DIGI GOV EXPO '24

CITIZEN EXPERIENCE THEATRE

THEATRE SPONSORED BY Adobe

Mobility as a Service (MaaS) in Practice: Lessons from Breeze (Solent Transport)

Lauren Ward

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DigiGov Expo

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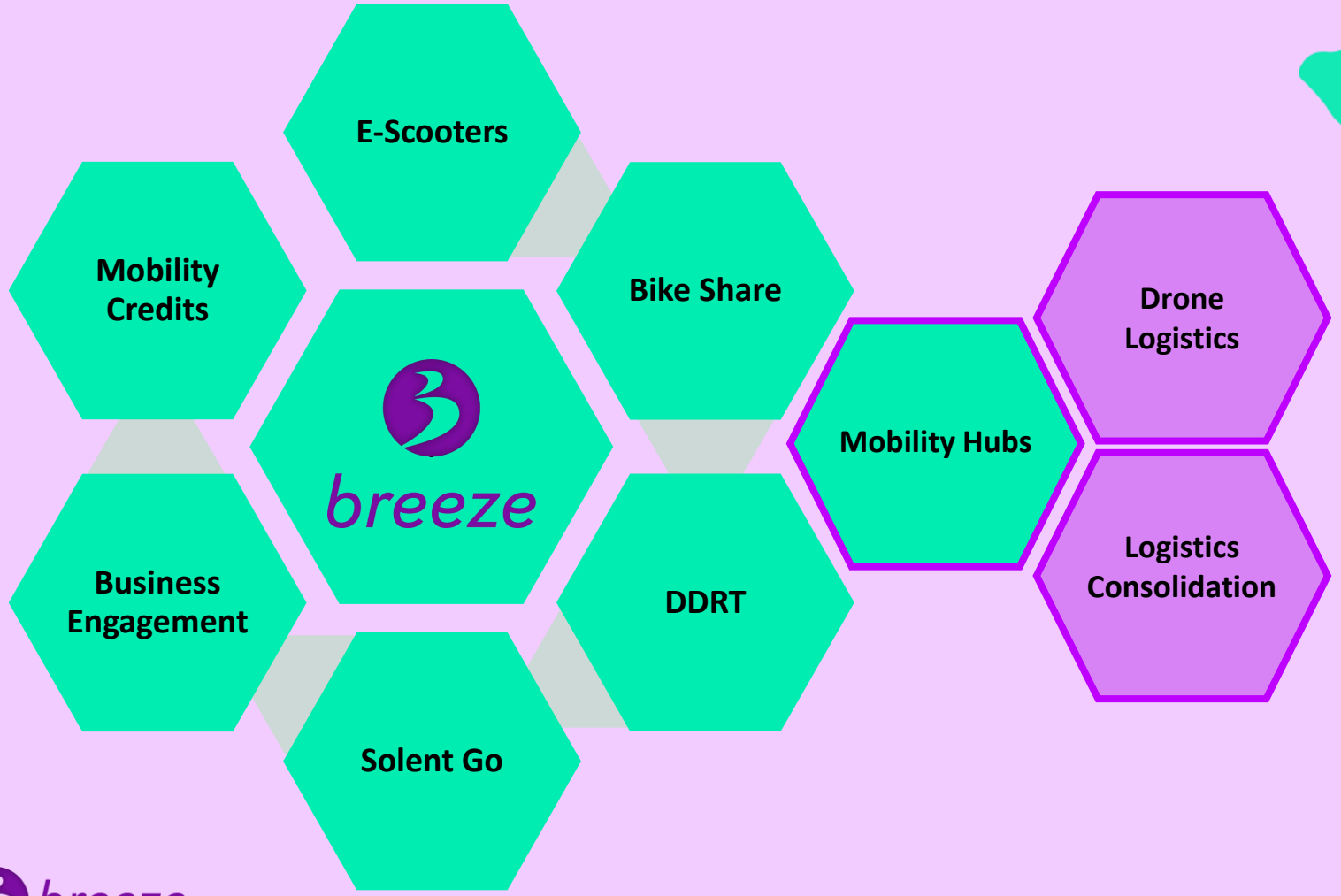
Breeze into the Future – The challenges facing our MaaS Platform

Lauren Ward

Solent Transport

The Solent Future Transport Zone

Department for Transport



Portsmouth City Council

Isle of Wight Council

Hampshire County Council

Southampton City Council

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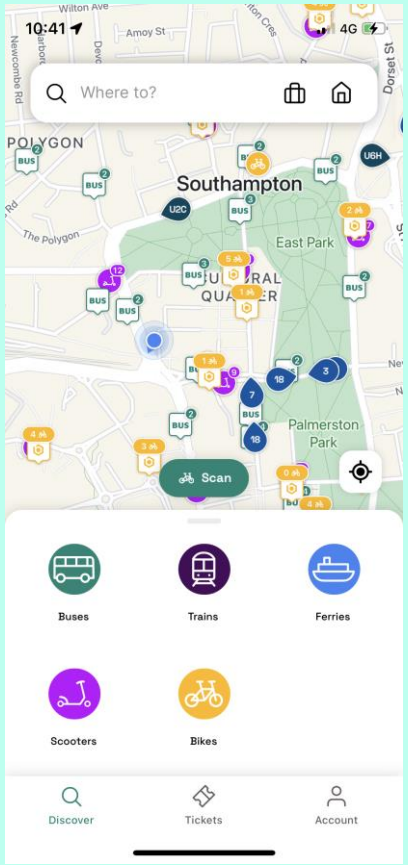
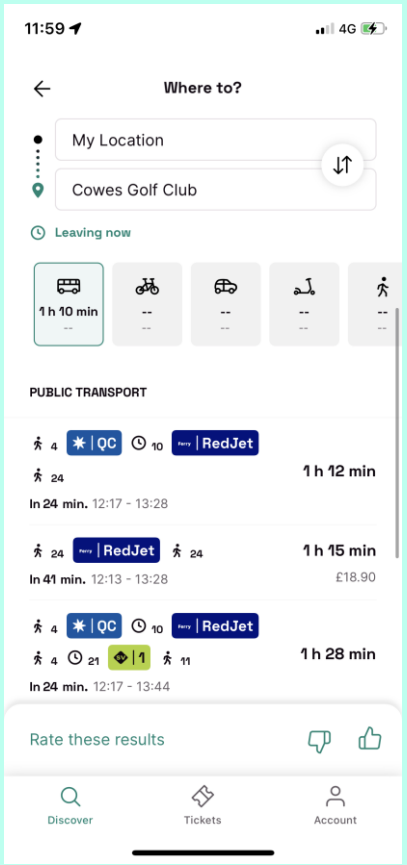
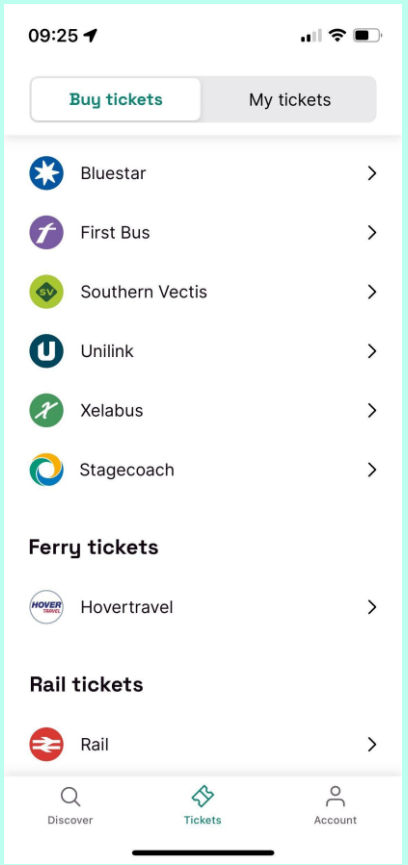
Breeze Platform



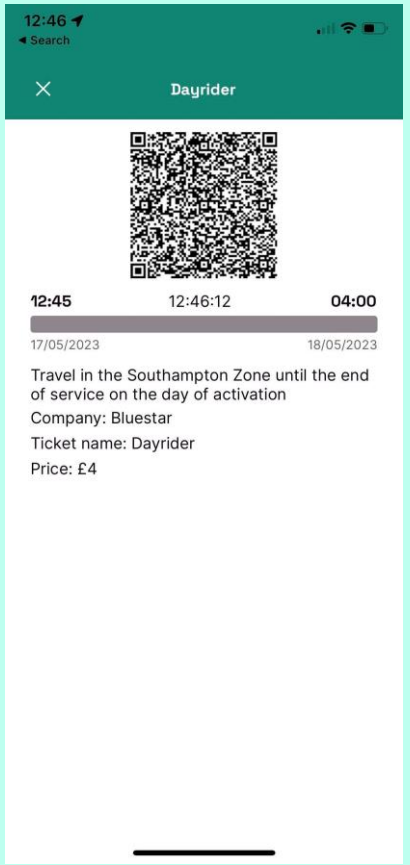
Realtime information



Multi-modal journey planning



Purchase tickets



Validate tickets

Trafi

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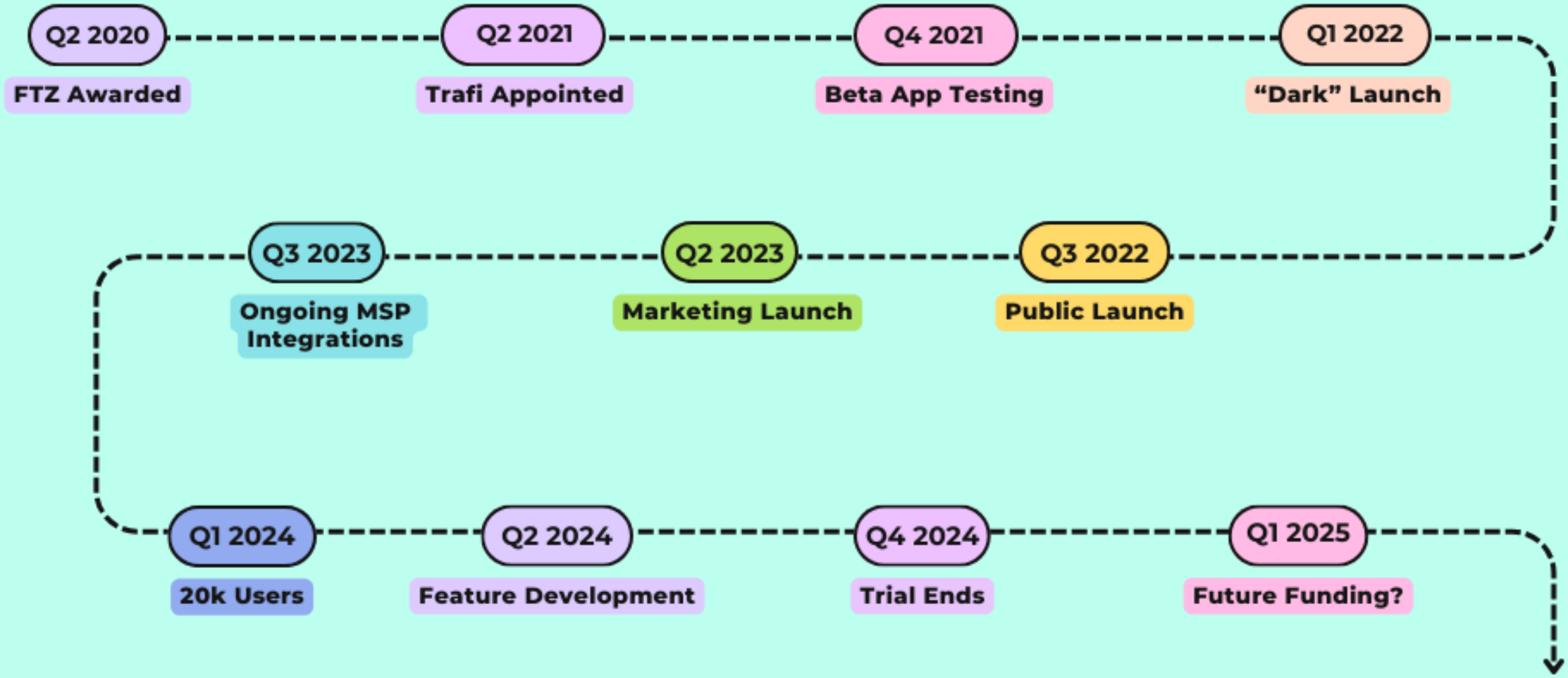
Breeze Milestones



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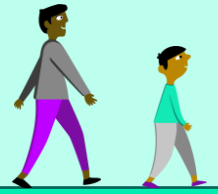
Delivered by Solent Transport

Powered by Trafi

Pilot - Key Stats



Total Users: >35k

Monthly Active Users (MAU): ~5,000

MAU / Total: ~20%

Monthly New Users: ~2,500

Total Transactions: >40k

App Store Rating: 4.1 (100+ reviews)

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Relationships

B2C app | B2B modules | Events & partners | Mobility credits

Customer touchpoints

Department for Transport | ST Joint Committee

Project / Programme Boards

Governance and reporting

Ubiquity Marketing

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Branding and customer engagement

nmi Payments | Lloyds Bank Banking | voucherify Wallet and Rewards

onfido ID verification | zendesk Customer services | braze Customer Relationship Management

Third party services

Other local authorities could join Breeze

Portsmouth City Council | Isle of Wight Council | Hampshire County Council | Southampton City Council

Solent Transport a partnership

Finance | Procurement | Legal | HR

Support functions

University of Southampton | University of Portsmouth | The Behavioural Insights Team

Research and insight

unilink | bluestar | Southern Vectis the island's buses | voi. | enterprise CarClub | t | ITSO | SolentGO from A to B to sea | Gosport Ferry | Hythe Ferry | Helabus | DRT | beryl | First Bus | Stagecoach | Red Funnel | Wightlink | Hovertravel | Taxi

Mobility service providers

Trafi

Unicard

App stores

aws Hosting

Google Maps Mapping

Authentication

App platform

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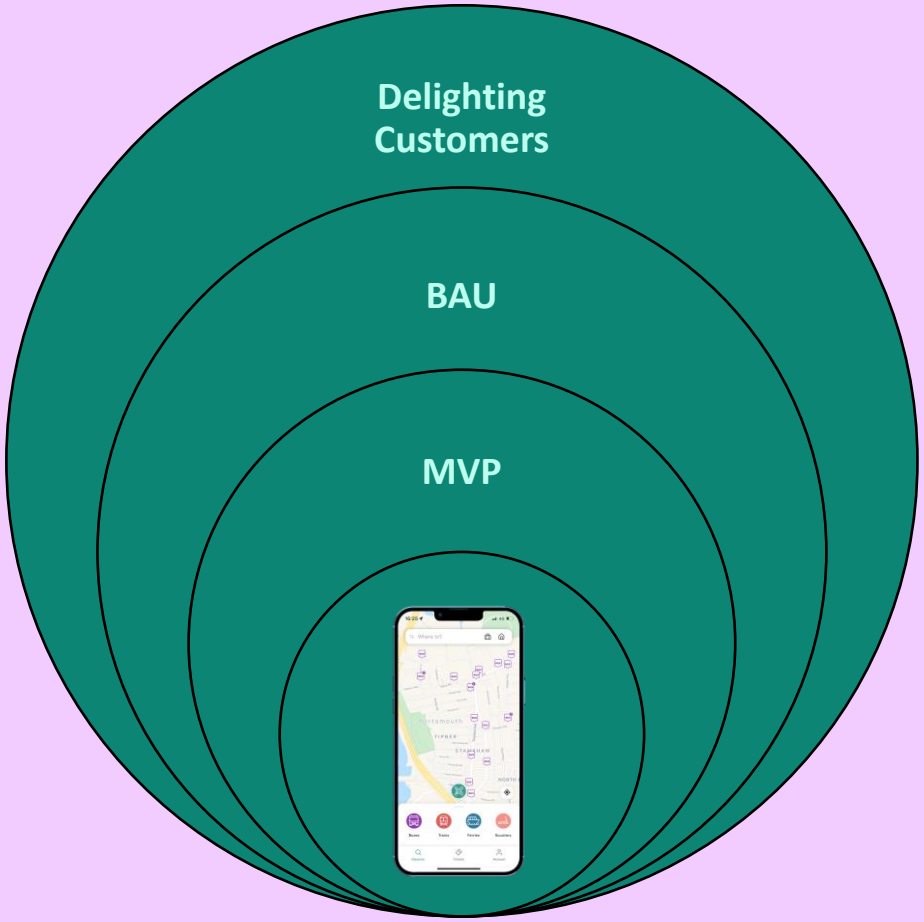
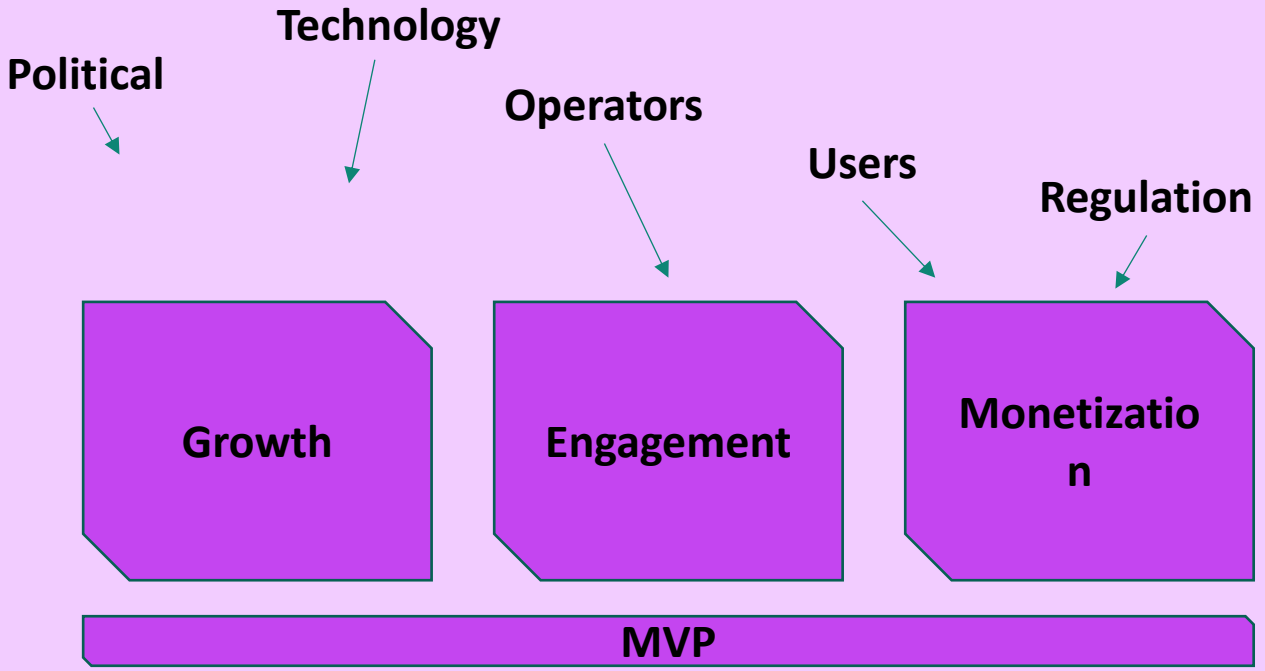
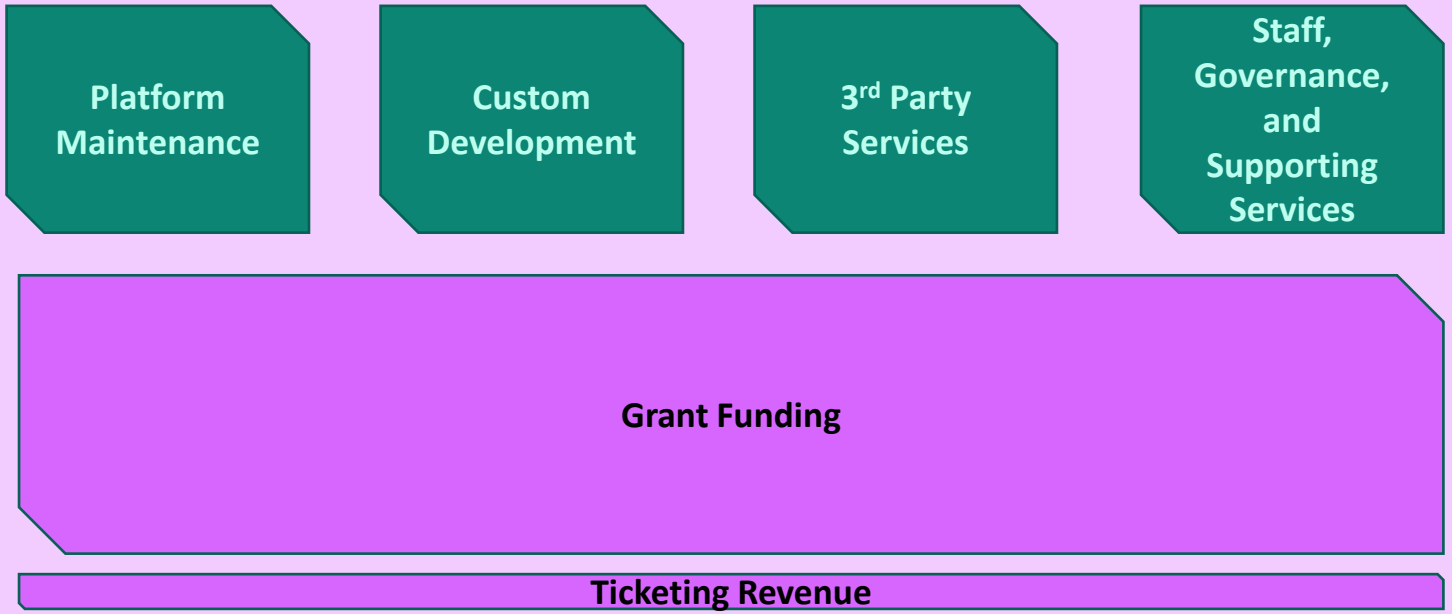
Challenge 1 - Product Development

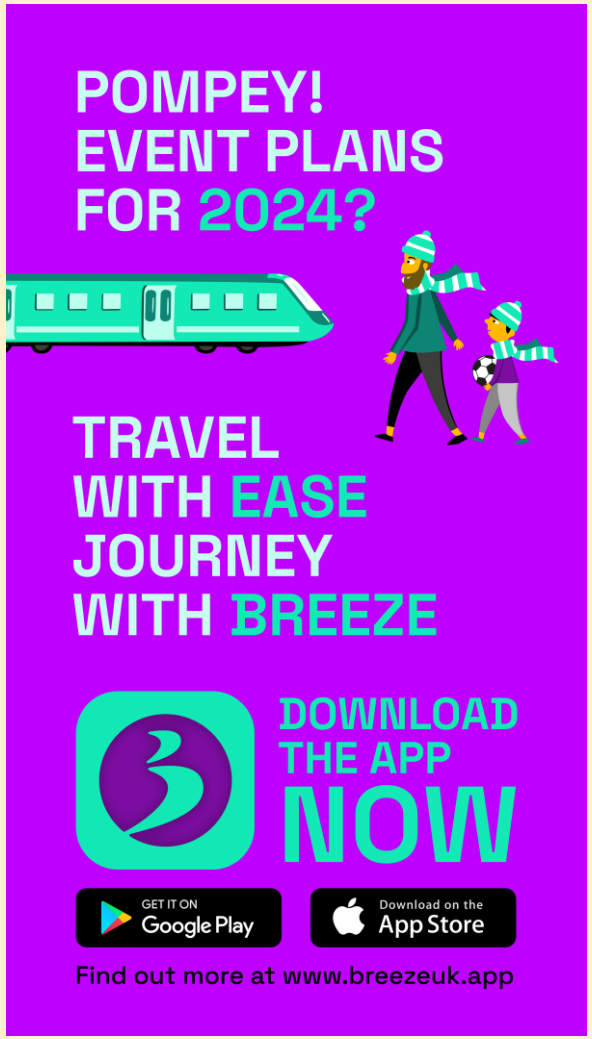


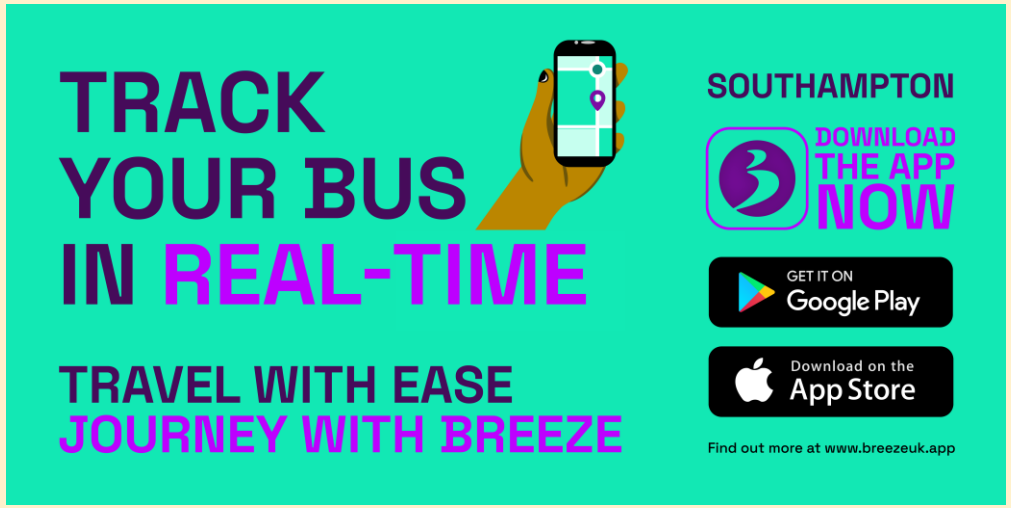


Challenge 2 - Commercial Sustainability/ Long-term funding



Challenge 3 - Promotional and Incentives





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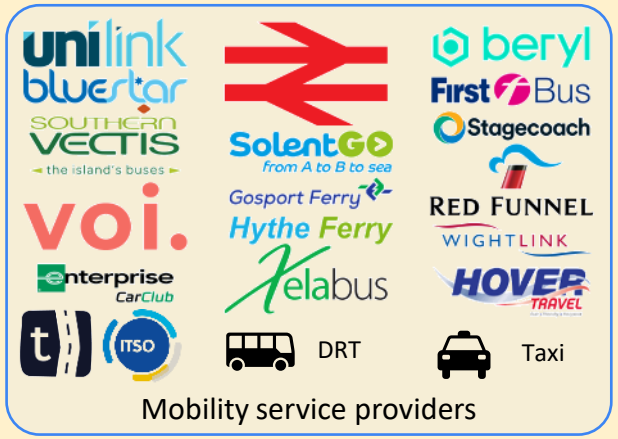
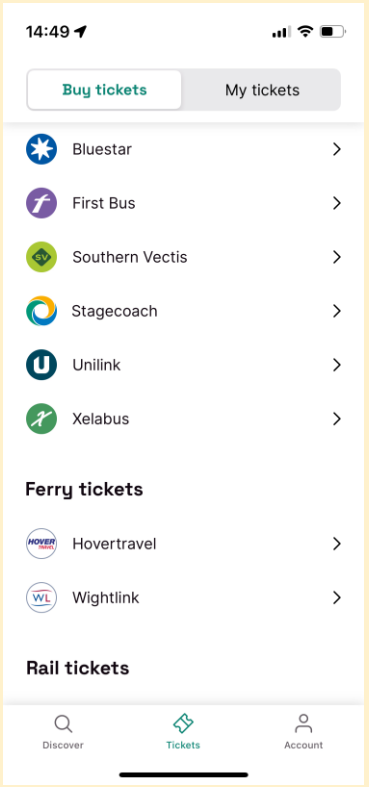
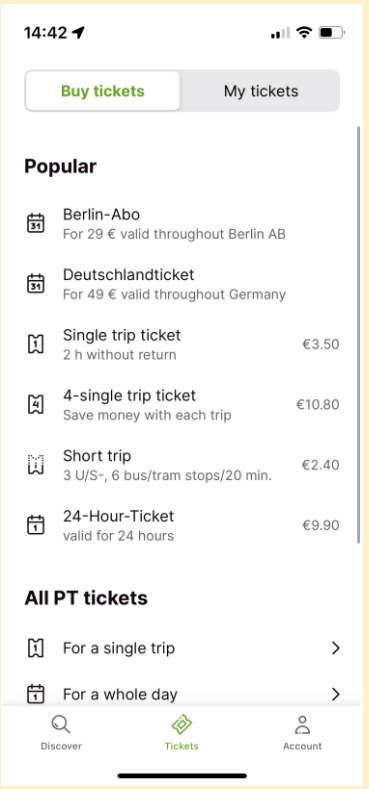
Challenge 4 – Fractured Environment

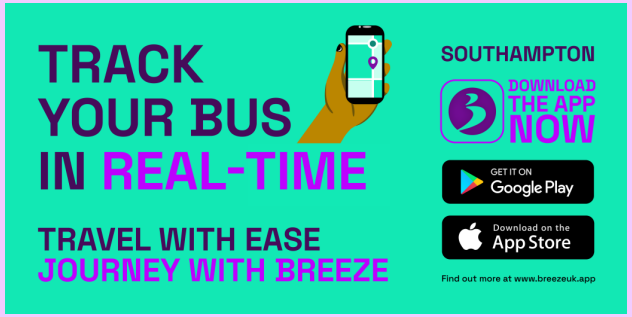


Mobility service providers





Challenge 5 – Demonstrating Real World Change / Benefits



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Any questions?

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