



Solent  
Transport

# Future Transport Zone: Mobility as a Service

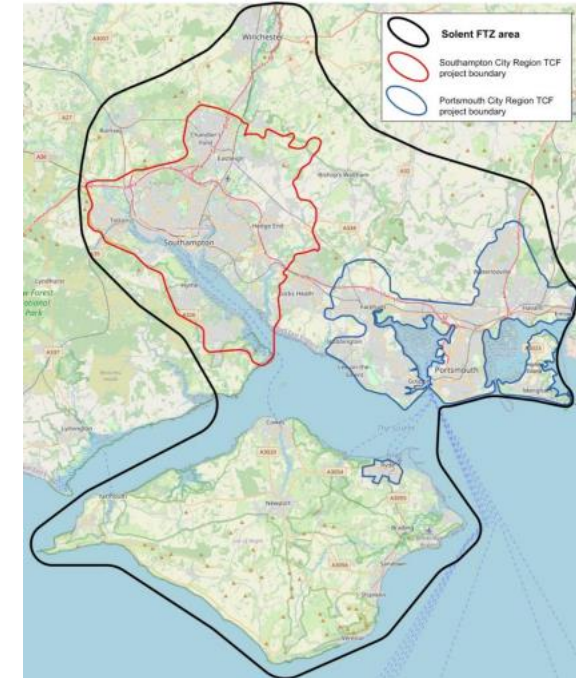
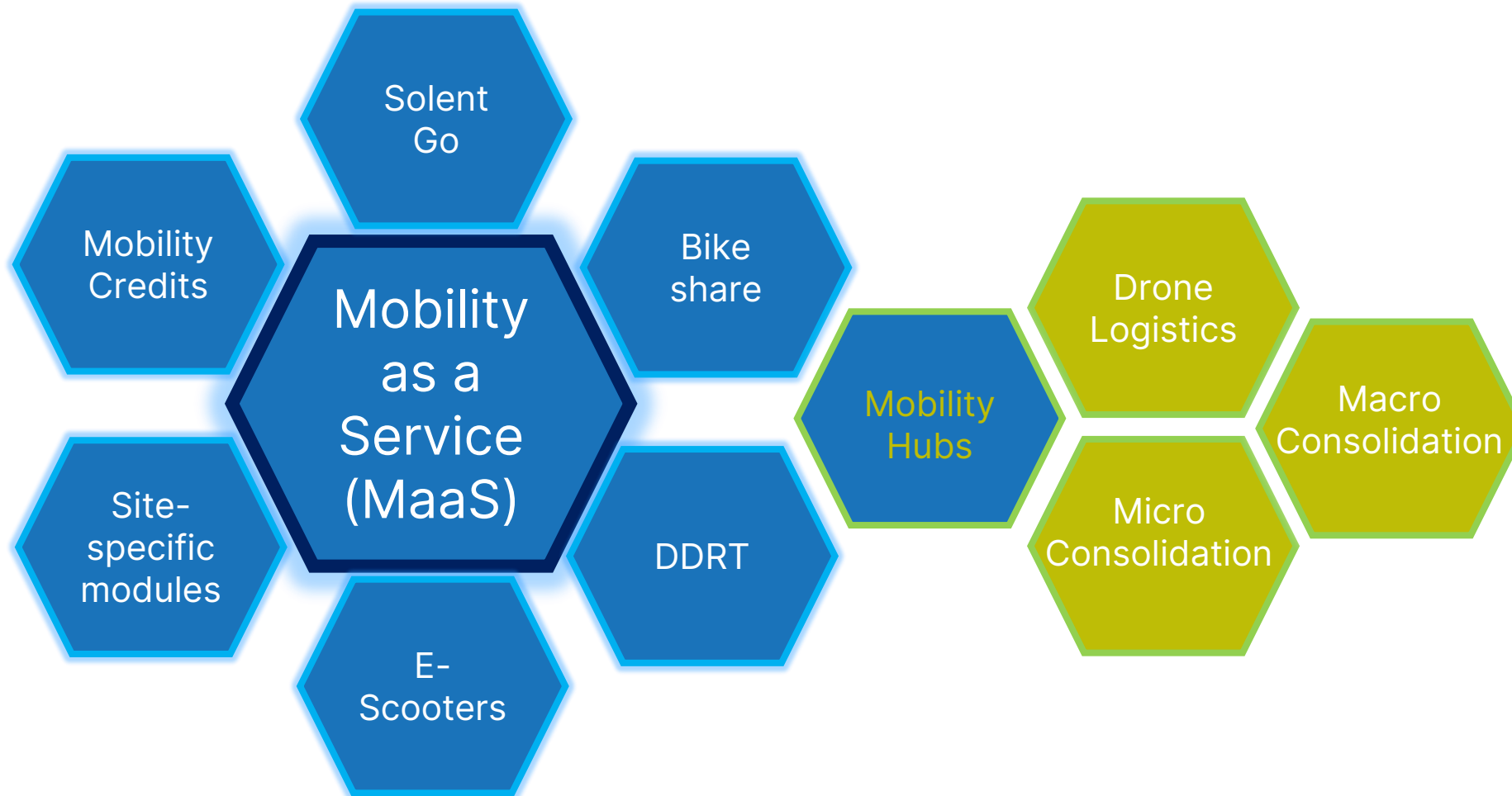
June 2022

MaaS Scotland Conference

# The Solent Future Transport Zone

## Theme 1: Personal Mobility

## Theme 2: Sustainable Urban Logistics



# Why are we developing Mobility as a Service?

## TRANSPORT FOR ALL

Equality, inclusion and access to mobility



## BEHAVIOUR CHANGE

Meeting strategic challenges in the region



## RESEARCH

Partnerships to advance understanding of MaaS



# TRANSPORT FOR ALL



## Customers

Creating equal opportunities for every potential customer through careful design

Understanding and addressing barriers to travel to boost inclusion

Accessibility for those with specific needs or with encumbrances

## Trips

Bus, rail, ferry  
Walking and cycling  
New micro-mobility

Commuting to work  
Visiting friends and family  
Leisure and recreation

Driving, car-clubs and parking – and the real cost of driving your own car

## Places

Engaging with all local authorities, for urban, suburban and rural settings

Partnering with businesses, employers and other stakeholders

MaaS as part of the region's Covid-19 recovery, embracing flexibility

# BEHAVIOUR CHANGE

## Strategic challenges

Reducing car dependency  
Improving health and activity  
Air quality and emissions

Covid-19 recovery is a pivot point for many people, when they consider change

Fractured landscape of transport provision in the UK makes MaaS challenging

## Processes

Using a model of behaviour change so people try, use and advocate MaaS

Integrated marketing and communications plan with wider FTZ / TCF programme

Comprehensive data integration to allow platform to work seamlessly

## Outcomes

Potential for the UK's first at-scale MaaS platform for a region like Solent

A platform designed around customers' needs and preferences

Enhanced partnerships with transport operators and better services for customers

# RESEARCH PARTNERSHIP

## University work

Research questions agreed in MoU with Universities of Portsmouth & Southampton

Human Factors  
Data, Info, Analytics  
Optimisation algorithms

Deep partnership with MaaS provider including co-working and coordinated trials

## Evaluation

Project-level monitoring of objectives and success factors of MaaS

Part of programme-level monitoring of all FTZ activity, coordinated with DfT

Is MaaS viable post-FTZ: politically, technically and commercially?

## Outcomes

Reputation of Solent region, its authorities, industry and universities

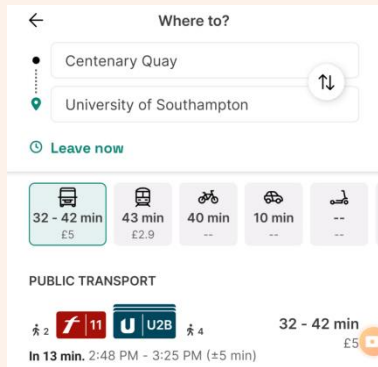
Sharing findings about what makes MaaS work in our context – UK and abroad

Commercial footing for MaaS to be in place for the long term

# Customer experience

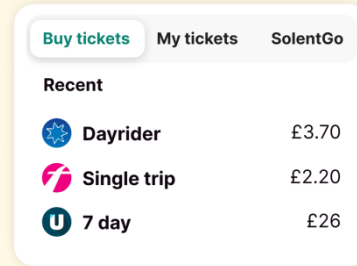
## 1. Journey planner

All modes; can mix modes together  
Curated and benchmarked



## 2. Ticketing

Bus, Rail, Ferry  
Solent Go integration, micromobility



Every transport option  
in one place



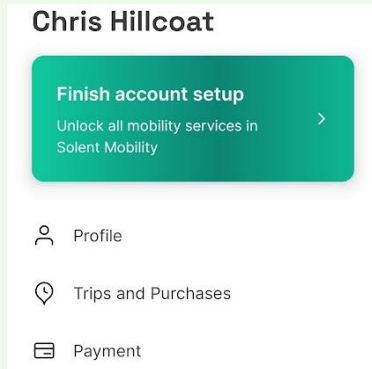
Designed to be easy  
and attractive to use



Enabled by complex  
tech integrations

## 3. Customer account

Easy sign-up and authentication  
Stored trips, cards, wallets, ID



## 4. Payments

Integrated payments and cards  
Customers can pay from our app

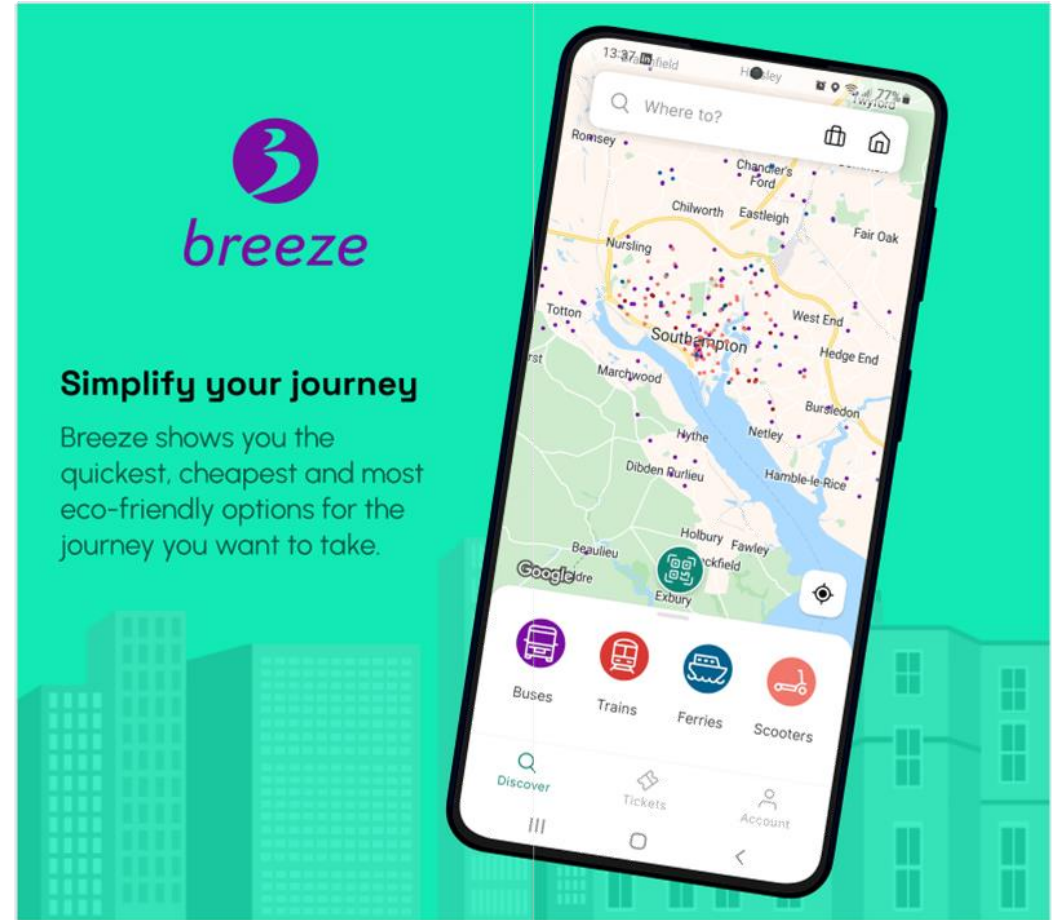
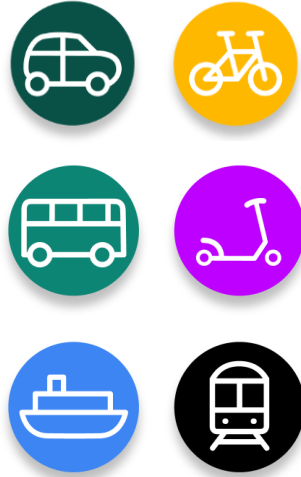
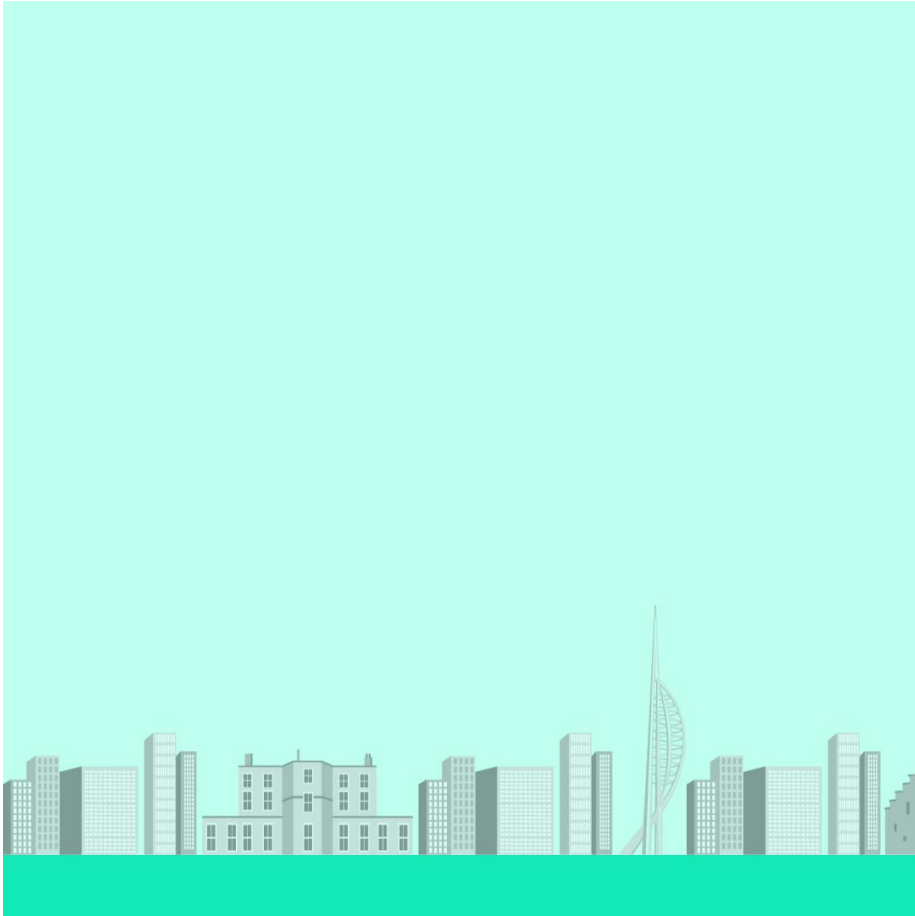


## 5. Branding

An exciting new brand and identity  
Tying together regional transport



# Breeze visual identity





# Relationships



Department for Transport

ST Joint Committee

Project / Programme Boards

Governance and reporting



Ubiquity Marketing

braze CRM

breeze

Branding and customer relationship



nmi Payments

LLOYDS BANK Banking

onfido ID verification

zendesk Customer services

Third party services



SOUTHAMPTON CITY COUNCIL

Hampshire County Council

Portsmouth CITY COUNCIL

ISLE of WIGHT COUNCIL



Solent Transport



Trafti

Unicard


App stores

Hosting

Mapping

Authentication

App platform



Finance

Procurement

Legal

HR

Support functions



unilink

bluestar

Southern VECTIS

SolentGO

beryl

First Bus

Stagecoach

voi.

Gosport Ferry

Hythe Ferry

RED FUNNEL

WIGHTLINK

HOVER TRAVEL

enterprise CarClub

Telabus

t

ITSO

Mobility service providers



University of Southampton

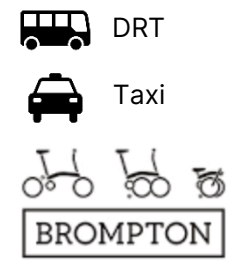
THE BEHAVIOURAL INSIGHTS TEAM

Research and insight



# Timescales and MSP integrations

Concept Procurement Development	"Dark launch" 24 <sup>th</sup> Feb	Testing and integrations	Planned launch	Growth and promotion	New features B2B work Uni research	FTZ ends	Long term potential?
2020-21	2022 Q1	2022 Q2	2022 Q3	2022 Q4	2023	2024	2025+



# Ticketing integrations

Ticketing fulfilment options:  
Includes customer information, live updates and journey planning

Ticketing and pricing strategy

Level 0	Level 1	Level 2	Level 3
Simple link from MaaS to MSP app – little benefit	“Deep link” to MSP app which retains journey planning information	Book and pay within MaaS, but need to have account with MSP already	Book and pay within MaaS for tickets at prevailing prices, no other accounts needed
		<div style="border: 1px solid black; padding: 2px; display: inline-block;">ITSO Solent Go</div>	<div style="display: flex; flex-direction: column; gap: 5px;"> <div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid black; padding: 2px; display: inline-block;">National Rail</div> <div style="border: 1px solid black; padding: 2px; display: inline-block;">Red Funnel</div> </div> <div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid black; padding: 2px; display: inline-block;">6 Bus operators</div> <div style="border: 1px solid black; padding: 2px; display: inline-block;">Wightlink</div> </div> <div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid black; padding: 2px; display: inline-block;">Voi</div> <div style="border: 1px solid black; padding: 2px; display: inline-block;">Hovertravel</div> </div> <div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid black; padding: 2px; display: inline-block;">Beryl</div> <div style="border: 1px solid black; padding: 2px; display: inline-block;">Cowes ferry</div> </div> <div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid black; padding: 2px; display: inline-block;">Enterprise cars</div> <div style="border: 1px solid black; padding: 2px; display: inline-block;">Hayling ferry</div> </div> <div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid black; padding: 2px; display: inline-block;">Taxi companies</div> <div style="border: 1px solid black; padding: 2px; display: inline-block;">Bikeshare</div> </div> </div>

**Level 4**

Book and pay within MaaS app, including Solent Transport owned and priced products

*Potential for future new products such as daily/weekly capping or bundles*

*Level 4 requires MSP consent and/or PTE incorporation or similar control over fare setting*

*All levels of integration subject to confirmation with Trafi and MSPs*

# Lessons learned

Speed

Bandwidth

Expertise

Delays

Tickets

Dependencies

Partnerships

Growth

Procurement

Branding





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Transport

# Search for “Breeze journey planner”

Chris Hillcoat

[chris.hillcoat@southampton.gov.uk](mailto:chris.hillcoat@southampton.gov.uk)

Steve Longman

[steven.longman@southampton.gov.uk](mailto:steven.longman@southampton.gov.uk)