Can public transport realize the potential of connected vehicles, travelers and infrastructure?

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ITS World Congress 2012 - Vienna
SIS75 - Integrated dynamic transit operations
Presentation Outline
Connected Public Transit

• **Ideas for waiting at bus stops**
  – Wireless Internet
  – Tickets by *mobile*
    *• Contactless cards and *smart phone* tickets*
  – Real time schedule information

• **On the bus**
  – Comfort
  – Plugs for your devices and other electronics *you take on board* with you for your trip
  • Games

• **Planning**
  • Crowdsourcing new ideas for improving transit can be a very good way to help build involvement and interest in your system, it can be done in many ways including several existing applications.

• *wait a minute, are we talking about a …*
Magic Bus: The Who On Tour
Now a days there’s lot’s to do
Waitin’ for the bus that takes me to you

The Bus, ITS Bus

It will sound better if you help sing the refrain!

Image: RATP – Station Diderot
Bus Stop of the Future - Paris
It’s connected so I just sit and smile
Bus riding used to be a real trial

(The Bus, ITS Bus)

Images: AC Transit
LA.curbed.com
Thanks ITS for getting us here
Cameras take away our fear
(The Bus, ITS Bus)
(The Bus, ITS Bus)
Images: dbus, San Sebastian, Spain
My phone keeps me on the go
Schedule, ticket, real time info
(The Bus, ITS Bus)
(The Bus, ITS Bus)

Images: dbus, San Sebastian, Spain
move-me, Porto; Qando, Vienna
Connected bus is totally wired
Going thru traffic signals turbo-fired

(The Bus, ITS Bus)
(The Bus, ITS Bus)

Images: PATH, UC Berkeley
dbus, San Sebastian, Spain
Fulla sensors keeping track of things
Don’t break-down and stays real clean
(The Bus, ITS Bus)
(The Bus, ITS Bus)

Image: European Bus
System of the Future Project
Riders and neighbors having their say  (The Bus, ITS Bus)
Crowd-sourcing ideas for a better way  (The Bus, ITS Bus)
I said, now you know the connected bus 
Do your part to make it real 

Please sing this too -> 

... and you CAN have it!
Every day you'll see the dust
Ride this baby the connected bus (The Bus, ITS Bus)
You may be wondering …

What’s his day job?
GreenCityStreets is an integrated application using Web 2.0 techniques to:

- **Educate** people about sustainable transport,
- **Create a forum** for submitting ideas, and
- **Provide tools** enabling public transport agencies to effectively use and respond to input.
BusMeister Game: A fun way to learn about public transport.
Companies must embrace revolutionary new technologies to thrive (survive?).

So what about public transport?
Connected vehicles
Connected travelers
Connected infrastructure
Connected management systems
Connected transport systems
Connected planning (?)

What’s missing?
Emotional connections …

*Information technology and social networking provide tools to build and enhance emotional connections.*

This is where innovation is happening.
How?

First, recognize that emotional connection is more than a Facebook “Like”

GreenCityStreets.com approach:
• Entertain passengers (game)
• Educate passengers (game + wiki)
• Listen to passengers (social network)
What do organizations say?

**Attitude:** “Why would we buy something that lets passengers complain about our service?”

**Answer:** Complaints are good, they’re suggestions.

**Added Work:** “Responding will be too much work!”

**Answer:** Design efficient response processes.

**Fear of Change:** Developing emotional connections with passengers is a huge and risky change … especially in a conservative and political industry.

**Answer:** Not trying is more risky in the long term.
Benefits

• Generates *better ideas*
  – *Detailed neighborhood knowledge & fresh perspective*

• Provides clear show of *political support*
  – *Especially important for tough decisions (like bus lanes)*

• Creates *committed customers*
  – *People willing to help (maybe pick-up newspapers?)*

Notice: *They all help your bottom line!*
Wanted: innovative public transport agency interested in working closely with customers in making service more attractive and efficient. Contact: GreenCityStreets.com
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GreenCityStreets.com

GreenCityStreets was made possible through generous support from ZIT, the City of Vienna Technology Agency.

More Music:

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