental health challenges.

Focus in this round of applications will be on the end to end journey, and all aspects of that journey. This may include:

² <https://nationalperformance.gov.scot/national-outcomes>
<https://www.transport.gov.scot/our-approach/accessible-transport/>

- the advanced planning of the journey, using various technological solutions, easy read documents, or other appropriate methods
- the physical access to the mode of transport
- information about changes to the journey such as delays, cancellations, re-routes
- availability of wheelchair spaces
- availability of passenger assistance
- booking accessible taxis
- accessible replacement bus services in the event of rail or ferry interruptions.

The NTS sets out ‘Reduces Inequalities’ as one of the key priorities and in its development an [Equality Impact Assessment](#) was undertaken looking at the particular challenges equalities groups face relative to transport. Characteristics such as age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, and sexual orientation are recognised in the NTS as important drivers of inequality.

3.3.3 Urban Environments³

A new theme for Round Two, the pilot should seek to use their MaaS solution to address urban specific challenges, complementing Government initiatives such as low emission zones, smart city schemes, localism or multi-modal smart and integrated ticketing zones (see later for details).

Specific focus in urban applications should be given to solutions that address:

- traffic congestion
- air and noise pollution
- improving public health
- transport safety
- social inequality
- climate emissions

A key objective in urban environments to reduce the use of single occupancy cars, especially in cities, whether through increased use of public transport, active travel modes or electric vehicle car clubs. Accurate information provision is also vital to ensure that the end user has access to all available travel options. Pulling these objectives together will encourage modal shift to more sustainable and active travel modes.

Given the multi-modal concept of MaaS, it is vital that city planning objectives are at the heart of any urban transport solution. MaaS data can be used to help manage the urban city environment. [Mobility Hubs](#) “create space designed specifically to house public and shared mobility modes and improve the public realm for local residents and businesses as well as travellers”⁴. They are a recognisable place with the opportunity to integrate various transport modes supplemented with enhanced connectivity, facilities and information features to attract, and benefit the traveller, thus facilitating sustainable travel.

³ <https://www.gov.scot/publications/scotlands-agenda-cities/>

⁴ <https://como.org.uk/wp-content/uploads/2019/10/Mobility-Hub-Guide-241019-final.pdf>

Ensuring end user buy-in to new technology and new ways of travel can prove to be difficult. Along with mobility credits, gamification and nudging are examples of motivational techniques that can be used with rewards as an incentive for recognised sustainable travel behaviour within MaaS schemes.

4. Other Government Policies

There is a requirement to ensure that any Mobility as a Service projects do not operate in isolation of other transportation projects, and as such, a joined up approach is encouraged, including taking into account other MaaS pilots or ticketing smart zones for example.

Where relevant, reference should be made in applications on how your MaaS solution supports the following Scottish Government policy objectives:

4.1 *Applicable to Urban Environment Themed MaaS Projects:*

4.1.1 Low Emission Zones (LEZ)

[Low Emission Zones](#) set an environmental limit on certain road spaces, restricting access for the most polluting vehicles to improve air quality and so protect public health within our towns and cities, making them more attractive places in which to live, work and visit.

The Scottish Government remains dedicated to introducing low emission zones across Scotland's four biggest cities to improve air quality and protect public health. Following the pause to the introduction of low emissions zones into Scotland's largest cities that was required to focus on the COVID-19 emergency, it was announced on 26 August 2020 that low emission zones across Glasgow, Edinburgh, Dundee and Aberdeen will be introduced between February - May 2022. On introduction there will be a grace period of at least one year, after which enforcement will start.

The [LEZ Support Fund](#) is being developed to provide support for households and private individuals affected by the introduction of low emission zones. One solution currently under investigation and of particular relevance to MaaS is the adoption of a mobility credits scheme⁵ to facilitate uptake of sustainable travel options of public transport, active travel and car clubs.

4.1.2 Smart Cities

[City Region Deals](#) are agreements between the Scottish Government, the UK Government and local government designed to bring about long-term strategic approaches to improving regional economies. They are implemented by regional partners and overseen by the [Scottish City Region Deal Delivery Board](#). Each deal is tailored to its city region, reflecting its individual economic strengths and weaknesses, and comprises a programme of interventions to support positive, transformative change.

⁵ <https://www.bvrla.co.uk/resource/mobility-credits-report.html>

The Scottish Government is committed to working with all our cities and regions to unlock investment, whether that is individually or collectively, and whether that is through a Regional Growth Deal, one of the Scottish Government's devolved initiatives to stimulate growth and deliver infrastructure investment, or a combination of measures. This investment will help drive inclusive growth that will deliver significant and lasting economic benefits for individuals, businesses and communities across Scotland, and benefit Scotland as a whole, creating thousands of jobs and up-skilling local labour markets.

4.2 Applicable to All MaaS Projects:

4.2.1 COVID-19

The impact of COVID-19 has changed our economy, our society, and our use of technology, and as we emerge from recovery, we will look to the future of transport.

On 26 May 2020, the [Transport Transition Plan](#) (TTP) was launched, outlining Transport Scotland's actions to support the transition through and out of the COVID-19 crisis.

The TTP consists of four areas:

- Keeping public transport safe including guidance for those that operate and use our transport networks;
- Assessing demand for travel and making decisions including analytical work being undertaken;
- Adapting our transport systems including the funding and other support for active travel and public transport that has been undertaken since the start of the pandemic; and
- Engaging with stakeholders.

As with other sectors of the economy, transport will likely be fundamentally changed following the impact of the pandemic. However, the overarching aims for MaaS should look to reinforce positive change – building on increased support for active travel and other alternatives to the car. We need to build the 'new normal'.

We do not generally travel for the sake of it, instead it is the need or desire to be somewhere that results in the trip taking place. Transport is therefore a 'derived demand'. The question about the future demand for transport is therefore about people's and businesses 'new normal' behaviour and choices after the pandemic in terms of work, education, accessing key services, leisure, visiting family to name a few, that will drive decisions about travel.

Uncertainty also lies in whether the behavioural changes currently seen, such as reduced public transport or an increase in cycling, will be temporary, reverting to previous levels after the pandemic or if these changes will be maintained over a short or longer term.

MaaS proposals should embrace the requirements to sustain positive behaviour change - for example, greater localism, increased homeworking, use of digital

technology, higher proportion of cycling journeys, such as those seen during the pandemic which has in turn positively impacted on emissions.

To aid recovery, our future transport system still needs to deliver the National Transport Strategy priorities albeit in the new post-pandemic context. It is clear from research carried out on transport and travel behaviour⁶ during the pandemic, that there is:

- concern around contracting or transmitting the virus when using public transport;
- reduced capacity of public transport due to physical distancing requirements;
- a drop in fuel price; and
- an indication that a number of people intend to use their car more than use public transport.

Therefore, efforts need to be made to capitalise on the positive travel behaviours seen during the pandemic - notably the number of people who are cycling more, and those who have indicated that they would like to walk and cycle more in the future - and to mitigate against trends that could increase carbon emissions.

We are therefore expecting that any submission for Round Two of the fund will take the impact of COVID-19 into consideration, and encompass mitigations and solutions to support more sustainable and active travel, as well as addressing more traditional goals such as the 'missing mile'.

4.2.2 20 Minute Neighbourhoods

The [20 minute neighbourhood concept](#) is based on the key principle that communities are designed so residents can meet most of their daily needs within a 20-minute walk from home.

The Scottish Government's Place Based Investment Programme aims to align all place-based funding initiatives to support this concept and will invest £275m over 5 years to support community-led regeneration and town-centre revitalisation, and also support the ongoing work on Clyde Gateway in ensuring the transformational regeneration promised to local people and communities as lasting legacy of the Commonwealth Games. This includes a continuation of the [Regeneration Capital Grant Fund](#) (RCGF) which we deliver in partnership with COSLA and local government, and which has proven to be an important and successful fund, delivering across many National Performance Framework outcomes.

5. Fund Criteria

5.1 Core Documentation

Applicants must complete and submit the following core documentation, using the provided templates.

- A. application form (10%)
- B. business case (70%)
- C. project plan (10%)

⁶ <https://www.transport.gov.scot/publications/?q=covid-19&publicationtype=1271>

D. financial plan (10%)

Any applications that do not include the above completed core documents, will not be progressed.

Supplementary information can be supplied, however it will not be accepted in lieu of the core documentation.

Please note, your application and ensuing project pilot must:

- show a Minimum Viable Product (MVP) MaaS service / solution that can be applied within the realm of Scotland's public transport (traditional, active or emerging) travel networks
- be at a ready stage - the MVP must be in a competent state for progression, requiring minimal further development in order to be delivered within MIF timescales and maximise impact of the proposed pilot
- be ready for mobilisation within 6 weeks of award
- provide evidenced based market / business research including expected impact(s)
- outline risks and mitigations
- provide a commercial strategy, demonstrating a sustainable business model, expected growth and/or development potential
- be delivery focused, rather than pure research
- have an identified location for the pilot project **within Scotland**
- address a challenge within your chosen thematic area(s)
- demonstrate match funding
- take a co-creative approach, or similar, with all relevant stakeholder group(s) engaged
- demonstrate how it can be applied within current Scottish market conditions, and indicate solution / service future sustainability and scalability
- the applicant body must be able to demonstrate that the proposed solution is compatible with, or working towards integration with, existing Scottish public transport smart technology infrastructure / specifications (e.g. cEMV, mobile and ITSO)
- where the proposed pilot is in one of the areas where a Round One pilot is already underway, it is expected that applicants will have been in contact with the relevant Round One project leads and details of the outcome of discussions included in the application. It is anticipated that Round Two MaaS pilots should complement, rather than compete, with current activities in their chosen area and partnerships, co-creative or design approaches encouraged
- where applicable, have a completed Equality Impact Assessment
- where applicable, have a completed Island Communities Impact Assessment

A. Application Form

This form will provide general application details. To note:

- the applicant body can be an individual organisation, joint venture or consortium and from either public, private or 3rd sector
- for joint or consortia applications, you must include details on all members, including the lead organisation and contact. It is expected that joint ventures or

consortia will develop their own agreements and provide evidence of these (for example, a copy of the contractual agreement) in their application.

- applications must include details of a secured agreement from all pilot stakeholders (such as a letter of agreement) – this includes the relevant public transport operators for example, or local authorities, community groups etc.
- the applicant body will in delivering its proposal comply with all requirements of Scottish Legislation⁷
- please note that successful applicants will be expected to agree with Transport Scotland a joint legal and binding contract before receiving award funding, including agreement of intellectual property ownership. This documentation will seek to accurately reflect the level of current solution / service status and will set out an agreed position as to future ownership(s) for all parties. This agreement will be jointly developed if the bid is successful for MIF competition funding.

B. Business Case

Answers to the business case are weighted with merit for achievement within this fund competition.

Please complete all questions in the business case template document. Additional supplementary information may be provided for further detail, however scoring will only be achieved for question responses contained within the business case document.

In addition to addressing the overarching Government objectives outlined earlier, your project business case will also provide information on the following:

- clear identification of a thematic area
- how your innovative MaaS solution or service will address this challenge – including any unique sales points and COVID-19 impact reflections
- passenger and stakeholder demand for your solution
- risks and mitigations – challenges to delivery of the pilot project
- planned engagement to generate behaviour change – both stakeholder and public
- market and behaviour evaluation
- forward planning for sustainability / scalability

C. Project Plan

You must complete the project plan template with your submission. It should include indicative project and pilot timelines - for example:

- any project preliminary activities underway
- project milestones
- proposed pilot start date
- pilot milestones
- monitoring – regular reporting and stakeholder updates
- marketing activity
- evaluation period and methodology

⁷ <http://www.legislation.gov.uk/browse/scotland>

- end date
- next steps

D. Financial Plan

A financial planning template has been provided for submissions. This must be completed for consideration within the fund.

As per the form, this must include projections for:

- overarching project costs
- breakdown of project costs
- indication of requested MIF contributions
- any committed matched funding
- key cost milestones
- clear indication of pilot timelines and associated expenditure

6. Assessment Process

All applications will be evaluated by a MaaS Investment Fund evaluation panel and assessed against the weightings outlined in the templates.

7. Funding Conditions

1. This is a competitive fund and each project will be evaluated against the outlined criteria and weighted accordingly.
2. Successful applications achieving maximum points will be considered for 100% of their requested funding sought from the MIF. Within the context of this fund 'requested funding sought from MIF' is defined as:
 - total projected cost of MaaS Pilot
 - less: committed match funding from other sources
 - less: any revenue stream
3. Unmatched funding proposals will only be considered in relation to third sector applications and successful applications will only attract a maximum contribution from the fund of £20,000.
4. Funding applications below £5,000 will not be considered for this fund.
5. Pre-development product or service research and in kind costs or contributions **will not** be covered by this fund.
6. Limited product or service development in advance of testing / demonstration will be considered for funding where it can be shown that such developments are required to maximise impact of any pilot. These would include, but are not limited to, minor product evolutions to meet local requirements and limited user feedback / service design approaches to ensure maximum impact. Implementation, and marketing and evaluation costs are also included.
7. It is expected that funding will be awarded on an accruals basis, i.e. bidders will receive funding on presentation of paid invoices and provision of evidence in support of staffing costs. To note, the Transport Scotland procurement process is payment within 10 days of receipt of invoices.
8. As noted, Round Two projects must commence no later than eight to ten weeks after project award.

9. All projects costs must be stated inclusive of VAT, where VAT is non-recoverable and exclusive of VAT, and where VAT is recoverable by the applicant organisation.
10. To note, staff costs that are eligible are salary costs and relevant oncosts i.e. Employers NI & Pension Contributions, evidence of which is required at the point of claim.
11. Public / Private / Third Sector partnerships are actively encouraged. The MaaS Investment Fund is solely Scottish Government funding, and as such is considered 'clean' funding. Match funding may be obtained from another public sector body, however responsibility for the suitability of other matched funding pot lies with the applicant.
12. Bidders are expected to demonstrate, via their financial model, the long-term financial viability of the project. For example, and if appropriate, where there is a dependency on debt finance then confirmation that this is readily available from, and terms agreed with, an approved financial institution will be required.
13. To note, match funding and revenue funding are defined as separate income streams. Match funding is a financial contribution(s) from a partner(s) who agree to provide this injection of funding towards the development of the MaaS solution. Revenue funding is a forecast income stream e.g. from fare box, that will be generated from the successful delivery of the solution being developed.

8. Timeline

The £2 million MIF is available for distribution over three financial years, from 2019/20 to 2021/22. However the Scottish Government reserves the right to close the fund if, and when, the MIF allocation is expended.

Indicative timelines for Round Two are as follows:

Date	Activity
September – December 2020	Stakeholder sessions and pre-registration period
January 2021	Competition opens
February 2021	Competition closes
April 2021	Applicant(s) notified, Round Two contracts awarded
June 2021	Round Two projects start

9. Submissions

Please email the completed application form, business case, project plan, financial plan and any supporting documentation to maas@transport.gov.scot

Once your application is submitted you will receive an acknowledgement email. If you do not, please contact us immediately.

Visit www.transport.gov.scot/Mobility-as-a-service for more information.

Appendix A - Frequently Asked Questions

Applicants

Q: Can I apply as part of a consortium?

A: Yes. However, you will need to nominate an eligible lead partner for the application. Lead applicants will be responsible for the project partner and ensuring the organisation complies with the MaaS Investment Fund and Scottish Government regulations. Lead applicants and partners should as a minimum have a service level agreement in place setting out roles and responsibilities. Evidence of this will be requested in the application form.

Q: How can I find partners for my project consortium?

A: We recommend you join the MaaS Scotland Investment Fund online hub. Please contact amy.mcilroy@technologyscotland.scot to be added to this group. It is usual that you will have identified your consortium members prior to applying for a competition and, as such, Transport Scotland does not assist you with finding partners during the competition application process itself.

Q: Does the lead applicant need to be a Scottish public or third sector organisation?

A: No, we welcome applications from all sectors.

Q: Does the lead applicant need to be based in Scotland?

A: No, however it is expected that the pilot is run in Scotland.

Q: If the lead applicant is a third sector organisation, do they need to be based in Scotland?

A: The third sector organisation does not need to be based in Scotland, however the pilot scheme must be run in Scotland.

Q: If the lead applicant is seeking unmatched funding, do they need to be based in Scotland?

A: The lead applicant does not need to be based in Scotland, however it is expected that the pilot will be.

Q: Do all project partners need to be formally agreed / signed up before the application is made?

A: Letters of support from potential project partners can be submitted with applications. It is the responsibility of the lead partner to ensure that formal agreements between partners exist.

Q: How many partners can there be in a consortium?

A: There must be at least two partners in a consortium, but there is no upper limit. You should explain the role(s) of each of the project partners and what value that partner will be adding to the project and the exploitation of its outcomes.

Q: I submitted a project last time that was unsuccessful – can I re-apply?

A: Yes, we welcome re-applications if the project has been updated based on feedback given for Round One and reflects the new themes for Round Two.

Q: Are successful Round One organisations precluded from applying again?

A: No, however applications must reflect the themes for Round Two, and no preference will be given to those organisations on the basis of previous funding.

Q: What if there is already a MaaS related activity underway in my area?

A: We recognise that COVID-19 has impacted on the Round 1 pilots timelines, therefore we have provided additional time before Round 2 commences to allow these pilots to be completed where possible. However, due to the uncertain nature of COVID-19 we do appreciate that this may not always be the case. In addition, we have seen some similar MaaS style activities underway within some city regions already.

We therefore expect that any location or marketplace duplication be discussed with the relevant bodies (such as Regional Transport Partnership or Local Authority) as part of the Round 2 pre-registration period and detailed within the application for assessment.

Noting that the MIF aim is to deliver better information and applicable travel service(s) to passengers, we would expect robust reasoning for an additional MaaS solution in the area. We also expect that any further MaaS pilots should complement, rather than compete, with current activity in the area and encourage partnerships, co-creative or design approaches.

Q: Can I make more than one application?

A: Yes. However, if you do submit more than one application, you will be required to rank your proposals by your highest to lowest priority for support.

Q: How much information about my application will Transport Scotland make public?

A: All applications for funding are treated in confidence and no information will be made public during the application and assessment process. However please note that as a Scottish public authority, Transport Scotland maintains a Freedom of Information and Environmental publication scheme.

Funding

Q: How much funding is available?

A: There is circa £1M of the MIF remaining, to be expended via this second and final round.

Q: If successful, how much funding will I be awarded?

A: The MaaS Investment Fund is run as a transparent, competitive capital fund. The remaining £1M will be divided amongst the highest scoring successful applicants, with each award dependent on a number of evaluation criteria, including an applicant's ability to provide match funding.

Please note funding cannot be paid retrospectively i.e. for costs already paid or for work / activity already commission / planned.

Q: Is there a minimum award?

A: There is a minimum fund award of £5,000 – applications below this level will not be considered.

Q: How many awards do you plan to make through Round Two?

A: There is no set amount of awards, however given the funding available we would anticipate awarding funds to 2 or 3 projects.

Q: Can match funding be provided from other public sector funds?

A: Public / Private / Third Sector partnerships are actively encouraged. The MaaS Investment Fund is solely Scottish Government funding and as such is considered 'clean' funding. However, responsibility for the suitability of matched funding lies with the applicant.

Q: Can match funding be obtained for another public sector project and be applied as match-funding?

A: Match funding can come from another public sector body, but must be confirmed as secured.

Q: Can match funding be provided solely from the private sector?

A: Private or Public investment is actively encouraged, either jointly or singularly.

Q: What evidence is required at the application stage in terms of match funding being in place?

A: A signed letter from bodies providing, or intending to provide, match funding confirming their intention to match fund and the amount will be required at application stage. If the match funding is being sought from external sources, proof of funding application must be submitted at application stage.

As part of the scoring criteria, applications will be assessed on the credibility of the evidence provided in support of the match funding required for projects. Applicants that provide strong evidence that match funding has been secured will receive a higher score than those providing weaker evidence.

Q: Can I still apply even though I've been unable to obtain match funds?

A: No, only third sector organisations who have been unable to source match funds will be eligible, with £20,000 the maximum allocation.

Q: I'm a third / community sector organisation and need upfront cash - can we draw down grant monies in advance of need?

A: No. Whilst these sectors can apply for support, groups will be asked to demonstrate that they have sufficient capacity to deliver, operate and sustain the overall project in the short, medium and longer term. You can contact us at maas@transport.gov.scot to discuss your individual proposals, if you are unsure about proceeding.

Q: Is match funding from particular types of organisations (e.g. private sector) viewed more favourably than others?

A: We encourage private sector investment wherever possible and this will be reflected in the evaluation of applications.

Q: My chosen location for my pilot project already has a Round One project underway – will this undermine my chance of securing funding?

A: The MaaS Investment Fund aims to support a variety of projects across Scotland. Please check the [Round 1 projects list](#), and ideally speak to the Round One pilot lead, to ensure your project isn't similar to one already funded in your chosen area. To be awarded funds for a project running in the same area, the project must demonstrate that it is significantly different in that it addresses the new Round Two themes or targets a different audience for example.

Q: What is the relationship between match funding and revenue funding?

A: Each are defined as separate income streams. Match funding is a financial contribution(s) from a partner or partners who agree to provide this injection of funding towards the development of the MaaS solution. Revenue funding is a forecast income stream e.g. from fare box or ticket sales, that will be generated from the successful delivery of the solution being developed.

Q: Does the MaaS fund include or exclude VAT?

A: All projected costs must be stated inclusive of VAT, where VAT is non recoverable; and exclusive of VAT where VAT is recoverable by the applicant organisation.

Q: What are the expectations in relation to longer term funding?

A: Applicants are expected to demonstrate, via their financial model, that the proposal is financially viable in the longer term. For example, and if appropriate, where there is a dependency on debt finance then confirmation that this is readily available from, and terms agreed with, an approved financial institution will be required.

Q: What levels and types of staff costs are acceptable?

A: Eligible staffing costs are reasonable salary costs and relevant on costs i.e. Employers NI & Pension Contributions, all of which must be evidenced at the point of claim. Staff bonuses are not eligible.

Q: Are in-kind contributions allowed?

A: In-kind contributions are not permitted. Successful bidders will be asked to provide evidence of expenditure incurred from the point of project approval onwards, thus enabling Transport Scotland to match physical expenditure incurred from that point on.

Historical/sunk costs (i.e. costs which are incurred before project award as part of bid development and preparation, or previous technological app development) are not eligible and are incurred at the bidders' own risk.

It should be noted that technology development and resource time costs necessary to ensure that the pilot platform can be successfully run in Scotland are eligible as long as the work was not completed before project award.

Q: What's included?

A: All project costs are eligible from point of contract award – capital costs, infrastructure, reasonable staff costs, and development costs to ensure that the technology works for the chosen pilot.

Q: What's not included?

A: Any development or staff costs incurred before the project is awarded funding. Claims cannot be made retrospectively.

Q: Are there differential funding rules for different partners based on their project role?

A: It is for the Applicants and their partners to determine the make-up of funding routes for the work streams within their bid.

Q: Do all ticket sales count as revenue given that the MaaS operator will take a very small commission for it?

A: Any transaction that generates money (whether it is % on a ticket sales, or click through advertising for example) counts as revenue.

Application Evaluation

Q: How will successful applications be chosen?

A: The MaaS Investment Fund is a competitive application process. The evaluation panel are briefed in the competition scope and will score proposals against the answers to the questions provided in your application form. Applications will be evaluated against the three themes (1. Rural, Islands and Communities, 2. Accessibility, Inequality and Mobility, and 3. Urban Environments), taking into account how the project addresses objectives as outlined in the guidance document. The business case template also indicates scoring percentages for questions.

Q: Who is involved in the evaluation process?

A: Each application will be assessed by a specially formed group of assessors with relevant MaaS expertise, knowledge and experience. The evaluation panel will consist of a mix of members of the MaaS Investment Fund Working Group, along with representatives of relevant sector or Government experts.

Q: How long is the evaluation process likely to take?

A: It is estimated that 4-6 weeks will be needed, depending on the number of applications received.

Timescales (indicative)

Q: What is the closing date for applications?

A: 26th February 2021.

Q: When will successful applicants be notified of award?

A: We aim to announce Round Two successful projects in April 2021.

Q: When will Round Two projects start?

A: Successful projects should aim to start no later than eight to ten weeks after award.

Q: When should my pilot project end?

A: Successful projects should aim to run for no longer than 12 months (including mobilisation, surveying and project closure) with an additional 2 months for

completion of evaluation. Thus final reports will be submitted no later than 14 months after project award.

Intellectual Property

Q: Who owns the Intellectual Property (IP) of the project? Is the IP agreement fixed or will this be assessed on a project-by-project basis?

A: The intention around Intellectual Property Rights (IPR) is that successful applicants would be expected to agree with Transport Scotland a joint legal and binding contract before receiving award funding, including agreement of intellectual property ownership. This documentation will seek to accurately reflect the level of current solution / service status and will set out an agreed position as to future ownership(s) for all parties. This agreement will be jointly developed if the application is successful for MIF competition funding.

Procurement

Q: I need to go through a procurement competition to secure project partners which will not be confirmed before the fund closes – will this be taken into consideration?

A: We understand the limitations that some organisations are under and will judge applications on the strength of each individual application. We anticipate that some procurements will need to be tendered following application, as such applications should highlight what the intended tender outcome will provide and relevant dates and costs etc. within the project and financial plans.

Technology

Q: How advanced does the technology have to be?

A: All projects must have a Minimum Viable Product. Funds cannot be used for research and development purposes.

Q: Can the fund be used to support feasibility studies?

A: No, the MaaS investment Fund cannot be used to support feasibility studies.

Project Delivery

Q: How will projects be monitored?

A: Projects will be monitored in accordance with the terms of the MIF grant letter. Monitoring procedures will involve monthly reporting and progress meetings attended by the Transport Scotland MaaS Delivery Manager.

Q: What happens if there are any changes during the project?

A: Any proposed changes to your project must be discussed and agreed with Transport Scotland before being implemented.

Q: What is required at the end of the pilot?

A: Effective evaluation against agreed success criteria with an end project / summary report with lessons learned report and/or workshop will be required. Our

vision is that a successful pilot project should be able to independently sustain itself going forward.

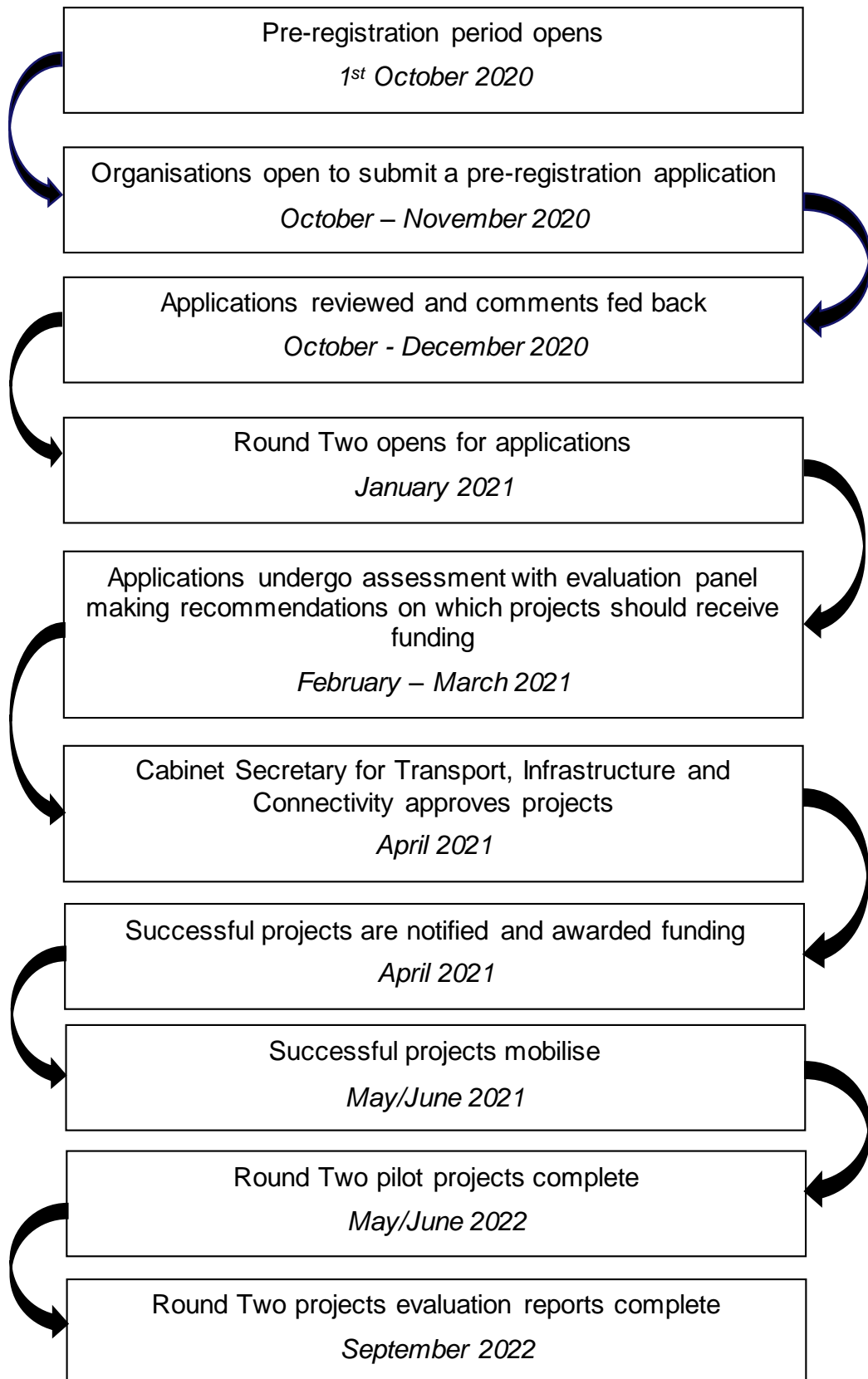
Miscellaneous

Q: Where can I get help with my application?

A: A period of pre-registration will take place before Round Two goes live. Applicants are encouraged to contact MaaS Scotland (info@maas-scotland.com) or Transport Scotland (maas@transport.gov.scot) for further advice.

Q: What is the process for Round Two?

A:





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