

Part A

Report to: Cabinet

Date of meeting: 9 September 2019

Report author: Group Head of Transformation

Title: Sustainable Transport Programme (STP) - Transport App

1.0 Summary

1.1 The Transport App is one of the Sustainable Transport initiatives embedded within the council's Corporate Plan and is a key component of this agenda. The app will provide information to those moving around Watford about the different transport options available to them for their given journey to enable them to choose that which best suits their needs and preferences taking into account a range of criteria including cost, wait time, duration and sustainability.

1.2 A procurement process has been completed utilising the Competitive Procedure with Negotiation and the Mayor made the decision to award the contract for provision of the App to Molten Mouse Ltd on 8 July 2019.

1.3 There is a budget provision of £200,000 to support the development of the App included within the 2019/20 budget, which is sufficient to develop the app as specified under this contract.

1.4 Additionally there is an ongoing revenue requirement to host, support and maintain the App of £28,050. There is sufficient budget provision for this in the overall Sustainable Transport Programme budget allocation.

2.0 Risks

2.1

Nature of risk	Consequence	Suggested Control Measures	Response	Risk Rating
Budget may not be available to provide the ongoing hosting, support and maintenance of the Transport App.	The developed App would not be viable.	Utilise overall sustainable transport programme budget to fund this requirement.	Treat	4

3.0 **Recommendations**

- 3.1 Cabinet are asked to note the award of the contract for provision of the Transport App to Molten Mouse Ltd.
- 3.2 Cabinet are asked to note the use of £28,050 per annum of the budgeted Sustainable Transport Programme funding for the hosting, support and maintenance of the Transport App.

Further information:

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Report approved by: Managing Director

4.0 **Detailed proposal**

- 4.1 The Transport App is an integral element, cutting across all projects within the STP. Essentially the programme design principles rely on the successful implementation and integration of the app, allowing users access to real time travel information, booking and payment options as well as information on the key infrastructure needed to support sustainable transport such as EV charging points, parking sensors and bike hire docking stations.
- 4.2 A procurement process to identify a partner to provide the Transport App was initiated in January 2019. This process utilised the Competitive Procedure with Negotiation, a new procedure for the council, which was chosen due to the specific complexities and nature of this procurement process.
- 4.3 The Aspirational Specification for the App, as included in the tender documents was that the App will be where customers (Residents and anyone who is moving around in Watford including those travelling into Watford) will go to:
- Understand the travel choices and options open to them based on where they are and where they want to go. This will include:
 - Duration of different transport options (and combination of options) for their specific journey
 - Cost of different transport options for their specific journey
 - Wait times or constraints for the different options for their specific journey (e.g. next bus is due in 15 minutes; there are currently 0 taxis in the nearest taxi rank)
 - Access available transport facilities in Watford:
 - Parking – navigate to a space / car park with available space that is convenient for where I am coming from and going to

- EV charging facilities
- Bike storage
- Link to booking sites for transport options that have their own booking platforms e.g. on-demand bus, cycle hire scheme
- Book and pay for transport options that don't have an independent booking platform (if they are developed through the programme) e.g. taxis, private hire, minibuses etc

The transport options that the App should ultimately provide information about include (not exclusively):

- Trains (overground and underground) at all Watford stations
- Buses
- On-demand bus
- Cycle hire
- Private hire / mini-cabs
- Parking
- Walking
- Cycling
- EV charging
- Car clubs

Additionally the App should provide other relevant information that might impact on people moving around Watford including:

- Weather
- Events in the town e.g. events in Cassiobury Park, football matches etc
- Traffic information

- 4.4 A huge amount of interest was generated; over 100 companies looked at the opportunity and 16 Expressions of Interest were received.
- 4.5 An evaluation team of officers assessed the Expressions of Interest and selected five who were invited to submit Final Tenders. These were then evaluated and Molten Mouse Ltd were identified as the preferred bidder and the contract was awarded to them by mayoral decision on 8 July 2019.
- 4.6 Molten Mouse Ltd have extensive experience in developing transport apps and digital transport solutions, most notably the trav.ly app for West Yorkshire and a multi-modal transport planner app for the City of York. Through their bid Molten

Mouse demonstrated that they can meet and exceed the council's aspirational specification for the Transport App.

- 4.7 The build of the app is underway and with the first release expected in early 2020. There will be further releases with additional functionality throughout 2020 and across the life of the contract.

5.0 **Implications**

5.1 **Financial**

- 5.1.1 The cost to develop the Transport App, including all of the functionality currently specified, can be covered by the existing 2019/20 budget provision.
- 5.1.2 There is an ongoing revenue budget requirement of £28,050 per annum for the hosting, support and maintenance of the App, which can be covered through the overall STP budget allocation.

5.2 **Legal Issues** (Monitoring Officer)

- 5.2.1 The Head of Democracy and Governance comments that there are no legal implications in this report. The procurement followed the council's procurement rules.

5.3 **Equalities, Human Rights and Data Protection**

- 5.3.1 As this is a new initiative for the council an Equalities Impact Assessment will need to be completed once the design and detailed functionality of the App becomes clearer through the implementation period. A high-level assessment has been conducted and the main conclusions of this are that as a digital initiative, with no non-digital alternative, certain groups are less likely to access the app due to their lower propensity to use digital services. To mitigate some of this impact a web alternative will be developed, which will provide access to the functionality for non-smartphone users and those who require specialist software to access the functionality.
- 5.3.2 Having had regard to the council's obligations under the General Data Protection Regulation (GDPR) 2018, it is considered that officers are not required to undertake a Data Processing Impact Assessment (DPIA) for this report. This is because under the terms of the contract Molten Mouse Ltd will be both Data Controller and Data Processor and under the terms of the contract the completion of a DPIA is their responsibility. The council will however conduct due diligence and will review the DPIA prior to go live of the App.

Appendices

None

Background papers

No papers were used in the preparation of this report.