

MaaS@STIB – From Vision to Reality

31st May, 2024











*Thomas de Bassompierre
Floya Program Manager*

An aerial night view of Brussels, Belgium, showing a dense urban landscape with numerous illuminated buildings and the iconic Atomium structure in the background. The city lights create a warm, golden glow against the dark sky.

Context in Brussels & mandate of the Region

Do you know how
much **time** you take on
average to do **10km in**
BXL by car?

Brussels remains quite congested and in the top 10 of Europe: > 25min to do 10km

Rank by filter	World rank	City	Average travel time per 10 km	Change from 2021
1	1	London 	36 min 20 s	+ 1 min 50 s
2	3	Dublin 	28 min 30 s	+ 1 min 40 s
3	5	Milan 	27 min 30 s	- 20 s
4	7	Bucharest 	27 min 20 s	- 10 s
5	11	Paris 	26 min 10 s	- 30 s
6	12	Rome 	25 min 40 s	+ 10 s
7	14	Brussels 	25 min 30 s	+ 50 s
8	15	Turin 	25 min	+ 10 s
9	18	Wroclaw 	24 min 30 s	+ 30 s
10	23	Hamburg 	23 min 10 s	no change

BY TOMTOM 

Full ranking 2022

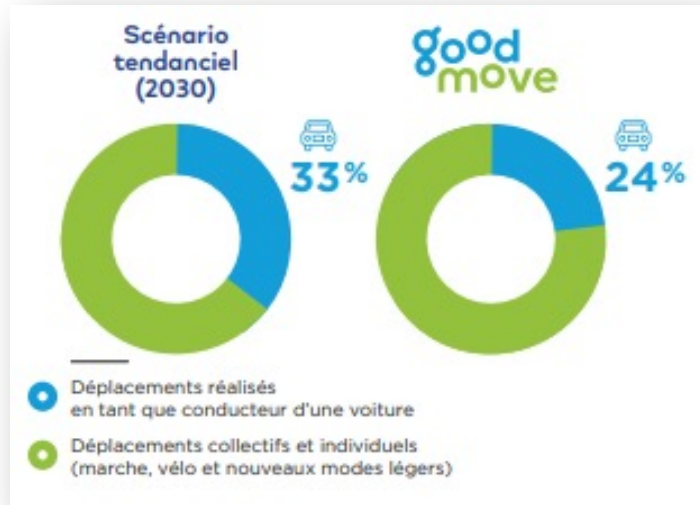
EUROPE

(excl. Russia, Ukraine, Turkey)

**Brussels was
8th in 2021...**

Regional mobility plan « Good Move »

Ambition to reduce the individual car modal share



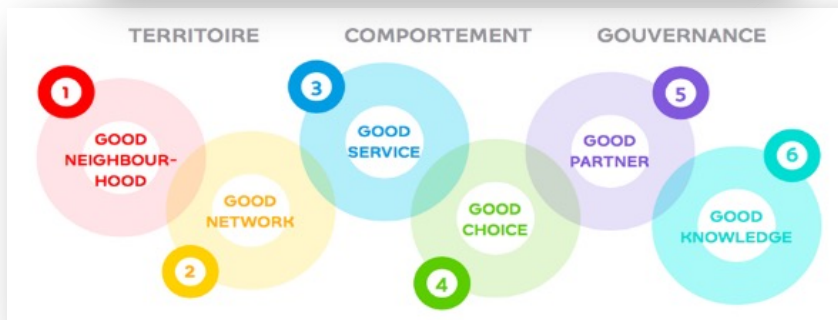
2 key objectives



Improve the environment & quality of life of the people in Brussels



Supporting Brussels Capital Region's economic development



Travelers in Brussels expects us to...



...**meet** their (personal)
mobility needs

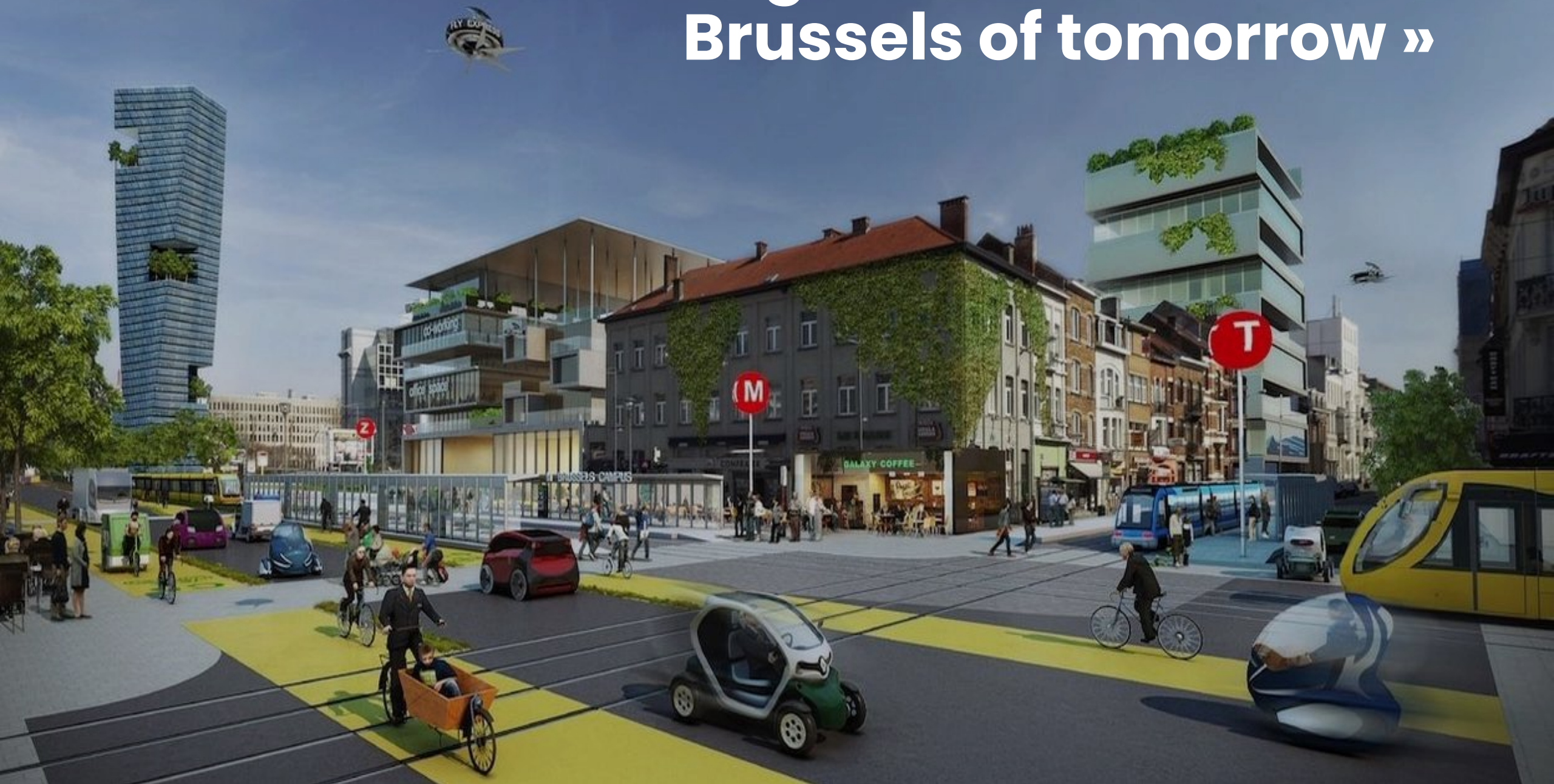


...**solve** the **inconvenient**
parts of **individual**
journeys



...**improve** the efficiency of
the **entire transport**
system

« Together, let's move the
Brussels of tomorrow »





STIB-MIVB have a great vision & mission.

As part of their *Plan d'Entreprise*, they have been preparing to take on a bigger role as society is changing, demands on mobility are increasing & opportunities are arising...

Our definition of MaaS



Mobility as a Service (MaaS) is **the integration of different forms of transport** into a single (digital*) mobility platform, accessible on demand and managed through a **single channel**.

MaaS offers the opportunity to **reduce personal car ownership** and move cities towards more user-centric, efficient, fuel-efficient and environmentally conscious mobility choices.

** MaaS should also be based on a high-performance physical mobility service (MobiHubs).*

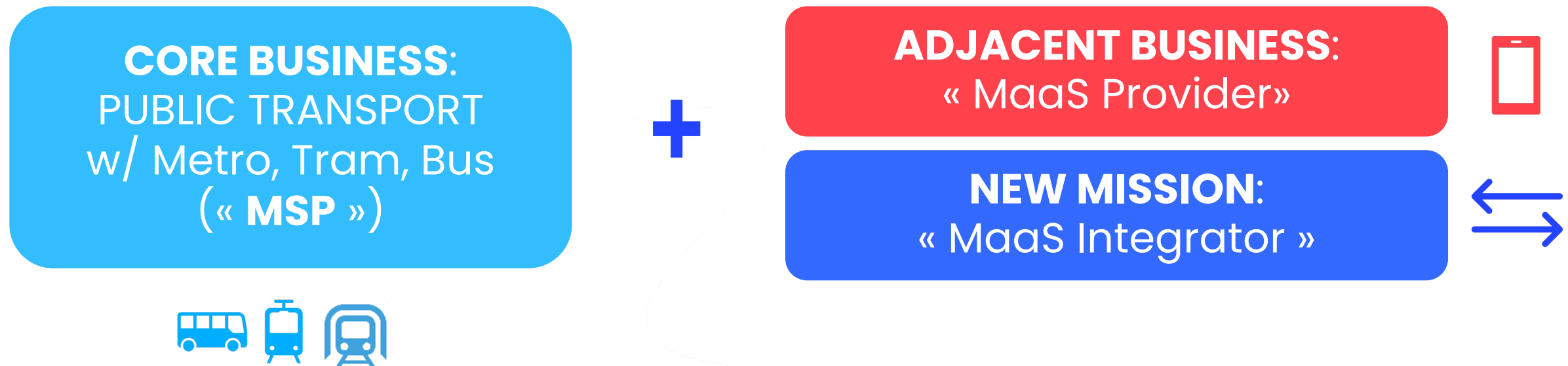
3 roles for STIB



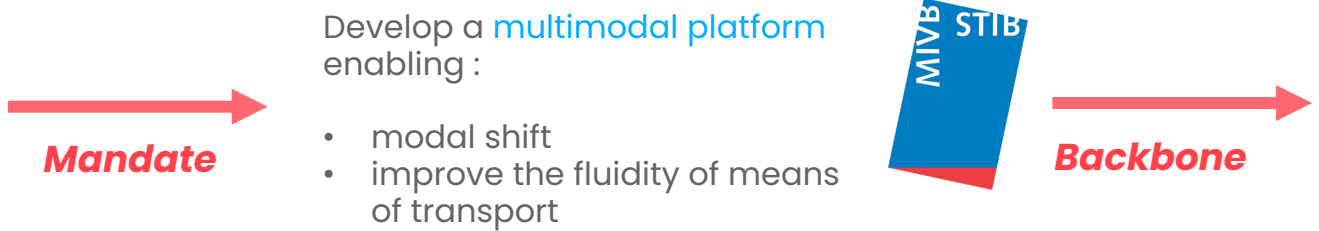
MaaS in « Business plan » STIB-MIVB

Our **core “metro tram bus”** public transport business model is different to the **MaaS “integrator” & “provider”** business models.

MaaS should be seen as a **new business, adjacent to our core business.**



Ambition & Vision of the MaaS - STIB



Ambition supported by the 3 MaaS roles

MaaS Provider (Floya)

Smoother mobility thanks to a "one-stop shop" platform for both B2C and B2B.

Optimization of the STIB's own network and direct management of its customers thanks to collected data.

Enhanced planning role (vs CIRB-BM datalake).

Mobility Service Provider (STIB)

Positioning the STIB through an MSP strategy in the ecosystem of MaaS providers.

Offer a consistent user experience while maintaining customer relations.

Positioning itself on new distribution channels while safeguarding its interests.

MaaS Integrator (To define further)

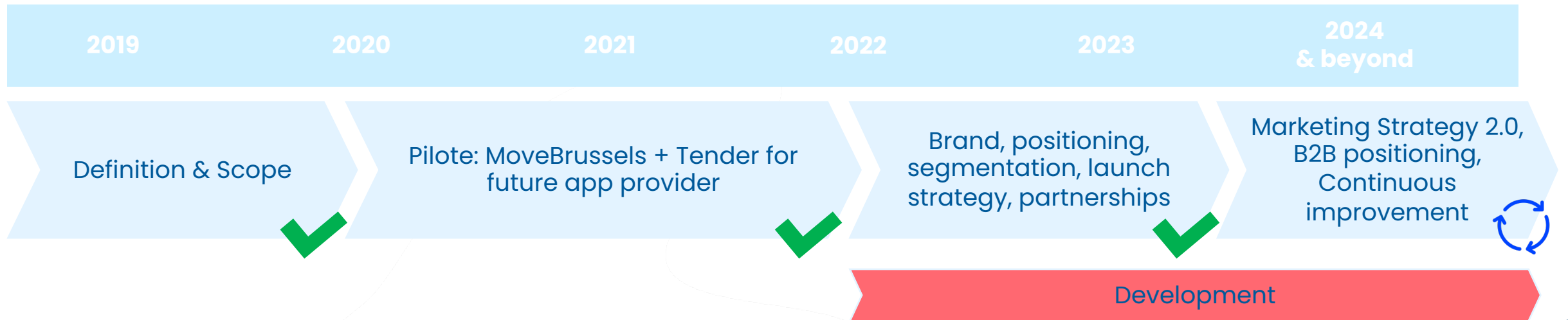
STIB's legitimacy to support and develop the creation of a regional platform to which other MaaS providers could connect enabling a national MaaS backed by the 4 PTO's thanks to its experience and positioning.

Avoiding the disintermediation of customer relations and related risks in the future thanks to this ecosystem.

Last 36 months were just the start of our journey...



Floya is the new Move Brussels



Selection process for solution provider: Trafi (1/2)

Evolution from a B2C App to MaaS for Cities



Trafi |>>

B2C journey planning apps for complex megacities including Jakarta, Istanbul, Rio de Janeiro

2007

2016

2019

Company formed



Data curation services for clients like Google, Lyft, Apple



'Pivot' from B2C to provide MaaS software for Cities



Selection process for solution provider: Trafi (2/2)

Trafi I>>

White label app
Benefits from other cities throughout Europe



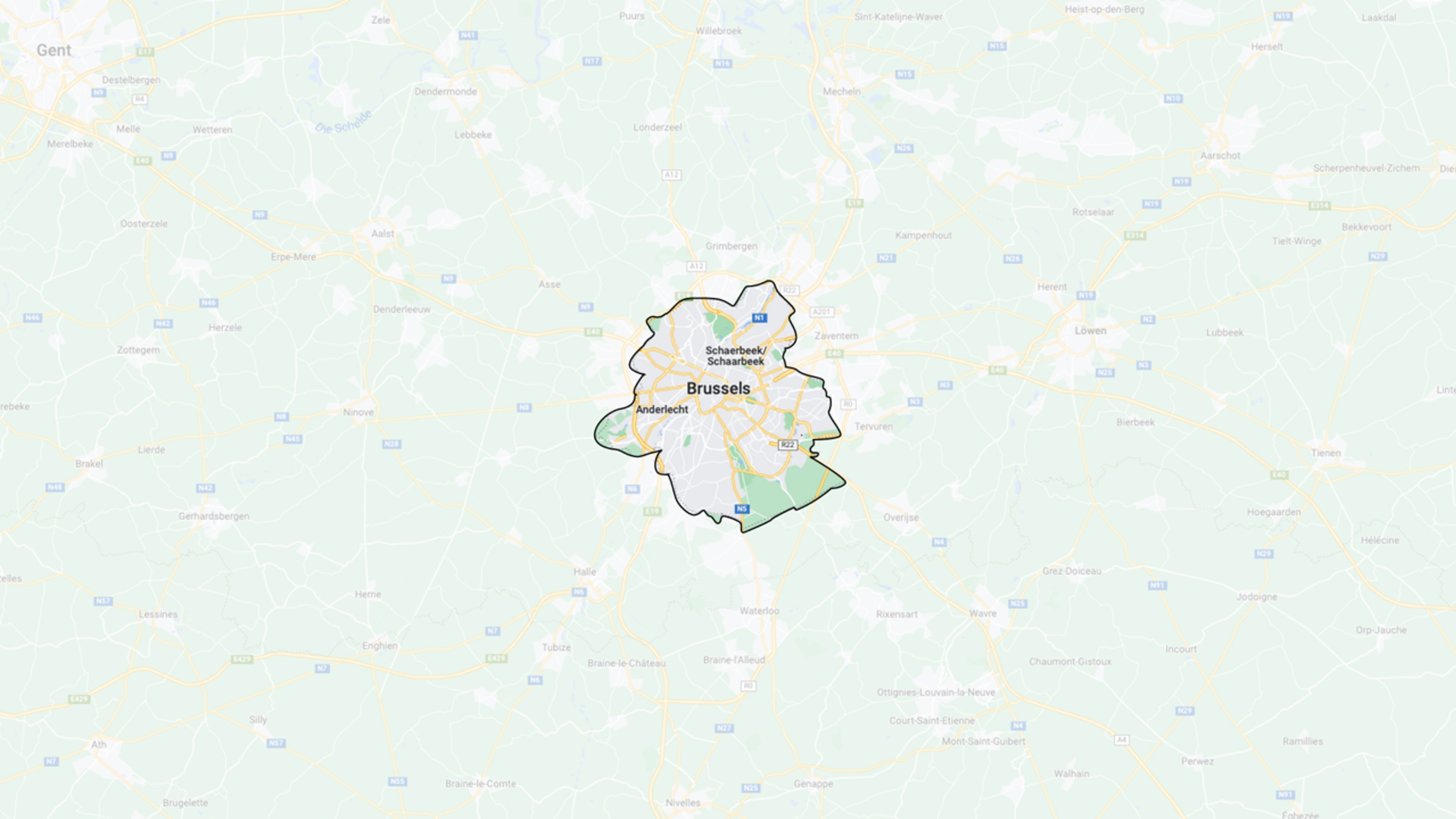
MaaS evolution for cities.

In 2022 & 2023, we set the foundations

*Pilot phase-out
New name & brand
Marketing Strategy
New app launch
Collaboration with mobility
partners*







Gent

Merelbeke

Oosterzele

Zottegem

Brakel

Lessines

Ath

Brugelette

Zele

Dendermonde

Lebbeke

Aalst

Denderleeuw

Ninove

Herve

Enghien

Braine-le-Comte

Londerzeel

Grimbergen

Asse

Anderlecht

Halle

Tubize

Braine-le-Château

Nivelles

Willebroek

Londerzeel

Grimbergen

Asse

Anderlecht

Halle

Tubize

Braine-le-Château

Nivelles

Puurs

Mecheln

Kampenhout

Zaventem

Tervuren

Overijse

Rixensart

Ottignies-Louvain-la-Neuve

Genappe

Sint-Katelijne-Waver

Mecheln

Kampenhout

Zaventem

Tervuren

Overijse

Rixensart

Ottignies-Louvain-la-Neuve

Genappe

Heist-op-den-Berg

Herent

Rotselaar

Herent

Löwen

Bierbeek

Grez-Doiceau

Wavre

Mont-Saint-Guibert

Walhain

Herselt

Aarschot

Rotselaar

Herent

Löwen

Bierbeek

Grez-Doiceau

Wavre

Mont-Saint-Guibert

Walhain

Laakdal

Scherpenheuvel-Zichem

Tielt-Winge

Lubbeek

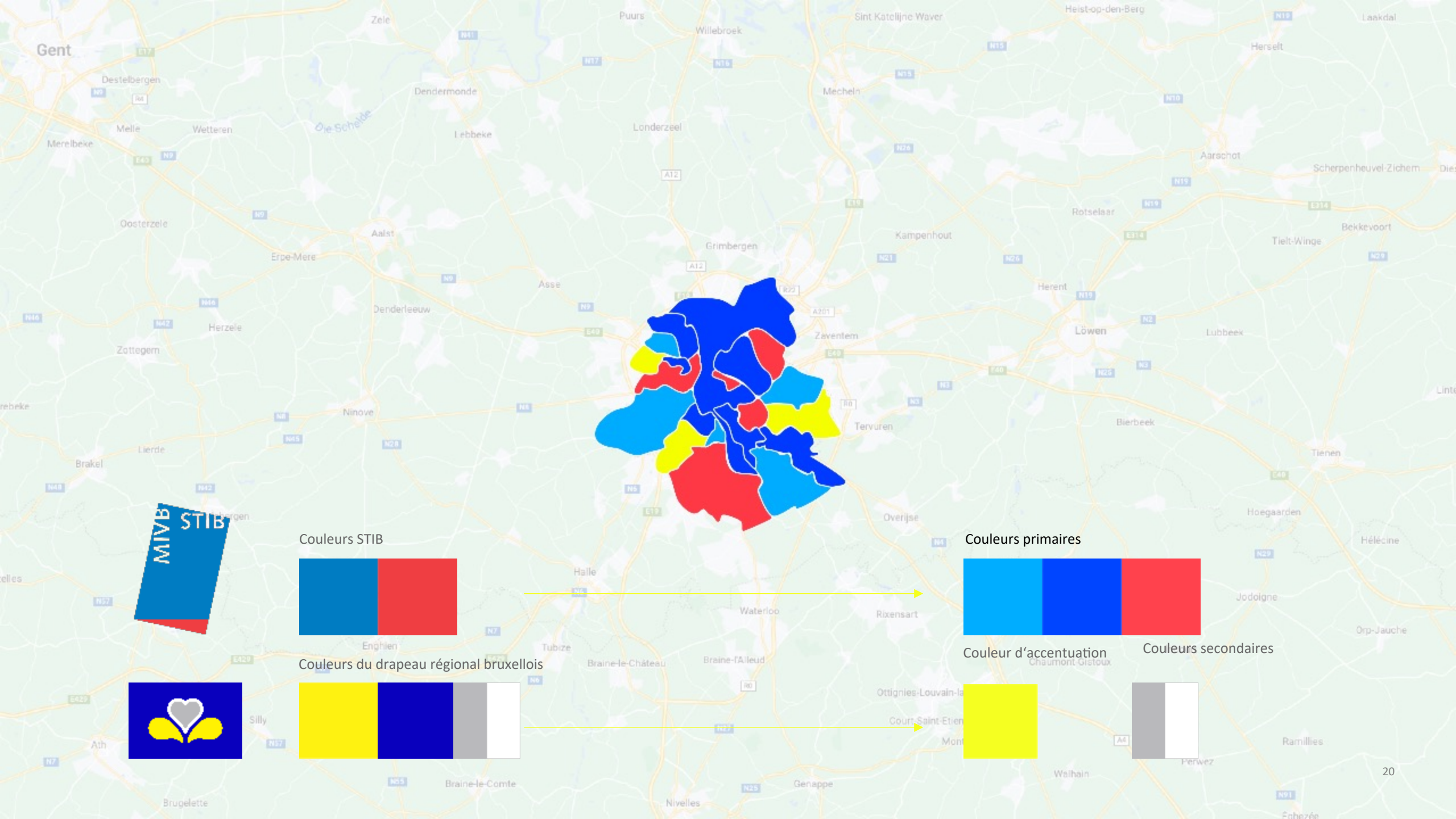
Tienen

Hoegaarden

Orp-Jauche

Ramillies

Echazée



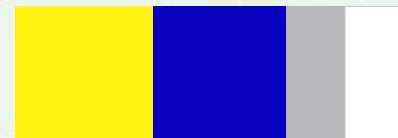
Couleurs STIB



Couleurs primaires



Couleurs du drapeau régional bruxellois



Couleur d'accentuation



Couleurs secondaires

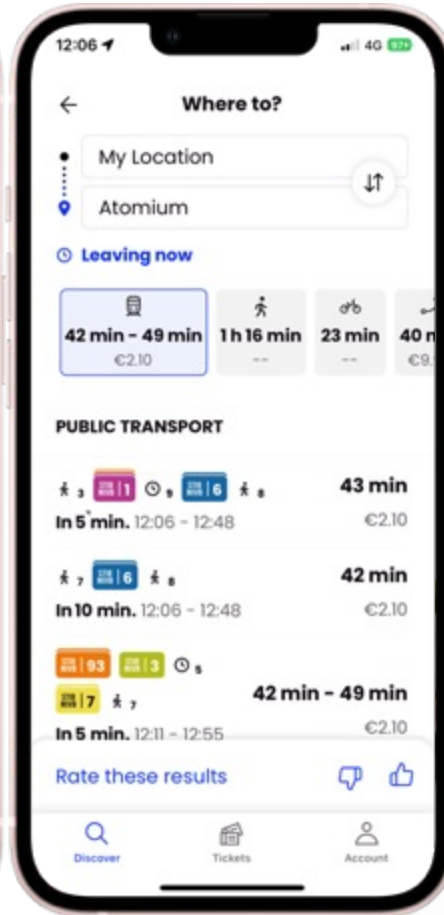
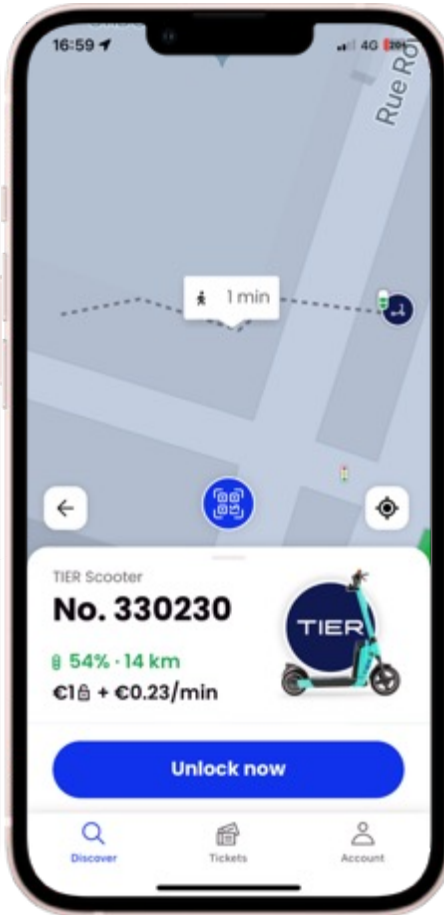
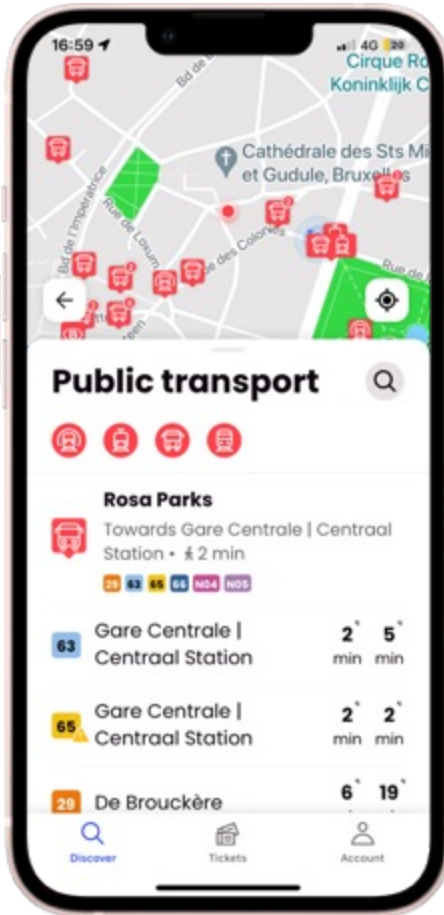
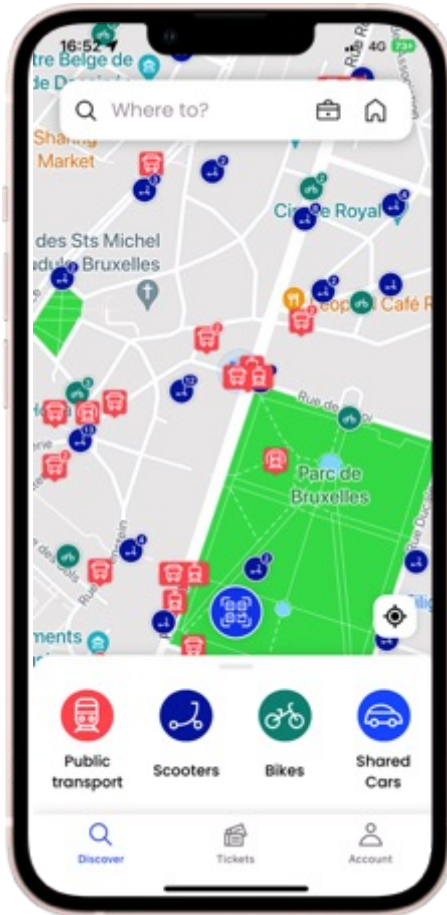


2. Selection process for MSP partners

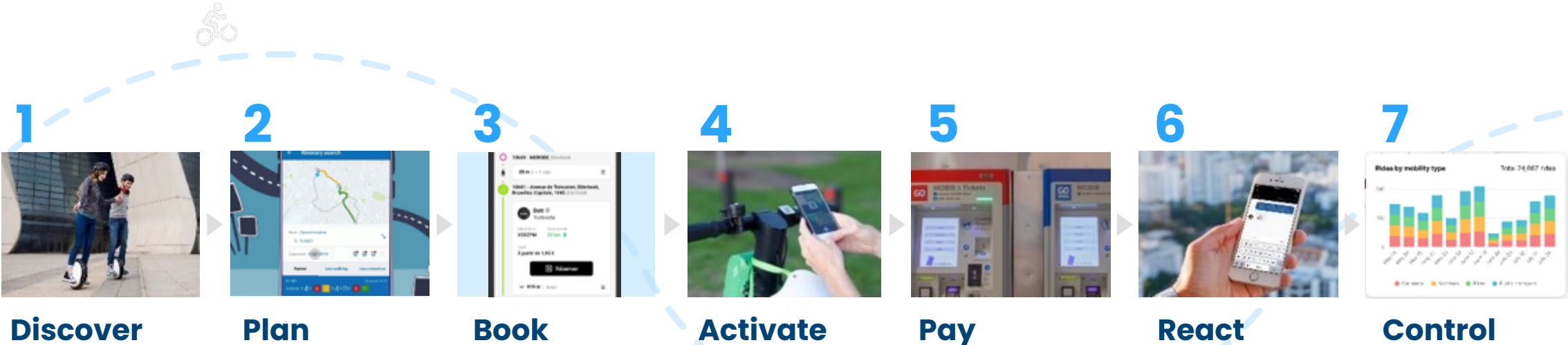
- We invited **14 MSP partners** to enroll in the process
- **12 MSPs were selected as eligible**, based on **9 different eligibility criteria**

Market presence	Legal	1	Have an operational/exploitation license (imposed by law or from Brussels Mobility if applicable)	Copy of license
	Tom	2	Be active on the Brussels Capital Region B2C market serving MaaS target customer segments	Have a fleet of more than 100 vehicles in the Region
	Tom	3	Offer digital plan-book-pay services in Brussels Capital Region through their own app in NL and FR	App in Apple app store and/or Google Play
	Legal	4	Provide an easily accessible and available customer service channel	Demonstrate clear procedural channels for handling complaints or issues that are raised
Operational	Michael	5	Maintain operations through an SLA	Show SLA
Financials	Jean-Marc	6	Prove financial viability at the moment of MSP contract signature	Financial plan with 3 year horizon and bank accounts
Legal	Legal	7	No litigation with STIB/MIVB at the moment of MSP contract signature	"N/A"

Bringing to life our product – MVP (plan, book, pay & ride)



An all-in-one solution for every phase of the customer journey of the traveler



How does it work ?



Create an account



Visualize all mobility services



Buy and use tickets



Plan, book and follow an itinerary



Access to support

Integration of 10 partners in 2023

Public Partners Integrated



L1

Static & Real Time Data + Access to network via EMV



L3

Static & Real Time Data + Ticket purchase



L1

Static & Real Time Data

Private Partners Integrated



L3

Booking and riding with vehicles (payment)

L1

Booking of vehicles

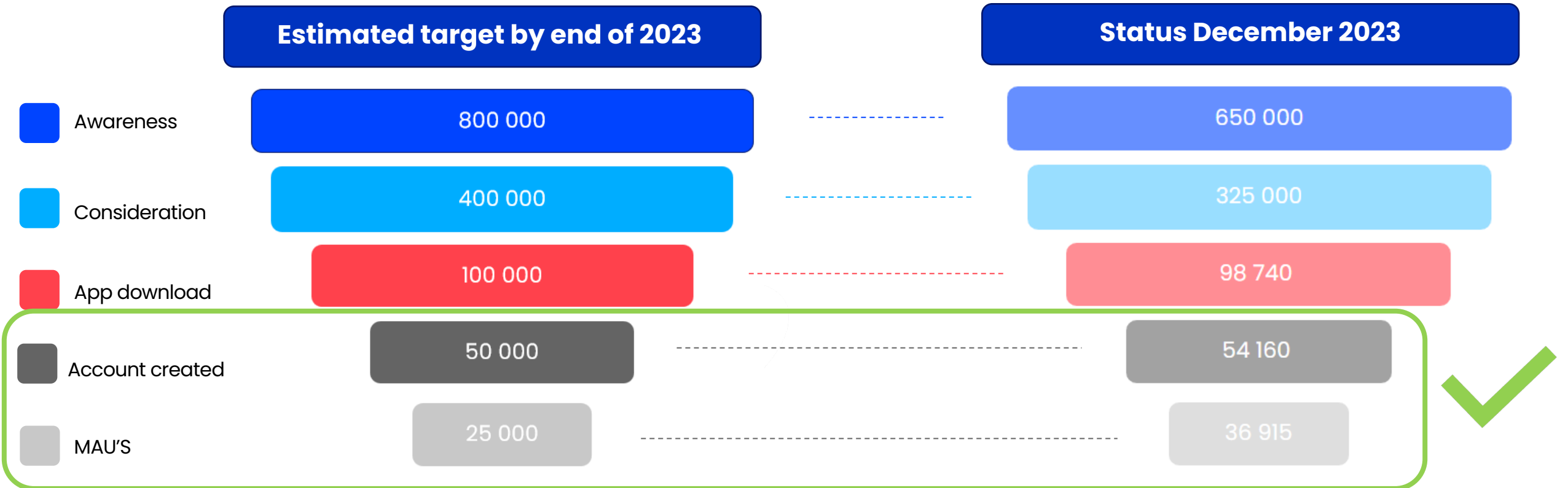
Integration levels in Floya
L1: Information
L2: Reservation
L3: Payment

Integration of 10 partners in 2023

And plenty More Candidates



In 2023, Floya was a success: in 4 months, we reached our target of 2024



* Based on the digital data that we have available

Marketing status: update Bolt Campaign, we are



Campaign assets

GENERIC

Verdwaal je in alle mobiliteitsapps?

Vind je weg met Floya!

Ontdek hoe het werkt



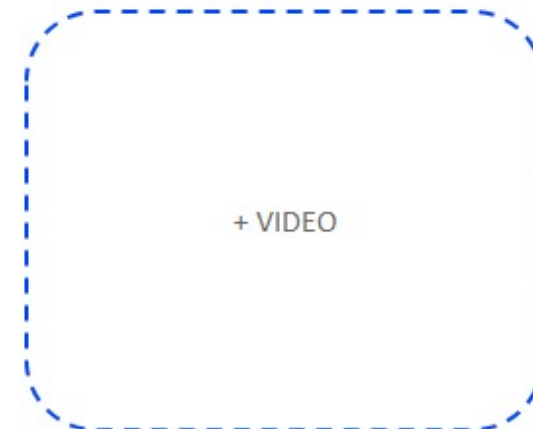
Al je vervoersopties in BX in 1 app



Al je vervoersopties in BX in 1 app

- ✔ Altijd de snelste weg van A naar B
- ✔ In-app ritten unlocken, bestellen of kopen

Ontdek hoe het werkt



BOLT FOCUSED



Plan, reis en betaal met 1 enkele app

Mobiliteit open in BX



FLOYA

Plan, betaal en reis in BX



Nu ook met Bolt

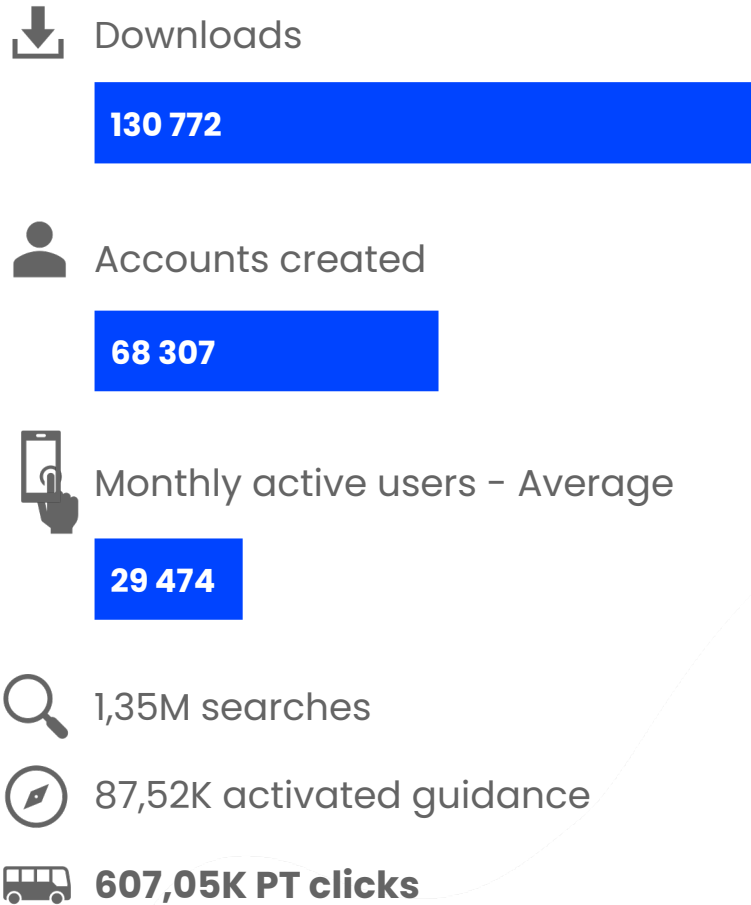
FLOYA



App status : key indicators*

*Power BI : 06/09 – 30/04

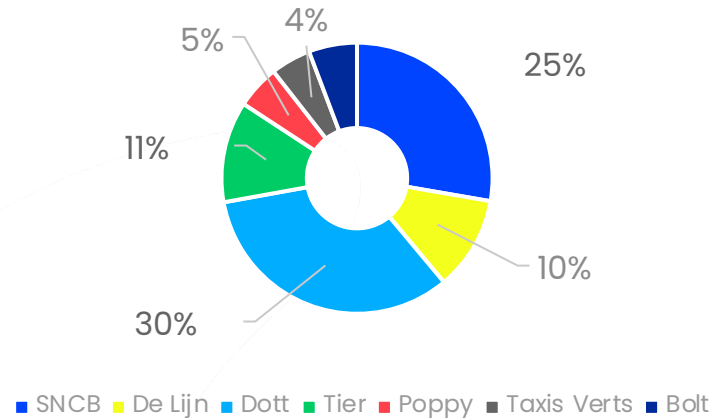
User growth



Purchases

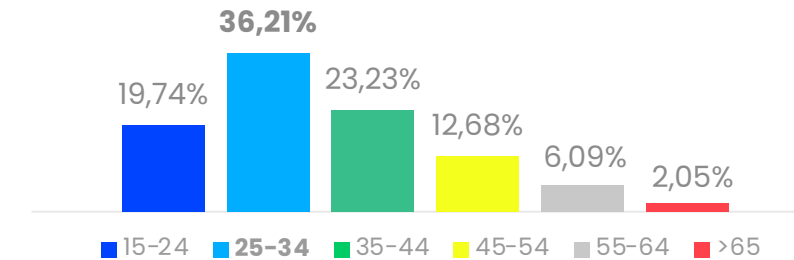
14,2K users added a **payment method** to their profile (20% of created accounts)

Number of purchases



User's profile

Age & gender repartition



33% 65%

Language - account

EN 71% **FR** 24% **NL** 5%

Phone - operating system

55% Android
45% iOS

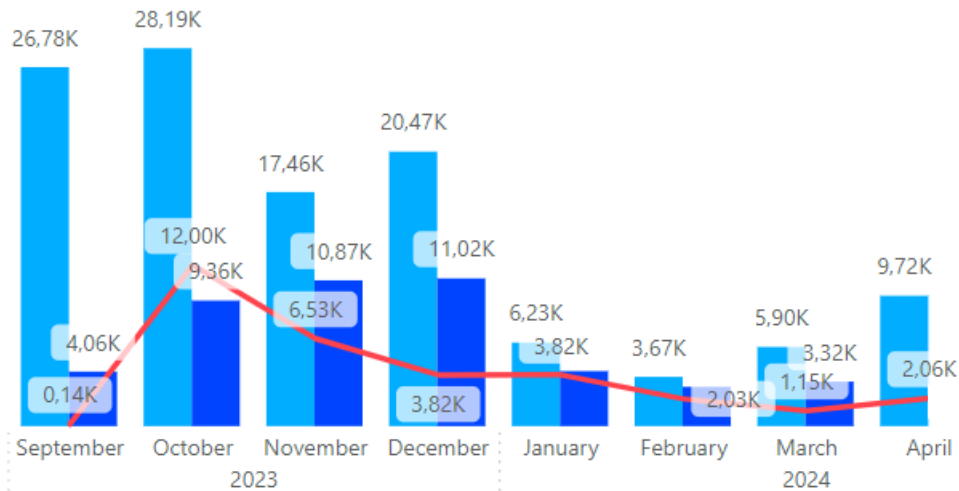
To be updated with May figures

App status : acquisition and engagement status

Power BI : 06/09 – 30/04

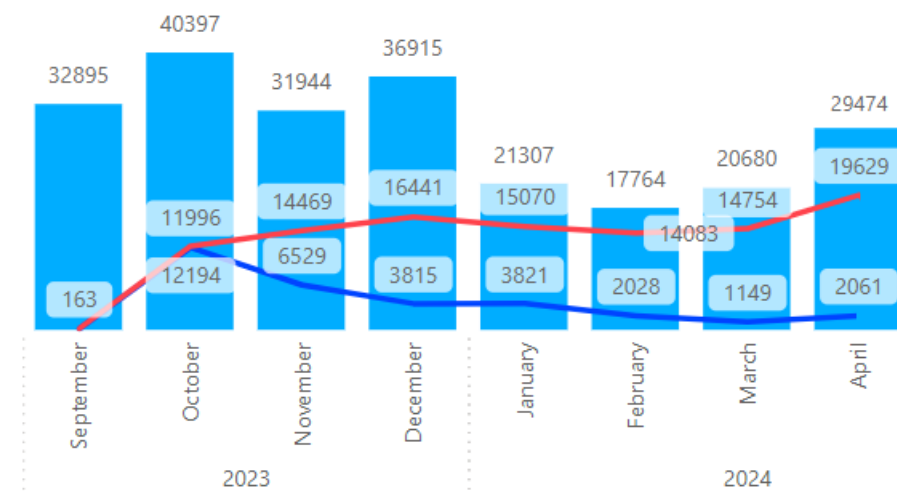
Downloads & retention

● Number of downloads ● Number of uninstalls ● Retention after install



Monthly active users & retention

● Monthly active users ● Retention after install ● Retention MAU



- Launch of **Bolt campaign** on 9th of April had a **positive impact on acquisition & engagement**
- Increase in **downloads (+65%** compared to March)
- Increase in **monthly active users (+42%) & retention (+33%) of MAU** for month of April compared to March.

To be updated with May figures

Thank you