## EQIA Submission – ID Number
## Section A

**EQIA Title**

Introducing MaaS service to Kent

**Responsible Officer**

Jacqui Elliott - GT TRA

## Type of Activity

**Service Change**

No

**Service Redesign**

No

**Project/Programme**

Project/Programme

**Commissioning/Procurement**

No

**Strategy/Policy**

No

**Details of other Service Activity**

No

## Accountability and Responsibility

**Directorate**

Growth Environment and Transport

**Responsible Service**

Growth Environment and Transport (GET)

**Responsible Head of Service**

Philip Lightowler - GT TRA

**Responsible Director**

Haroona Chughtai - GT TRA

## Aims and Objectives

Current state:

1.      Transport not coordinated and not easy for customers to plan, book, pay and take multi -modal journeys.
2.      Lack of visibility of journey options for residents and visitors to an area
3.      Private car is default mode for most people and perceived as easier in terms of time cost and convenience.
4.      Petrol and diesel cars are the norm and use of diesel buses.
5.      Transport providers not sharing data so customers cannot know all transport options available to them.
6.      Fares per journey and separate for train, bus, car hire etc.
7.      Some Public perception negative for buses 'for the poor' 'not for me' 'costly'
8.      Cost / Convenience / time decisions by residents – currently assuming private car is best.
9.      High Air pollution in Dartford and Gravesham areas and Dartford & Gravesham Councils have Air Quality Management areas - NOx in Dartford & Gravesend town centres over legal limit.
10.      Congestion issues with development works (motorway junction, heavy traffic flow by Ebbsfleet train station car park area)
11.      Pre covid- Train capacity from Ebbsfleet to London an issue (lack of carriages, length of stations in Kent, investment needed, stability of contract for train franchise). During Covid, not enough people using trains and need enticing back.

12.     little behaviour change incentives to encourage sustainable travel behaviour

Aims and Objectives:

KCC public transport team plan to introduce a new type of service in the form of an integrated transport platform to support the development of Ebbsfleet Garden City and surrounding Dartford and Gravesham areas before rolling the new service to residents of Kent & Medway. It will make travel by different shared modes of transport and active travel easy, seamless and cost effective. It will do this through a Mobility as a Service (MaaS) app, website & back office platform, offering door to door travel using highly sustainable modes of transport with a single point of entry for all user requirements

By integrating all modes of transport together in this area, the competitiveness of the car-free option is much stronger than each individual mode competing with cars in a more disparate way. The approach we have proposed builds on existing enablers for ticketing, journey planning and payments and integrates these together in a new way.
This is more than an app, it is about truly integrating transport operationally with open transport data sharing to create a connected, shared, zero emissions transport system aligned with KCC strategic objectives.
This is about creating a new business model to offer residents a new seamlessly integrated way of travelling without having to own their own car.

MaaS Strategic Objectives:

1.      Step change increase in modal shift away from car ownership and SOV to shared zero emission public transport and active travel

2.      Improve travel options for residents whilst reducing $CO_2$ emissions & improving air quality

3.      Improve public health and wellbeing by reducing air pollution and encouraging active travel

4.      Help prevent gridlock in Ebbsfleet and surrounding urban area with the continued residential & commercial expansion of development in the area until 2035.

5.      Improved social outcomes by improved accessibility

6.      Create a truly integrated transport system

7.      Bringing MaaS as a positive disruptive force to Kent in a controlled manner


Main Project Objectives:

1.      To introduce MaaS to Kent firstly in an urban environment in Ebbsfleet Garden City with surrounding Dartford and Gravesham town centre areas, putting public transport at its heart with a potential public launch in October 2025.

2.      KCC to Procure specialist MaaS technology (app, website and back office platform) so that KCC will own the technology and the data and procure a MaaS operator to run the new MaaS scheme on KCC's behalf

3.      Assuming successful implementation of the new service in Ebbsfleet, roll out MaaS across Kent during 2026.

4.      Creation of a sustainable multi-modal MaaS network that ensures transport is truly integrated at an operational level, to provide seamless travel options for customers.

5.      Create a new MaaS business model that works for all MaaS Framework participants which could be best practice for other MaaS schemes in Kent, nationally and internationally

6.      To allow residents to live in Ebbsfleet Garden City without the need for a private car for local journeys and rail commuting, by ensuring integrated multimodal public transport & active travel.

7.      The MaaS network must aim to meet objectives that are environmentally responsible, people-centered & socially inclusive.

8.      Ebbsfleet Garden City must be seen as highly sustainable and reduce greenhouse gas emissions. If successful, the new MaaS service will be internationally recognised as example of leading innovation, much like Fastrack.

9.      The app will seek to deliver integrated journey planning, ticketing, payments & support door to door travel for a wide range of transport offering monthly multimodal travel subscription products as well as PAYG to an integrated transport system. All travel needs for residents and visitors in Ebbsfleet will be supported through the MaaS app & website.

10.     The MaaS back office platform and customer facing Mobile app will be seamlessly integrated for the customer including Information and planning of multimodal journey planner and real time information, booking, payment, ticketing and customisable user accounts with incentives.

11.     Multimodal transport integration is planned to include train travel to and from London and Kent; Fastrack BRT electric bus services, local bus services; bike & ebike hire; electric car club hire. Future integration is expected to include autonomous shuttles on Fastrack and DRT.

12.     The app & website will support healthy active travel choices and zero emission vehicles to help reduce the public health burden on the NHS and supporting their 'Ebbsfleet Garden City, Healthy New Town Programme'

13.     The app will also encourage behavioural change through rewarding residents for active travel.

14.     Linked with another autonomous electric bus trial on Fastrack in a controlled environment.

15.     Linked with another project to provide DRT as a first mile/last mile solution to connect Ebbsfleet residents with the train, Fastrack and bus network to allow residents to not need a private car.

16.     MaaS Provide the right conditions of an integrated transport system before trialing a 1st Clean Air Zone and Zero Emissions Zone in Kent.(out of scope of this project)

## Section B – Evidence

**Do you have data related to the protected groups of the people impacted by this activity?**

Yes

**It is possible to get the data in a timely and cost effective way?**

Yes

**Is there national evidence/data that you can use?**

Yes

| Have you consulted with stakeholders? |
|---|
| Yes |

| Who have you involved, consulted and engaged with? |
|---|

KCC internal:

-Shane Hymers and Phil Lightowler – public transport team
-GET Portfolio Board
-Liz Beadle – GET Portfolio Delivery Manager
-Strategic technology Board & GET Technology Board
-COG
-Commercial & Procurement team & CPOB
-Louise Merchant (LM) - Procurement & Commercial Manager
-Carolyne Harrington
-Alex Whelan
-Kelly Roberts
-Clare Maynard
-Ann Wynde – Engagement and Consultation Development Officer
-Tracey Gleeson – GET Communications Partner
-Rachel Tinsley / Sam Birkin - Strategic Commissioning Analytics team
-Kelly Roberts – Strategic Commissioning team
-Phil Murphy / Greg Bunnage – IT infrastructure Partner / ICT Commissioning
-Karen Risdon – PMO / GET Digital Champion
-Ben Bolton/ Tim Middleton – Transport Innovations team
-Kevin Tilson / Ann Marie Jarvis/ John Holden / Mel Goldsmith / Darren Honey, Joanna Lee– Finance team
Laura Taylor - Envt. Engagement & Behaviour Change Manager
-Katie Traylen - Climate Change Team Leader
-Christopher Bennett - Climate Action Support Officer
-Andrew Bose - Marketing & Digital Manager – Kent Communications
-Julian Scott - Creative Services Manager
-Matthew Wagner (MW) - Interim Chief Analyst
-Hannah Parathian (HP) - Analyst Manager
-Jason Hickson (JH) - Analyst Manager

External:

1. MaaS Ebbsfleet Consortium including Southeastern, Arriva, Fastrack, Ebbsfleet Development Corporation, Betterpoints, University of Kent
Fastrack Advisory Board
2. Market engagement during 2020 & 2021 with over 40 MaaS technology providers who have experience internationally of introducing and operating MaaS solutions including software demonstrations & 16 indicative costs.
3. Ongoing market engagement with MaaS partner providers during 2022 & 2023
4. TfSE Future Transport steering group
5. DfT LAMP technical guidance
6. Open Transport Initiative
7. Electric car club providers market engagement (Feb/March 21)
8. bike/ebike hire providers market engagement March 21
9. UK MaaS local authorities (Transport Solent, Transport West Midlands, West of England combined authority, HiTrans, Transport for Wales)

| Has there been a previous Equality Analysis (EQIA) in the last 3 years? |
|---|

| No |
| --- |

| **Do you have evidence that can help you understand the potential impact of your activity?** |
| --- |
| Yes |

## Section C – Impact

### Who may be impacted by the activity?

**Service Users/clients**

No

**Staff**

No

**Residents/Communities/Citizens**

Residents/communities/citizens

**Are there any positive impacts for all or any of the protected groups as a result of the activity that you are doing?**

Yes

**Details of Positive Impacts**

1. Age - It is expected that there will be a medium to high positive impact on all age groups of residents and visitors to the area. The project aims to provide resident with seamless multimodal travel options that they currently do not have and do not have visibility of. MaaS aims to create a truly integrated transport system with increased accessibility for all. No services or rights will be removed only enhanced.

2. Disability - It is expected that there will be a medium to high positive impact for all residents and visitors to the area with and without disabilities. The project aims to provide resident with seamless multimodal travel options that they currently do not have and do not have visibility of. MaaS aims to create a truly integrated transport system with increased accessibility for all. No services or rights will be removed only enhanced.

3. Sex - It is expected that there will be a medium to high positive impact on both male and female. The project aims to provide resident with seamless multimodal travel options that they currently do not have and do not have visibility of. MaaS aims to create a truly integrated transport system with increased accessibility for all. No services or rights will be removed only enhanced.

4. Gender identity/ Transgender - It is expected that there will be a medium to high positive impact for residents and visitors to the area regardless of gender identity. The project aims to provide resident with seamless multimodal travel options that they currently do not have and do not have visibility of. MaaS aims to create a truly integrated transport system with increased accessibility for all. No services or rights will be removed only enhanced.

5. Race - It is expected that there will be a medium to high positive impact for residents and visitors to the area regardless of race. The project aims to provide resident with seamless multimodal travel options that they currently do not have and do not have visibility of. MaaS aims to create a truly integrated transport system with increased accessibility for all. No services or rights will be removed only enhanced.

6. Religion and Belief - It is expected that there will be a medium to high positive impact for all residents and visitors to the area regardless of religion or belief. The project aims to provide resident with seamless multimodal travel options that they currently do not have and do not have visibility of. MaaS aims to create a truly integrated transport system with increased accessibility for all. No services or rights will be removed only enhanced.

7. Sexual Orientation - It is expected that there will be a medium to high positive impact for all residents and visitors to the area regardless of sexual orientation. The project aims to provide resident with seamless multimodal travel options that they currently do not have and do not have visibility of. MaaS aims to

create a truly integrated transport system with increased accessibility for all. No services or rights will be removed only enhanced.

8. Pregnancy and Maternity - It is expected that there will be a medium to high positive impact for all residents and visitors to the area regardless of pregnancy & maternity. The project aims to provide resident with seamless multimodal travel options that they currently do not have and do not have visibility of. MaaS aims to create a truly integrated transport system with increased accessibility for all. No services or rights will be removed only enhanced.

9. Marriage and Civil Partnerships - It is expected that there will be a medium to high positive impact for all residents and visitors to the area regardless of marriage and civil partnership status. The project aims to provide resident with seamless multimodal travel options that they currently do not have and do not have visibility of. MaaS aims to create a truly integrated transport system with increased accessibility for all. No services or rights will be removed only enhanced.

10. Carer's Responsibilities - It is expected that there will be a medium to high positive impact for all residents and visitors to the area regardless of if a person has carer responsibilities or not. The project aims to provide resident with seamless multimodal travel options that they currently do not have and do not have visibility of. MaaS aims to create a truly integrated transport system with increased accessibility for all. No services or rights will be removed only enhanced.

## Negative impacts and Mitigating Actions

### 19. Negative Impacts and Mitigating actions for Age

**Are there negative impacts for age?**

Yes

**Details of negative impacts for Age**

The MaaS App and Website will require knowledge of technology and also a computer, smartphone or tablet to be able to access the App or website.

**Mitigating Actions for Age**

As the technology we are proposing is app based, we do not want to miss out travel opportunity for older people without a smartphone. We will therefore offer a website booking and phone booking options so people can book travel from their landline at home or home computer

**Responsible Officer for Mitigating Actions – Age**

Jacqui Elliott

### 20. Negative impacts and Mitigating actions for Disability

**Are there negative impacts for Disability?**

Yes

**Details of Negative Impacts for Disability**

People with disability may have issues using the MaaS App and Website.

**Mitigating actions for Disability**

It is recommended that we contact Voluntary Charities to input into the design to ensure that the MaaS solution is inclusive as possible of all types of disabilities – app, website and phone booking service e.g. Kent Association of the Blind and HiKent.

The Passenger Assist service allows you to book assistance up to 2 hours before travelling. All train companies offer Passenger Assist services.

**Responsible Officer for Disability**

Jacqui Elliott

### 21. Negative Impacts and Mitigating actions for Sex

**Are there negative impacts for Sex**

No. Note: If Question 21a is "No", Questions 21b,c,d will state "Not Applicable" when submission goes for approval

| | |
|---|---|
| **Details of negative impacts for Sex** | |
| Not Completed | |
| **Mitigating actions for Sex** | |
| Not Completed | |
| **Responsible Officer for Sex** | |
| Not Completed | |

**22. Negative Impacts and Mitigating actions for Gender identity/transgender**

| | |
|---|---|
| **Are there negative impacts for Gender identity/transgender** | |
| No. Note: If Question 22a is "No", Questions 22b,c,d will state "Not Applicable" when submission goes for approval | |
| **Negative impacts for Gender identity/transgender** | |
| Not Completed | |
| **Mitigating actions for Gender identity/transgender** | |
| Not Completed | |
| **Responsible Officer for mitigating actions for Gender identity/transgender** | |
| Not Completed | |

**23. Negative impacts and Mitigating actions for Race**

| | |
|---|---|
| **Are there negative impacts for Race** | |
| No. Note: If Question 23a is "No", Questions 23b,c,d will state "Not Applicable" when submission goes for approval | |
| **Negative impacts for Race** | |
| Not Completed | |
| **Mitigating actions for Race** | |
| Not Completed | |
| **Responsible Officer for mitigating actions for Race** | |
| Not Completed | |

**24. Negative impacts and Mitigating actions for Religion and belief**

| | |
|---|---|
| **Are there negative impacts for Religion and belief** | |
| No. Note: If Question 24a is "No", Questions 24b,c,d will state "Not Applicable" when submission goes for approval | |
| **Negative impacts for Religion and belief** | |
| Not Completed | |
| **Mitigating actions for Religion and belief** | |
| Not Completed | |
| **Responsible Officer for mitigating actions for Religion and Belief** | |
| Not Completed | |

**25. Negative impacts and Mitigating actions for Sexual Orientation**

| | |
|---|---|
| **Are there negative impacts for Sexual Orientation** | |
| No. Note: If Question 25a is "No", Questions 25b,c,d will state "Not Applicable" when submission goes for approval | |
| **Negative impacts for Sexual Orientation** | |
| Not Completed | |
| **Mitigating actions for Sexual Orientation** | |
| Not Completed | |
| **Responsible Officer for mitigating actions for Sexual Orientation** | |
| Not Completed | |

**26. Negative impacts and Mitigating actions for Pregnancy and Maternity**

| | |
|---|---|
| **Are there negative impacts for Pregnancy and Maternity** | |
| No. Note: If Question 26a is "No", Questions 26b,c,d will state "Not Applicable" when submission goes for approval | |

| Negative impacts for Pregnancy and Maternity |
|---|
| Not Completed |
| **Mitigating actions for Pregnancy and Maternity** |
| Not Completed |
| **Responsible Officer for mitigating actions for Pregnancy and Maternity** |
| Not Completed |
| 27. Negative impacts and Mitigating actions for Marriage and Civil Partnerships |
| **Are there negative impacts for Marriage and Civil Partnerships** |
| No. Note: If Question 27a is "No", Questions 27b,c,d will state "Not Applicable" when submission goes for approval |
| **Negative impacts for Marriage and Civil Partnerships** |
| Not Completed |
| **Mitigating actions for Marriage and Civil Partnerships** |
| Not Completed |
| **Responsible Officer for Marriage and Civil Partnerships** |
| Not Completed |
| 28. Negative impacts and Mitigating actions for Carer's responsibilities |
| **Are there negative impacts for Carer's responsibilities** |
| No. Note: If Question 28a is "No", Questions 28b,c,d will state "Not Applicable" when submission goes for approval |
| **Negative impacts for Carer's responsibilities** |
| Not Completed |
| **Mitigating actions for Carer's responsibilities** |
| Not Completed |
| **Responsible Officer for Carer's responsibilities** |
| Not Completed |