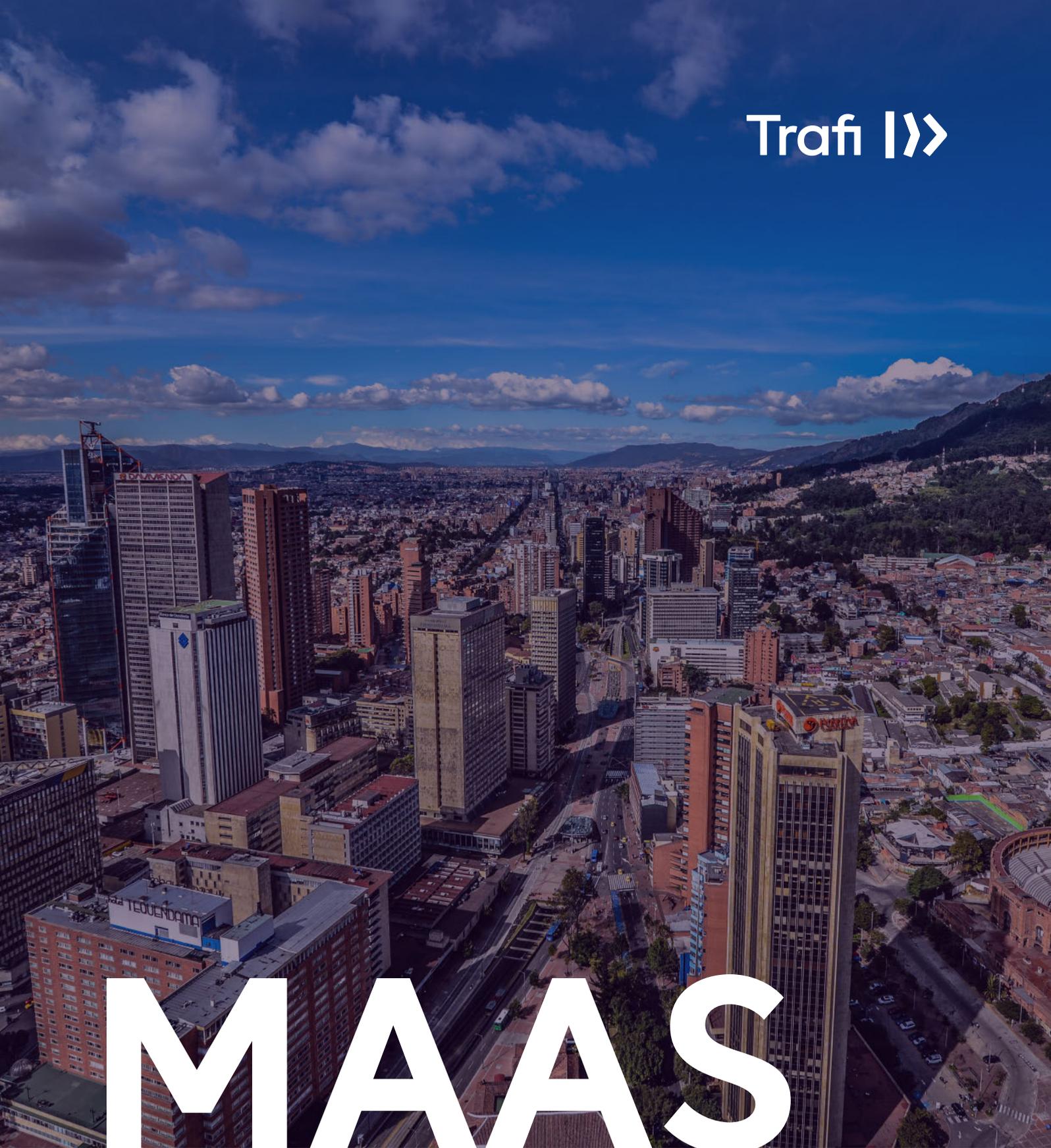


Trafi I >>



MAAS

**Latin America's first
MaaS platform**

Executive Summary

Bogotá has a mixed reputation when it comes to transportation. Whilst it's infamous as one of the world's most congested cities, it's also highly regarded for its implementation of an effective, transformative mobility strategy. The city's public transportation system today is a far cry from the underinvested, unreliable service it was at the turn of the century and now Bogotá boasts one of the world's best bus rapid transit (BRT) systems.

The TransMilenio network, consisting of several 'trunk' lines that connect to smaller 'feeder' lines and the TransMiCable cable car, is now used by 69% of Bogotá's residents, amounting to nearly 2.4 million daily riders. It's managed to cut private car usage — 9% of riders used to drive — and it's improved air quality by 40% in Bogotá.

Despite these successes, tackling congestion and pollution remain high on Bogotá's agenda. Keen to find innovative ways to make alternative travel more attractive to residents, Bogotá decided to introduce a Mobility-as-a-Service solution. Needing to move at pace and scale, Trafi was selected to deliver the solution. The result is MAAS powered by Trafi, a powerful app that empowers residents with the information and tools they need to make easier and safer trips across Bogotá.

Currently in its first iteration, MAAS offers real-time journey planning and tracking across the city's BRT and cable car network and is the first such functionality to be offered to Bogotans. A first-of-its-kind integration with the tullave travelcard is also being developed for MAAS. This, in combination with deep integrations with Bogotá's taxi service and other MSPs, will make it possible to plan, book, track and pay for travel from within the one app.



A Mobility Strategy for the Ages

The story of Bogotá's public transportation system is one of transformation. At the turn of the century, Bogotá had an ageing transport system and a booming population. Unreliable services and crime levels combined to keep Bogotans away from public transit services. The winding streets were choked with traffic as up to 20,000 buses jostled for business in the War of the Penny, whilst more well-off residents turned to private cars to get about. At the time, private car usage, representing less than a quarter of all journeys, accounted for 95% of road capacity in Bogotá.

On a wave of political will and public impetus in the late 90s, Bogotá's government set about developing a plan and securing investment that would revolutionise the city's public transport infrastructure.

The Plan Maestro de Movilidad set out a mobility strategy to improve the quality of life for citizens by connecting up more of the city and improving service levels. At the heart of the plan was TransMilenio, a Bus Rapid Transit (BRT) system designed to cut congestion whilst providing a cost-effective and efficient means of travel. Fast forward to 2020 and the city's investment has clearly seen success. 69% of the population of Bogotá, amounting to 2.4 million daily riders, use the TransMilenio network.

After nearly two decades since being implemented, the Plan Maestro de Movilidad, Bogotá's revolutionary mobility strategy has transformed the city's public transport infrastructure. The city has established the TransMilenio system, a world-renowned bus rapid transit (BRT) network that connects to the city's ancillary SITP bus network and cable car line, TransMiCable. Looking to consolidate on this success, and encourage further uptake amongst residents, the city turned its focus to offer connected, real-time journey planning and tracking across the city's transit network.

MAAS Highlights

Bogotá's mobility strategy, Plan Maestro de Movilidad, aims to improve the quality of life for residents by connecting up more of the city and improving service levels. The next step in the strategy is to bring an app that gives residents an easier, safer way to travel with accurate journey planning and real-time tracking.



Rapid deployment

First stage of the app launched in just 5 months from contract signing



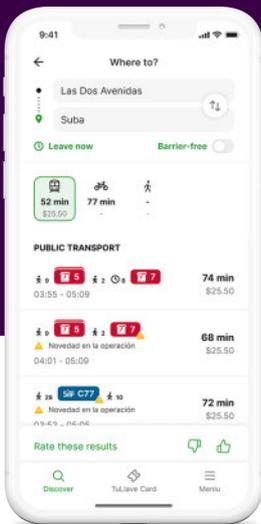
Live location

MAAS is the only app in Bogotá that lets residents track buses and other transport on a map in real-time



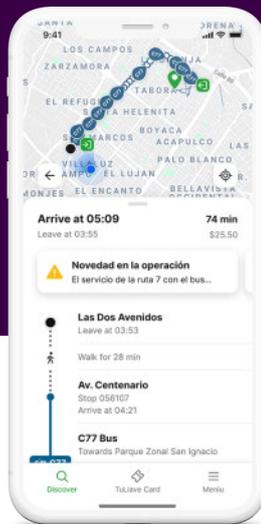
Optimised journeys

Planning algorithm is optimised to Bogotá's specific mobility needs and urban topography



World-class journey planning

Underpinned by Trafi's powerful journey planner, MAAS helps Bogotans quickly plan their trips, showing the best routes available based on travel time, cost and convenience.

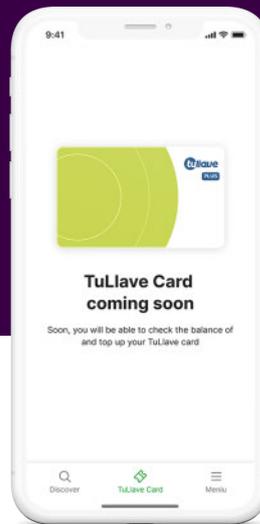


Live service updates

Access to live service status lets users plan their journeys with confidence before they set off and during their travel.

Real-time transport tracking

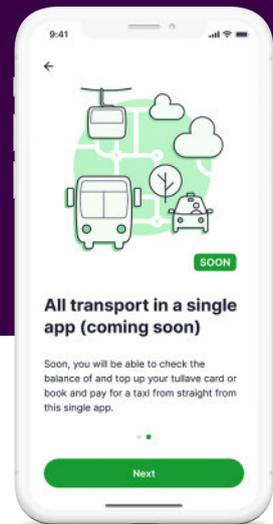
A first for Bogotá. Residents can see exactly where their bus or transport is on a map and when it will arrive.



Travelcard integration (coming soon)

Residents will soon be able to link their tullave travelcard to MAAS.

The deep integration will let residents top up their card, view their balance and pay for trips without leaving the app.



All the travel modes (coming soon)

We're adding taxis and other mobility services to MAAS, meaning Bogotans will soon have even more ways to get from A to B. All of which can be booked and paid for from within the app.

Bogotá's Streets Belong to its People

Bogotá has come a considerable way since it started enacting its Master Mobility Plan at the turn of the century. And the introduction of MAAS Bogotá marks the next chapter in the city's gripping mobility story.

For the first time, residents have access to real-time travel information, including live tracking of buses along routes. It's an innovation that not only helps people to navigate their city, but also improves safety whilst making public transport more accessible and attractive.

Soon, further deep integrations with taxis, other mobility service providers and the tullave travel card will provide Bogotáns with a seamless way of finding, booking and paying for their travel, too.

In much the same way that its ambitious BRT programme caught the attention of fellow transit authorities the world over, Bogotá's openness to a connected mobility solution is sure to keep the city in the spotlight for many more years to come.

