

Breeze app: 2 years operating UK's first fully-integrated multi-city MaaS platform

In 2020 The Solent Future Transport Zone (FTZ) was awarded **£28.8m** from the DfT to run numerous tests and trials of innovative approaches to transport across the Solent area. It was decided that one of the projects would be a journey planning (MaaS) app to simplify users' access to mobility services and help them navigate the area better. This is how Breeze, the first regional, multimodal journey planning solution was born.

The app, designed by Solent Transport and delivered by Trafi in 2022, unites *south Hampshire, Southampton, Portsmouth, and the Isle of Wight* and aims to test innovations that enable seamless, car-free, and accessible journeys for all residents.






Solent Transport partnered with the Behavioural Insights Team (BIT), and research teams from the University of Portsmouth and the University of Southampton to conduct research on Breeze MaaS app.

This multimodal and fully integrated journey planning app currently serves **1.3 million citizens** and succeeds by offering seamless (find, plan, book, and pay) trip options in one single app.

One of the FTZ-funded project's unique aspects is how it analyses users' decisions and travel patterns and learns to improve the app to make better recommendations.

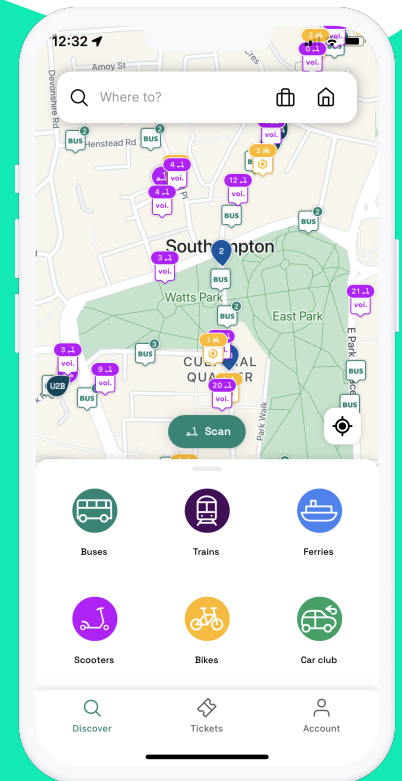
Closer look into the Breeze app

The app is an **innovative multimodal journey planning tool** that seeks to make everyday travel and commuting easier for the area's residents and visitors by offering a one-stop-shop with:

-  Optimized route search
-  Real-time data mapping
-  Fully integrated mobility service providers (MSPs) such as buses, trains, e-scooters & e-bikes
-  Driver's ID Verification
-  In-app ticketing & payments

Impact

- The Breeze app reached a **milestone of 30,000 downloads in 2024**.
- **7 nominations** and **5 awards** from the Chartered Institution of Highways and Transportation, Transport Ticketing Global, iESE Ltd Public Sector Transformation Awards 2024, and the IEEE Smart Mobility Challenge.
- **30 opportunities to speak and share expertise** at industry events such as MOVE London, Transport Ticketing Global, and the Future Transport Forum.



Integrations



Research

The results of the users' travel **behavior change** prompted by the Breeze app via conducted surveys show:

- 67%** intend to use the app regularly
- 48%** plan to change their travel behavior towards more sustainable alternatives offered in the app
- 32%** perceive the app will allow them to give up a personal car

Overall, the research found that Breeze app users:

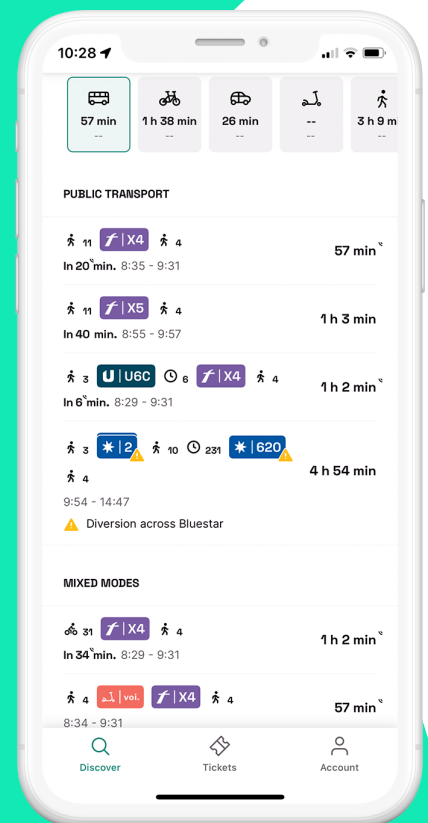
- 64%** of users find real-time public transport schedules provided by Breeze highly beneficial
- 24%** spend less time in private cars

Source: Solent Transport

Insights and Learnings:

- **The rail integration and accreditation**, achieved through the combined efforts of Trafi and the Solent team, from initial discussions to the first ticket sale, took only **1.5 years**, whereas on average it takes 3 - 4 years. This progress, achieved in half the time typically expected in the industry, underscores the dedication and agility of both teams, setting a new standard for efficiency in transport innovation.
- **Stakeholder management and task prioritization.** Efficiently coordinating efforts by the Trafi team among a variety of partners— from clients to around 10 MSPs to the research teams from the University of Portsmouth and the University of Southampton to the Behaviour Insights Team (BIT), played an essential role in timely product delivery.

“Breeze users across south Hampshire and the Isle of Wight are discovering the convenience and simplicity of the Breeze app. The popularity of the app has grown rapidly, helping users to travel more easily, with better information and a diverse menu of transport options. Solent Transport and its partner local authorities are benefitting from an improved understanding of how people are moving around the sub-region and what might influence their transport decision-making.”



Councillor Phil Jordan

Deputy Chair of the Solent Transport Joint Committee

About

Solent Transport is changing the way the public travels in the Solent area; making it greener, healthier, and economically stronger than it's ever been before. Through the delivery of transport solutions, Solent Transport provides leadership, strategy, and direction to support sustainable economic growth in the Solent area. Originally established in 2007, Solent Transport is a partnership between the councils of the Isle of Wight, Hampshire County, Portsmouth, and Southampton. In collaboration with the local community, business, government, and transport operators, Solent Transport undertakes research; develops transport policy and strategy; submits and supports funding bids; and lobbies for transport improvements that will benefit everyone.

Trafi is a Lithuanian B2G journey planning platform provider that aims to help cities with state-of-the-art journey planning solutions to tackle urban mobility challenges and achieve ambitious sustainability objectives.