

ST. ANDREWS

# MA > MASTER PLAN

PROJECT PARTNERS



University of  
St Andrews



Urban  
Foresight

FUNDED BY



TRANSPORT  
**SCOTLAND**  
CÒMHDAIL ALBA

# A sustainable transport project in St Andrews to tackle vehicle congestion, improve travel options and drive down transport related emissions.

The aims of the St Andrews MaaSterplan project are to introduce a series of low-carbon and shared transport initiatives to St Andrews and integrate these modes of transport into one, easy to use digital platform called GoSEStran.

This is an initiative for the entire community of St Andrews; residents, commuters and visitors are encouraged to use these new modes of transport to aid the town's transition to a greener transport system.

This community project is supported by local organisations including the University of St Andrews and local place based consultancy, Urban Foresight. The University of St Andrews and Urban Foresight are working in partnership to deliver this project.

The St Andrews MaaSterplan is funded by Transport Scotland as part of a wider series of projects designed to test the Mobility as a Service (MaaS) concept in Scotland.





## → HOW WILL THIS INITIATIVE BENEFIT THE TOWN?

The aim of the St Andrews MaaSterplan project is to introduce and promote low carbon, active and shared modes of transport to reduce the volume of single passenger car journeys taking place in St Andrews.

This will help to tackle vehicle congestion, improve travel options and drive down transport related emissions.



## The following alternative modes of transport will be introduced to the town:



### Community Car Club

A local car club scheme. Rent vehicles by the hour or the day or add your personal or commercial fleet vehicles to the network and make money from your motor when you aren't using it.



### Lift Share

Connecting drivers and passengers who are making the same journey. Travel together to reduce fuel costs, emissions and road and parking congestion.



### Smart Walking

Custom walking routes through the town with unique points of interest. Walks are generated based on criteria such as duration, distance and personal interests.

### SUBJECT TO DEVELOPMENT:



### Bike Share

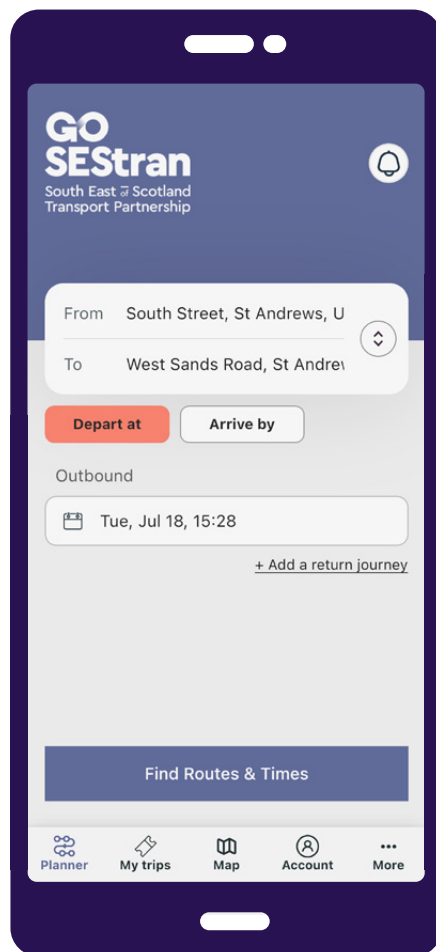
Electric bike rental will be available at locations throughout St Andrews.



### Demand Responsive Transport

A highly flexible bus service that can be booked on demand for destinations and pick up points that don't fit within the existing public transport network.

## GoSEStran – integrating all travel options into one easy to use digital platform



Community Car Club

NOW LIVE



Lift Share

NOW LIVE



Smart Walking

COMING SOON



Bike Share\*



Demand  
Responsive  
Transport\*



\*SUBJECT TO DEVELOPMENT



## → BENEFITS FOR EVERYONE

- ✓ By integrating all available travel options into one easy to use app, GoSEStran, will help people to plan their journeys and raise awareness of the low carbon transport options which best meet their needs.
- ✓ The project presents an opportunity for people to change their travel habits to greener, more affordable travel methods.
- ✓ The introduction of low carbon and shared transport modes will enhance people's experience of travelling to, and around St Andrews.
- ✓ Introducing and promoting transport methods which are an alternative to single-passenger car journeys will help reduce vehicle congestion.
- ✓ Reduce greenhouse gas emissions from transport.



## → WHY THIS MATTERS TO YOU

By supporting the St Andrews MaaSterplan project **you are helping residents, commuters and visitors to:**

- Access greener, healthier and more affordable transport options.
- Enhance their overall experience of living, working or visiting St Andrews.
- Help to promote sustainable travel options and reduce greenhouse gas emissions.





We are seeking the support of the community and businesses of St Andrews to ensure the success and sustainability of this project. If you can help us to spread the word within your network, we want to work with you.

Please contact Fiona Murray who will organise a chat with you about the marketing and communications opportunities you can get involved in.

→ **Fiona Murray**

Marketing and Communications Manager  
Urban Foresight

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