



Moovit joins forces with TfN to provide riders with a safe and smooth public transport journey as COVID-19 restrictions ease

Moovit taps Transport for the North's Open Data Hub for precise disruptions data, giving riders all the tools they need to get to their destination with confidence

Manchester, September 2020 - [Moovit](#), an Intel company, a leading Mobility as a Service (MaaS) solutions provider and creator of the #1 urban mobility app, is announcing today its collaboration with [Transport for the North](#) (TfN), the subnational organization tasked with improving transport and driving economic growth across the North of England.

Moovit is using TfN's new Open Data Hub, a platform providing open-source fares and disruption data for developers, to enable riders of North England's public transport services with the tools they need to more easily plan and ride efficient, accurate and safe journeys in a post-COVID world. The Open Data Hub is an initiative of TfN's £150m [Integrated and Smart Travel](#) programme.

Navigating public transport can be confusing for many people. Not knowing which bus or rail service to take, which stop to wait at, or how much the journey will cost can be stressful and reduces rider confidence. Coupled with the easing of stay-at-home measures in the UK, transport timetables and lines are constantly changing, leaving riders facing unforeseen service disruptions and further magnifying their uneasiness.

Moovit, which has helped over 840 million users globally, to date, plan their journeys, and TfN, which represents the North's twenty local transport authorities, are committed to simplifying urban mobility. Together, they will provide passengers with Moovit's free iOS, Android, and Web app to get to their destination with peace of mind, through the convenience of a single platform.

Moovit provides users real-time arrival information so they know exactly when their bus or rail service is arriving, a Live Directions feature with Get Off alerts to provide step-by-step guidance for the entire journey. The Moovit app is also accessible-friendly, empowering people across the disability spectrum to use transport with more assurance. The app is optimised with screen reading features for low vision users, including TalkBack/VoiceOver capabilities, and identifies wheelchair-accessible routes and stations. Moovit's app is also designed with optimised menus and buttons for those with hand-motor disabilities.

"Moovit's mission is to simplify urban mobility, and since 2012 we have worked with thousands of transport agencies across 3,200 cities in 106 countries to make that a reality," said Yovav Meydad, Chief Growth and Marketing Officer at Moovit. "Together with TfN and its Open Data



Hub, we can give passengers the best and most advanced tools to help them get to their destination with assurance.”

Transport for the North’s Integrated and Smart Travel Director, Jeremy Acklam, explained. “Transport for the North is working with our local authority partners to enhance the provision of digital journey information and to make this as widely available as possible for passengers right across our region.”

“We are truly excited that our efforts are paying off, with Moovit becoming the first major company to start integrating disruption information from our Open Data Hub into their customer-facing services. Ultimately it’s all about making public transport better and giving the public the confidence to use it, so it’s fantastic that Moovit are exploring how to improve their offer in the North of England.”

About Moovit

Moovit (www.moovit.com), an Intel company, is a leading Mobility as a Service (MaaS) solutions provider and creator of the world’s #1 urban mobility app. Moovit was acquired by Intel in 2020 to join forces with Mobileye and advance its MaaS strategy. Together, Moovit and Mobileye will accelerate the global adoption of autonomous transportation.

Moovit’s iOS, Android, and Web apps guide people in getting around town effectively and conveniently, using any mode of transport. Introduced in 2012 it now serves over 840 million users in more than 3,200 cities across 106 countries.

Moovit amasses up to six billion anonymous data points a day to add to the world’s largest repository of transit and urban mobility data. For governments, cities, transit agencies, and private companies, Moovit offers AI-powered [MaaS solutions](#) covering planning, operations, and optimization with proven value in reducing congestion, growing ridership, and increasing efficiency and asset utilization. Industry leaders such as Microsoft, Uber, and Cubic have partnered with Moovit to power their mobility offerings.

About Transport for the North

Transport for the North became England’s first Sub-national Transport Body in April 2018, bringing together the North’s 20 local and combined authorities, as well as business leaders, to speak with one voice on the transport infrastructure investment needed to boost the North’s economy.

TfN’s £150million Department-for-Transport-funded [Integrated and Smart Travel](#) (IST) programme was established with a vision to make life easier for current passengers and to



encourage new passengers to travel by public transport throughout the region to support economic growth. This will include:

- Easier payment - systems fully compatible with a range of smart devices and contactless payment cards
- Clear journey options - quick and clear, digital information including real-time updates on travel changes and disruptions
- Simple and fair pricing - information and products so customers will be sure that they are paying the best price for their journey at the point of travel

The first two phases including the rollout of smartcards on rail and open-data driven enhancements to customer information are already in delivery.

More information about the work Transport for the North is undertaking to connect its local authority partners with the Open Data Community can be found on [TfN's website](#).

Moovit Media Contact:

Sharon Kaslassi - PR Manager

sharon.kaslassi@moovit.com

+972-54-484-1405

Transport for the North Media Contact

Thomas Lock - Communications and Engagement Officer

thomas.lock@transportfornorth.com

0113-360-2986