

Using Social Networking to Improve Transport



Andrew Nash

GreenCityStreets.com

Wiener Gebietsbetreuung

Work in Progress: Wohnen & Mobilität

28 November 2012



"Why is everyone's valuable input so stupid?"

[Forum](#)[Game](#)[Best Practices](#)[Login with Facebook](#)[Log In](#)

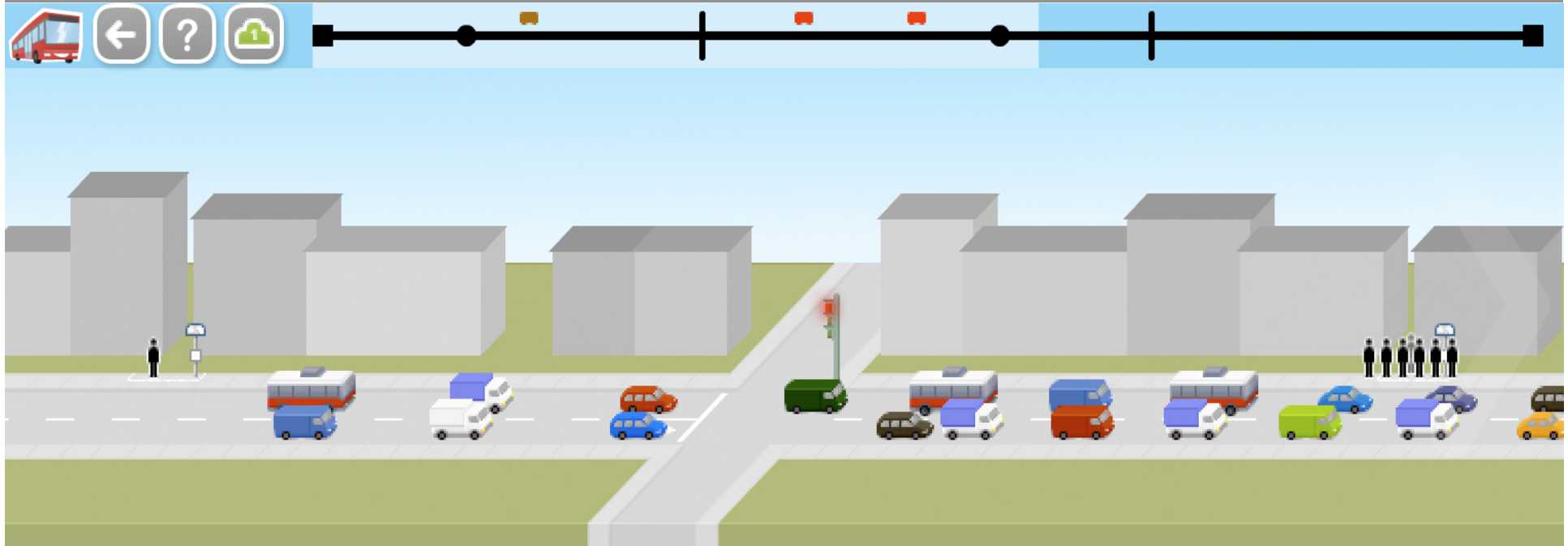
GreenCityStreets is an integrated application using Web 2.0 techniques to:



- **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.

[Suggest](#)[Play](#)[Learn](#)

BusMeister Game: A fun way to learn about public transport.



  **Simulate**



1:16



Reset
Level



Restart
simulation

Statistics



Happiness



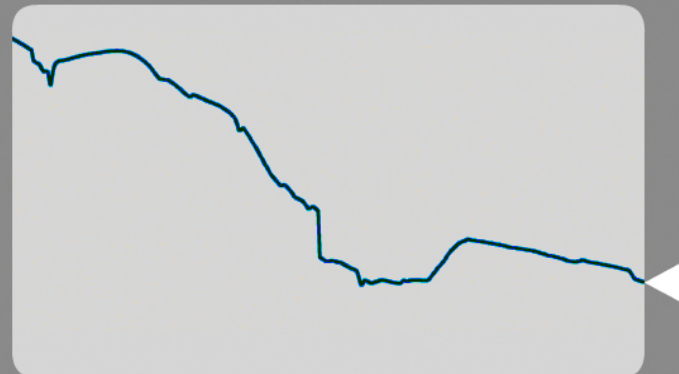
Costs



More



Σ Total



BusMeister wiki: For learning the details.

guest · Join · Help · Sign In · 

 **BusMeister**

★ intro_best_practices **PAGE** ▾ DISCUSSION HISTORY NOTIFY ME

 PROTECTE

 Join this Wiki

 Recent Changes

 Manage Wiki

Search 

This wiki describes public transport priority: simple measures for improving public transport. Here are links to the main topics:

- **Improve Public Transport!**
- Table of Contents
- Case Study Cities
- PT Priority FAQ
- PT Priority Best Practices
- Organizations
- Photos & Videos
- Bus Meister Game

Please help improve the wiki by [adding information](#).

Improve Public Transport!



A traffic signal allows this Zurich tram to go ahead of private vehicles.
(Source: Andrew Nash, 2002; click on photo for flickr group photos).

1. Introduction

This wiki presents recommendations for making public transport more attractive to customers and efficient to operate. Recommendations focus on relatively simple and inexpensive improvements that can be implemented quickly rather than more expensive and complicated measures like building new rail-based systems (we leave these improvements to other web pages).

2. Recommendations

To improve public transport in your city:

1. [Speed-up the vehicle boarding process.](#) How?
 - Use proof-of-payment fare collection;
 - Use low floor vehicles;
 - Improve vehicle design;

Table of Contents

- [1. Introduction](#)
- [2. Recommendations](#)
- [3. More Information](#)
- [4. Please Help](#)
- [About the Project](#)

GreenCityStreets blog: Top level pages and news.

GreenCityStreets Wiki

Web 2.0 for Sustainable Urban Transport



[Home](#) [BusMeister Game](#) [Improve Public Transport](#) [About the Project](#) [Best Practices wiki](#)

BusMeister Classroom Guide (Draft) available

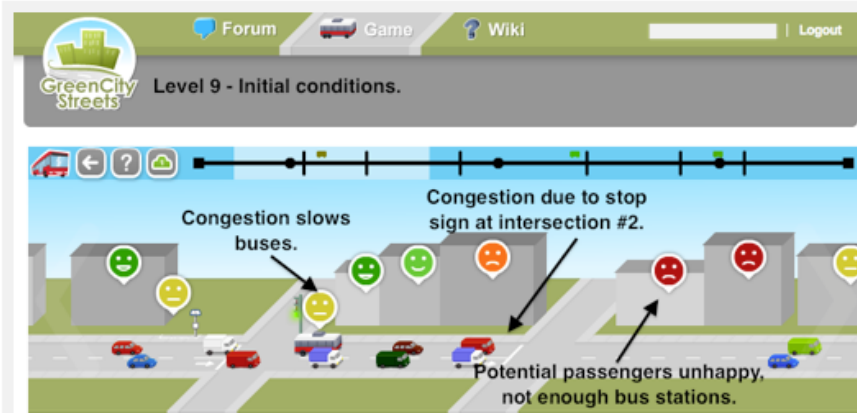
Posted on [August 22, 2011](#) by [Andy Nash](#)

The first draft of [Using the BusMeister Public Transport Game in the Classroom](#) is now available. We welcome your comments!

Posted in [Uncategorized](#) | [Leave a comment](#) | [Edit](#)

Using BusMeister Game in the Classroom

Posted on [August 20, 2011](#) by [Andy Nash](#)



About

GreenCityStreets uses on line games, a social network, a best practices wiki and this blog to support more sustainable urban transportation. See www.greencitystreets.com for links and more information.

Recent Posts

- [BusMeister Classroom Guide \(Draft\) available](#)
- [Using BusMeister Game in the Classroom](#)
- [citysandbox](#)
- [Information management is critical](#)
- [Public Transport Frequent Rider Programs](#)

Resources

- [Bus Meister: Best Practices Wiki](#)

Archives

- [August 2011](#)
- [July 2011](#)
- [June 2011](#)
- [April 2011](#)

Recent Comments

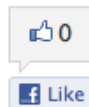
GreenCityStreets Forum: Social network for public transport.



GreenCityStreets Forum

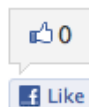
The GreenCityStreets Forum provides a place for you to recommend sustainable transportation ideas for your community. You can support (Like) or comment on ideas already in the Forum or add your own ideas. Use the links to display all the ideas for a city, for a public transport line or from another user. Beta Version - Everyone can read GreenCityStreets Forum posts but currently you need to login via Facebook to add posts, support or comment.

Latest Forum Posts



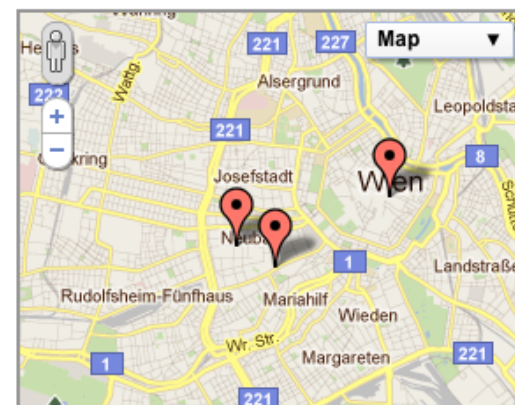
Wien | 13A stuck in traffic **13A**

in mariahilfstrasse 60, Wien
by [Andrew Butler Nash](#) about 1 hour ago



Wien | Tram 49 comes in bunches **49**

in Westbahnstrasse, Wien
by [Andrew Butler Nash](#) about 1 hour ago



Work in Progress



- 1. Looking for launch partner**
- 2. Developing a bicycle application**
- 3. Going multimodal**
- 4. Understanding the market**

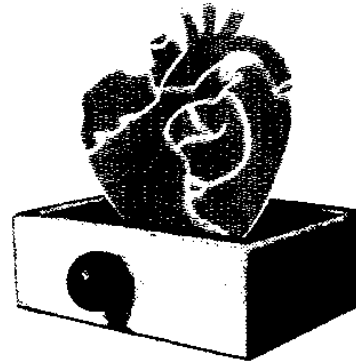
ANZEIGEN

(Tel. 0650/894 54 05) und Dr. Günther Ditzelmüller, Psychotherapeut (Tel. 0650/350 04 25; www.gestalt.co.at).

Yoga!!! (Iyengar certified), Mag. Klaus Neyer, 1070 Wien, Tel. 523 29 70, E-Mail: Klaus.Neyer@gmx.at

Wiener Hellseherin bietet Ihnen treffsichere Zukunftsanalyse, Beratung und Problemlösungen für alle Lebensbereiche. Tel. 0664/302 72 41

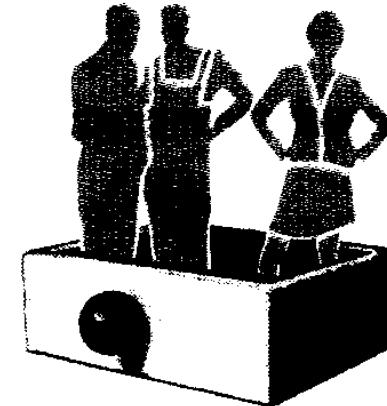
Zen – Meditation jeden Montag, 19 Uhr, Währinger Straße 26, 1090 Wien. Tel. 0650/879 57 23,



Kontakt w/m

Frau, 38, famos u. fehlerhaft, mag bücher, berge, laufen, radeln; wünscht sich ein du: mann bis 50,

Hauptmiete gesucht: 110 m², 4 Zimmer, Miete kalt ca. 800 Euro, U-Bahnanbindung. Tel. 0650/420 32 49.



Jobs

Diplomarbeiten, Briefe - vom Schriftsteller korrigiert, getippt, u.v.a.m. von GAV-Mitglied. P. Campa., 2 Euro/Seite. Tel. 597 60 62, E-Mail: pk.campa@gmail.com

Malerschnell, sauber, preiswert. Tel. 0676/384 19 30.

PC-Soforthilfe: Ich helfe Ihnen rasch vorort bei Problemen mit Windows, Internet, Virenschutz/Spam Filter, Datenrettung, Installation, Netzwerk, etc. Tel. 0699/12 66 10 02

Arbeitslose – helfen beim Räumen, Übersiedeln und bei Transporten. Bus vorhanden. auch

Wanted: innovative public transport agency interested in working closely with customers in making service more attractive and efficient contact: GreenCityStreets.com

Sommeryoga im Atha Yoga Studio: 4.7.–29.9, jeweils Mo–Do, offene Stunden, verschiedene Le-

Orientalischer Gentleman, 32, sucht nette Dame zum Kennenlernen u. mehr. Tel. 0699/12 31 42 35.

2 - GreenCityStreets - Bike



- **Game (Handy)**
- **Wiki (best practices)**
- **Reporting system**

Coming: January 2013



3 - Going Multimodal

GreenCityStreets will be extended to provide education + reporting for all modes of sustainable transport:

- Public Transport – Existing
- Bikes – Spring 2013
- Pedestrians
- Access for all
- Street Design

4 – Understanding the Market:

Social Networking in Transport: A Typology?

- **Reporting, problem identification** – SeeClickFix
- **Provide Information – Allow Feedback** – BettaStop.net
- **Geographic Information / Tracking** – MeineRadspur
- **Strategic or Planning (?) Input** – GreenCityStreets
- **Designing an App (?)** – Designing Chicago
- **Using Sensors** – DYI Traffic Counter
- **Relationship Building** – Examples?
- **Facilitate / Encourage REAL Change** – Examples?

Existing and Potential Application Features

- Provide information to users
- Educate users
- Allow users to report problems
- Allow users to provide “planning” input
- Track users
- Share user-collected sensor data
- API feeds from citizen-collected data
- Thank users
- Build relationships with users
- Facilitate / encourage REAL change
- More?

Benefits of Social Networking

- 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 help reduce costs and improve service!*

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.*

Andrew Nash

andy@andynash.com

andynash.com

@andrewbnash

GreenCityStreets.com



zit

Die Technologieagentur
der Stadt Wien

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

Music Videos:

[YouTube.com/user/andrewbnash](https://www.youtube.com/user/andrewbnash)