

## ITEM No ...8.....

**REPORT TO:** CITY DEVELOPMENT COMMITTEE – 26 OCTOBER 2020

**REPORT ON:** TENDERS RECEIVED BY HEAD OF SUSTAINABLE TRANSPORT & ROADS – MOBILITY AS A SERVICE

**REPORT BY:** EXECUTIVE DIRECTOR OF CITY DEVELOPMENT

**REPORT NO.** 262-2020

### **1 PURPOSE OF REPORT**

- 1.1 This report seeks approval to appoint a consultant to provide professional services associated with the delivery of Mobility as a Service (MaaS) pilots in the city, and a technology provider to develop a new Smart Mobility App to harness the datasets from the MILL (Mobility Innovation Living Laboratory) programme. These commissions follow a tendering and procurement process to select the most advantageous bidders in terms of both quality and cost.

### **2 RECOMMENDATIONS**

- 2.1 It is recommended that the Committee approves the acceptance of the tenders set out in this report.

### **3 FINANCIAL IMPLICATIONS**

- 3.1 The Executive Director of Corporate Services has confirmed that the tender amount of £150,000 will be met from the Transport Scotland award of £318,200 for the MaaS pilot project, payable over the financial years 2019/20, 2020/21 and 2021/22.
- 3.2 Funding for the development of the Smart Mobility App is included within the finances for the MILL programme, with European Regional Development Funds matched against funding from the Switched-on Towns & Cities grant of £2.5m awarded to Dundee City Council by Transport Scotland in May 2019.

### **4 BACKGROUND**

- 4.1 The Scottish Government's Programme for Government 2019-20 included a commitment to invest in "the evidence base for Mobility as a Service to provide innovative solutions to reduce reliance on private cars by integrating different modes of transport and providing information and payment functions in a single mobility system." It also announced a £2m MaaS Investment Fund to help develop pilot solutions to address this.
- 4.2 MaaS is about giving transport users a single interface through which they can access a range of transportation services. This includes seamless journey planning across modes, flexible and integrated payments and personalised services based on user preferences.
- 4.3 The first round of the MaaS Investment Fund was launched in June 2019 following a request for expressions of interest. Dundee City Council submitted a bid to Transport Scotland in September 2019 building on the work undertaken in the city to date by the Mobility Innovation Living Laboratory (MILL). Following a period of collaborative scoping work with Transport Scotland in January and February of this year, a grant was awarded for the full amount sought.
- 4.4 Dundee City Council's successful bid to the MaaS Investment Fund focussed 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, modal integration and service optimisation.

- 4.5 The project will trial a range of these improvements in the context of future events in and around the city, including music festivals, sporting events and COP26 (UN Climate Change Conference) fringe events held at the Michelin Scotland Innovation Parc (MSIP). The MaaS project team will seek to make travelling to and from the Parc an example of the 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 collaborative process, working with a range of stakeholders, including event organisers and mobility/transport providers.
- 4.6 The project will build on the smart mobility app being developed for the city and in support of the Switched-on Towns and Cities project. This will be a bespoke app to enable people to connect to multiple transport services in and around the city using their smartphone. The app will provide on-demand access to real-time data on a range of transport services. The aim is to make it more convenient and desirable to use public, shared and sustainable transport services for journeys in and around the city.
- 4.7 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 by 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.
- 4.8 Two other projects were awarded funding through the first round of the MaaS Investment Fund, to Tactran and HITRANS. While the scope and approach of each of these projects is distinct, there will be benefits from close working and knowledge sharing between the projects.

## 5 TENDER DETAILS

- 5.1 The supply of professional services associated with the projects' delivery was tendered through a competitive process which concluded in September 2020. The contract was open to all interested parties who met the minimum criteria. In total, six compliant tender submissions were received for the MAAS commission and nine but only four compliant tender submissions were received for the Smart Mobility App commission.
- 5.2 The submissions were scored on both Quality and Cost. With the highest Quality/Price score, it is recommended that the Committee approves the acceptance of the tender price submitted by Urban Foresight in the amount of £150,000 for the MaaS commission, and Ember in the amount of £194,225 for the Mobility App commission.

Tenderer	Tender	Quality Score (60%)	Price Score (40%)	Overall Score	Ranking
Urban Foresight	£150,000	59.85	36.5	96.35	1
Jacobs UK	£136,890	53.7	40	93.7	2
Systra	£154,599	55.5	35.42	90.92	3
AECOM	£150,000	53.85	36.5	90.35	4
Ionic Consulting	£163,138	51.75	33.56	85.31	5
TSMG -The Social Marketing Gateway	£158,125	39.05	34.63	83.68	6

Table 1 – MaaS Project Commission: Tender Evaluation Summary

Tenderer	Tender	Quality Score (80%)	Price Score (20%)	Overall Score	Ranking
Ember	£194,225	73.00	10.31	83.31	1
IOMOB	£135,000	61.60	14.83	76.43	2
AddJam	£100,095	41.60	20.00	61.60	3
AWTG	£199,542	30.60	10.03	40.63	4

Table 2 – Mobility App Project Commission: Tender Evaluation Summary

## 6 POLICY IMPLICATIONS

- 6.1 This report has been subject to an assessment of any impacts on Equality and Diversity, Fairness and Poverty, Environment and Corporate Risk. There are no major issues

## 7 CONSULTATION

- 7.1 The Council Management Team have been consulted in the preparation of this report and are in agreement with its content.

## 8 BACKGROUND PAPERS

- 8.1 None.

## 9 FURTHER INFORMATION

- 9.1 To ensure Best Value, the services in this report have been procured using the general guidance contained in the following documents approved by the Council:

- a. Report: 216-2018 – Corporate Procurement Strategy 2018-2020; and
- b. Standing Orders – Tender Procedures of the Council.

- 9.2 All tenders are checked by professionally competent officers of appropriate discipline to ensure that the recommended offers represent Best Value.

Ewan Macnaughton  
Head of Sustainable Transport and Roads

Author: Fraser Crichton

Robin Presswood  
Executive Director of City Development

