

# Mobility as a Service

## The development of “glimble” – Arriva’s first Mobility as a Service solution

### What was Arriva’s challenge?

Passengers want easier journeys, and this includes being able to seamlessly connect across more than one mode of transport or across borders.

This kind of interconnected mobility is essential to make public transport the easy choice. This, in turn, will encourage people to get out of their cars more often and turn to public transport as a greener, cleaner and more efficient mode of travel. Modal shift away from cars is also critical to the decarbonisation agenda.

### Mobility as a Service

Mobility as a Service (MaaS) is changing the way that people travel, especially in cities. MaaS brings together all transport options and active travel (walking, cycling) so that people can research, book and pay for

door-to-door journeys, not just station-to-station, in one simple digital application, using their smart phones.

### Development of glimble in partnership with Moovit



Arriva has responded to the changing behaviours of consumers by developing its own MaaS solution called “glimble”. Initially developed for launch in the Netherlands in August 2021, it has the potential to be rolled out in other parts of Europe where data-sharing policies can support it. Glimble is available in over 40 languages

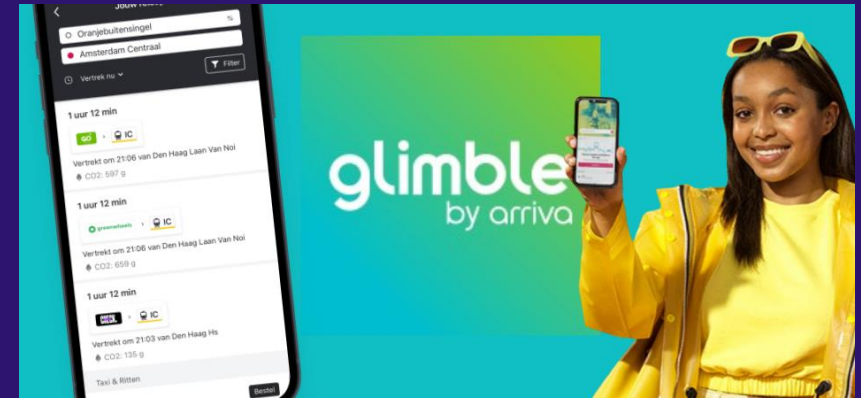
and is a great example of how Arriva as a public transport company, can serve its customers with innovative solutions, and evolve and grow its business beyond its own operations and geographic boundaries.



### How does it work?

Glimble is the only MaaS solution in the Netherlands which brings together all public transport options (bus, trains, tram, metro, ferries) alongside shared modes such as bike, car share, moped/scooter share and on-demand taxis like Bolt. Users can sort their travel options based on lowest CO<sub>2</sub> emissions, lowest cost, fastest journey time, fewest transfers or options for step-free journeys.

\* Moovit is the leading MaaS solutions provider, having already created the biggest urban mobility app, which serves over 1 billion people in 3,400 cities across 112 countries, in 45 languages.



### Accessible information

Arriva’s glimble app currently has some excellent accessibility features, such as screen reading for low vision users, talkback and voiceover capability. For those with fine motor disabilities, glimble is designed with optimised menus and buttons.

Other functionality will be added to the app as part of a roadmap to evolve and remain highly relevant to all consumer sectors.

### What next?

Arriva continues to develop, evolve and expand glimble to enable even more journeys to be made and more search options to be added. It has also expanded into Belgium and parts of Germany, from the Netherlands, to make cross-border journey planning and payment more efficient.

In future, parking locations will be added to the app, alongside an insights platform that keeps track of personal mobility behaviour and provides suggestions to cut travel budgets or to travel in an even more sustainable way. The app will also have an offering for SMBs (small and medium-sized businesses) to provide their employees with capped mobility budgets and reporting capability.

