

Trafi >>

BRUXELLES MOBILITÉ
BRUSSEL MOBILITEIT



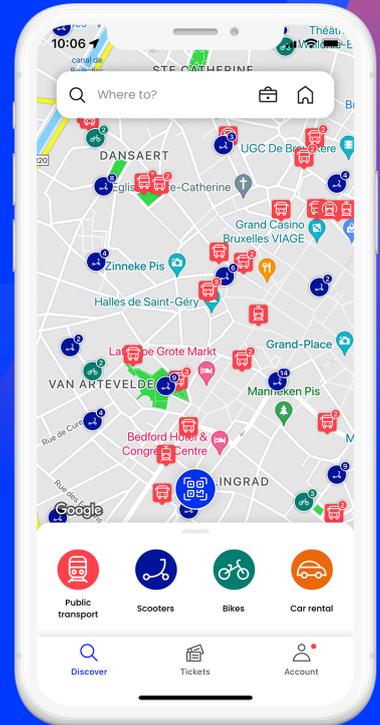
EVIDEN

One key to all mobility in Brussels - Floya covers every step of the journey, from seamless journey planning to effortless payments

The key to the city: Introducing Floya, built with Trafi's all-in-one Mobility as a Service platform

Meet Floya, the all-in-one Mobility as a Service solution for Brussels. Designed with a focus on enhanced journey planning and simple ticketing, the Floya app is a flexible urban mobility solution that aligns with the evolving demands of today's commuters in Brussels.

At a time when many cities are struggling with traffic congestion, Brussels stands out as one of the few taking bold measures to reclaim its streets. And with Floya, Brussels is paving the way for the adoption of innovative new mobility solutions. Floya provides seamless access to a variety of alternatives to the private car, signaling the city's forward-looking approach to urban mobility.



Floya at a glance

Plan, book, ride, and pay for different and combined modes of transport, including all forms of local public transport, numerous micromobility offerings, and a growing number of car-sharing services - all with one app, and one account. Floya offers truly multimodal journey planning, with real-time service updates, accurate vehicle availability status, and best route guidance. Without switching apps, Floya users have seamless access to all modes of transport and mobility service operators, in-app ticket purchasing, contactless payment, and automated driver's license ID verification - and there are more exciting features on the way.



Floya's story

Independent public transport operator STIB was mandated by the Brussels regional government to deliver a tool that will help reduce personal car usage and improve air quality across the region. STIB appointed Trafi to deliver a robust and versatile product that can grow and evolve as the region's multimodal mobility offering improves.

Trafi's white-label solution equipped Brussels with a tool that not only enhances access to the region's different modes of public, private, and shared transport but also supports the development of the local mobility ecosystem.

Brussels' objectives

35% reduction of traffic on local roads

carbon neutral by **2050**

47% reduction of greenhouse gas emissions by 2030
(compared to 2005)

The GoodMove Plan

In Brussels, visionary leaders are diligently laying the groundwork for an urban environment that provides resilience and sustainability. Under Good Move, the Brussels Regional Mobility Plan, their initiatives encompass a wide range of structural enhancements to local mobility solutions, including:

- implementation of reduced speed zones,
- expansion of pedestrian areas,
- development of dedicated cycling infrastructure,
- substantial investments in fleet and network improvements.

Together, these initiatives create an exceptional environment in which Floya will flourish.

Trafi's unique contributions



UX is loved by users worldwide based on our white-label app



Real-time data mapping & ETA



Disruptions management



Proprietary routing engine



Universal QR scanner

For too long, people in Brussels identified as a certain type of commuter: motorist, cyclist, or public transport user. But real freedom of mobility comes when you combine all transport options. Floya will make this even easier: by metro in the morning because it's faster, on foot in the evening, because it's nice, by taxi to get home from dinner, by bike to run errands, in a shared car to take your grandma the doctor, and by train at the weekend to visit an exhibition. With Floya in your pocket, you have access to all transport options, and we're convinced this app will bring true multimodal mobility to Brussels residents and visitors.

Elke Van Den Brandt

Minister for Mobility, Public Works and Road Safety in Brussels Capital Region

STIB stats

338 M journeys

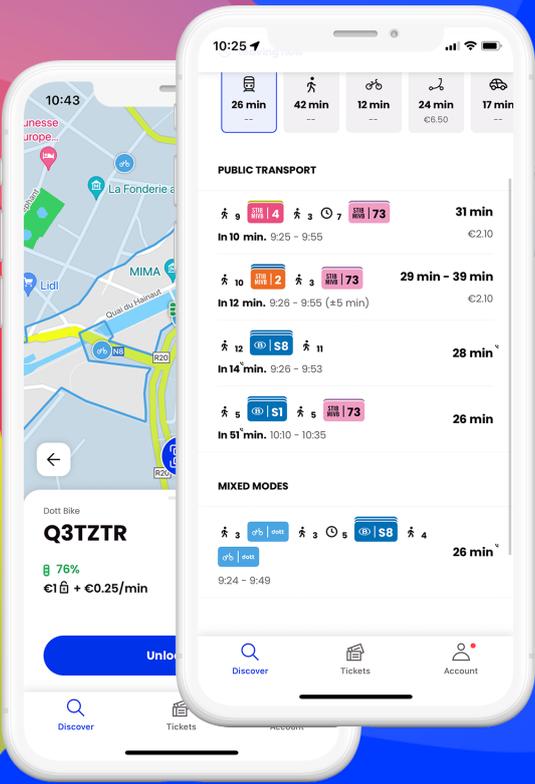
53 M km traveled

87 lines (metro/tram/bus)
source: STIB Annual Activity Report 2022

MaaS applications enhance shared mobility in cities and are a key component in achieving ambitious sustainable transport goals. The Brussels region has entrusted Trafi with the development of their new MaaS application called Floya. TIER has collaborated with Trafi on several MaaS projects, and we can confidently say that this project has been the most effective collaboration we have experienced. The quality of the app at launch, with many public and private transport providers, demonstrates the experience that Trafi has acquired over the years.

François-Xavier Giraud

Regional City Manager - Brussels & Liège & Charleroi & Lille, TIER Mobility



Trafi has helped the STIB-MIVB to create Belgium's first public MaaS app for B2C. We are very pleased with the results and are sure this app will help the people living in and coming to Brussels to navigate more easily and enhance the quality of life. It regroups all the different local mobility providers in one app, so you do not need different apps to move around in Brussels. The big advantage for the customer is that they can plan, book, pay, and travel with one app. Trafi used its experience of building a similar app for Berlin to support our launch in Brussels, and this made it the ideal partner to build our app.

Beatrice Paques

Senior Vice President Marketing, Sales & Network at STIB-MIVB

Success Factors

STIB

- Awareness of the limitations of public procurement, including budget and timeline constraints in project planning.
- Open communication with transparent processes, ensuring coherence in expectations and mutual understanding.
- Clearly defined, distinct roles and responsibilities between the client and supplier, providing the diverse expertise needed for success on both sides.

Trafi

- Recognition of the importance of marketing and end-user engagement requirements in the early stages of the project.
- Expertise in delivering complex technical integrations.
- Strong and agile project management, with project teams and managers experienced in the delivery of complex MaaS programmes.