

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



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GreenCityStreets.com

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 ...**

DL 75064

STEREO



Magic BUS THE WHO

ON TOUR



DECCA



Now a days there's lot's to do (The Bus, ITS Bus)
Waitin' for the bus that takes me to you (The Bus, ITS Bus)

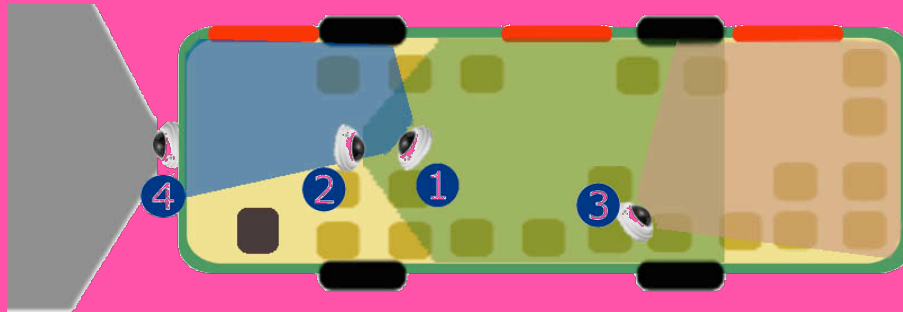
Image: RATP – Station Diderot
Bus Stop of the Future - Paris



**It's connected so I just sit and smile
Bus riding used to be a real trial**

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

Images: AC Transit
LA.curbed.com

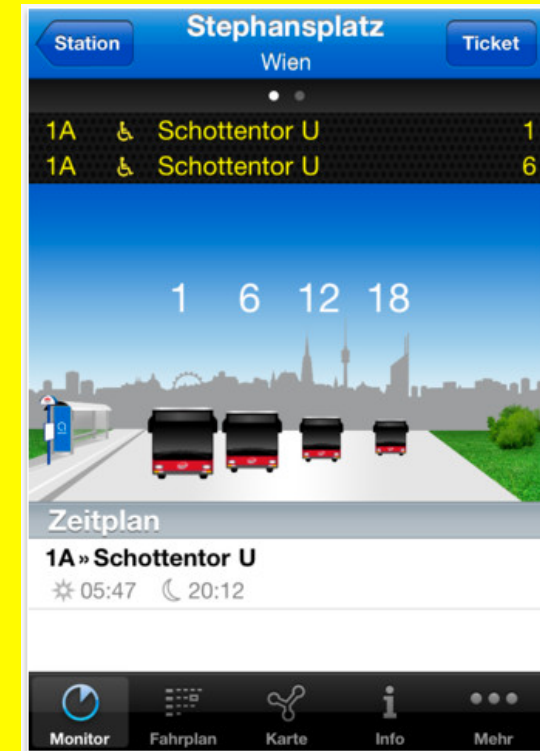
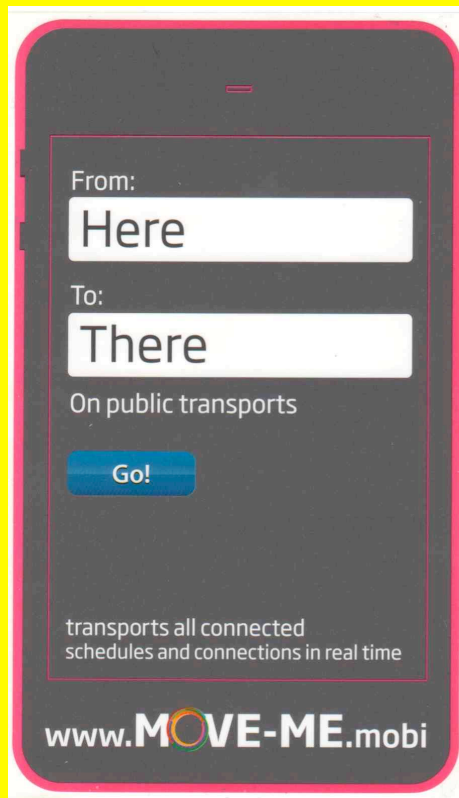


**Thanks ITS for getting us here
Cameras take away our fear**



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

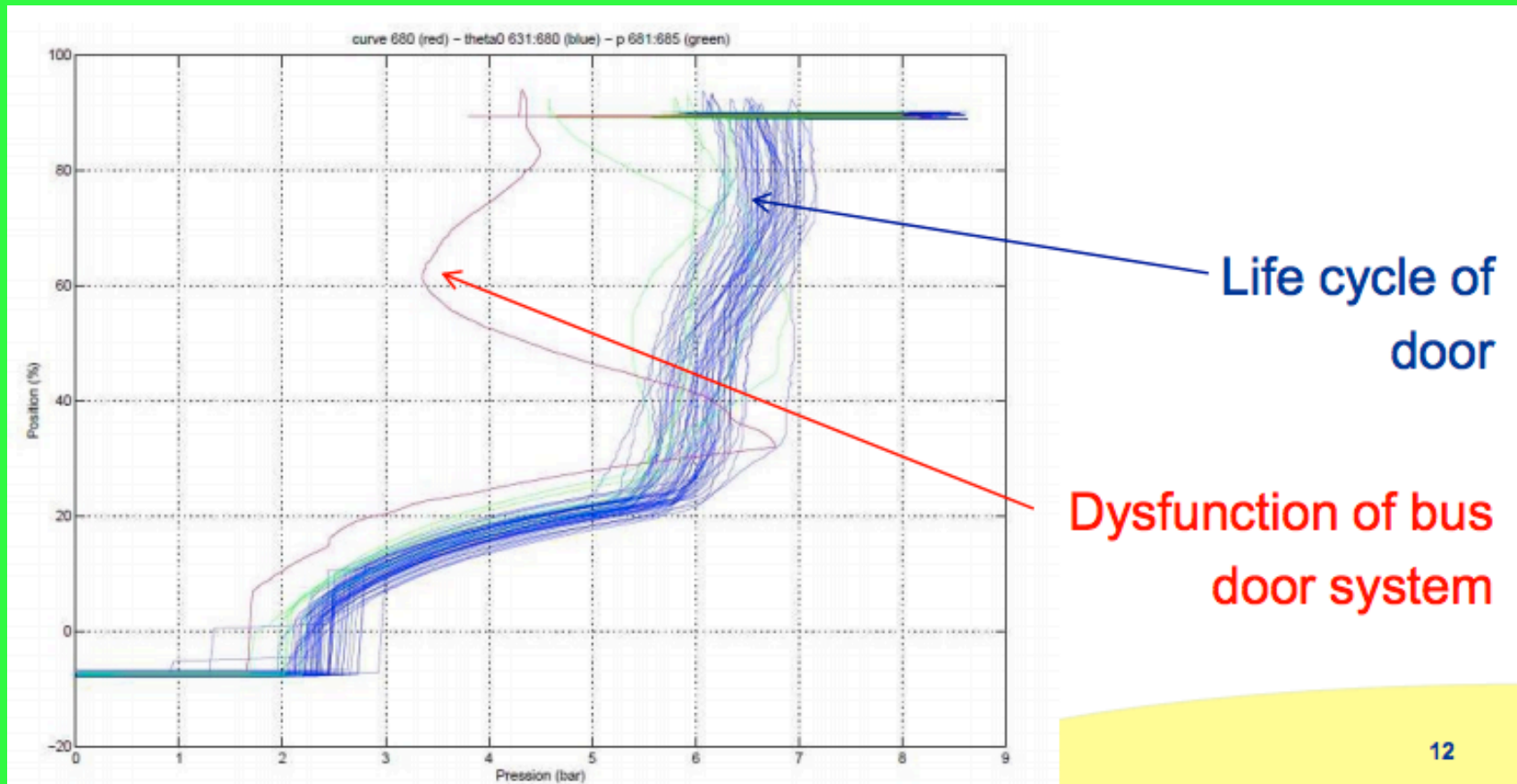
Images: dbus, San Sebastian, Spain



**My phone keeps me on the go
Schedule, ticket, real time info**

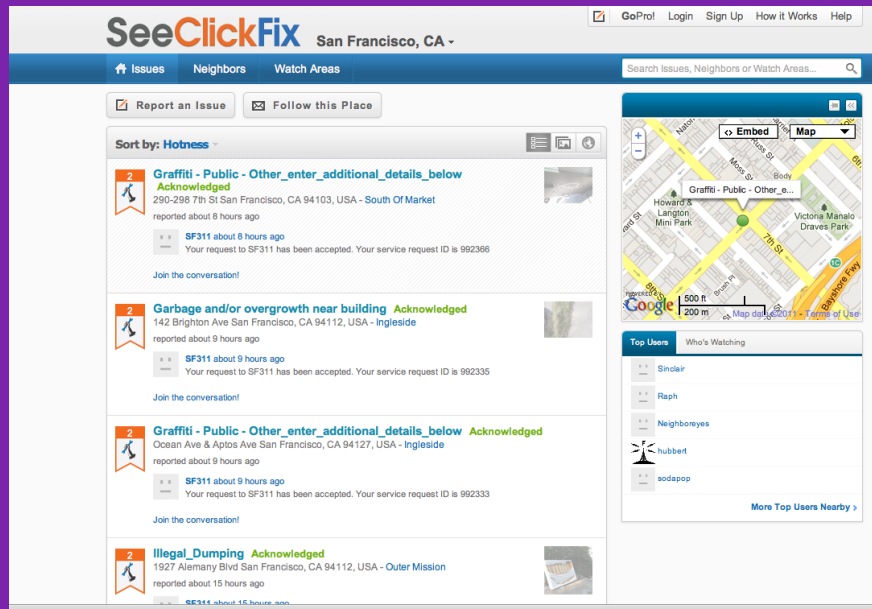
**(The Bus, ITS Bus)
(The Bus, ITS Bus)**

Images: dbus, San Sebastian, Spain
move-me, Porto; Qando, Vienna



Fulla sensors keeping track of things (The Bus, ITS Bus)
Don't break-down and stays real clean (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**

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

**Please sing this too -> (I want it, I want it,
I want it, I want it ...)**

... and you CAN have it!



**Every day you'll see the dust
Ride this baby the connected bus**

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

You may be wondering ...

What's his day job?

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

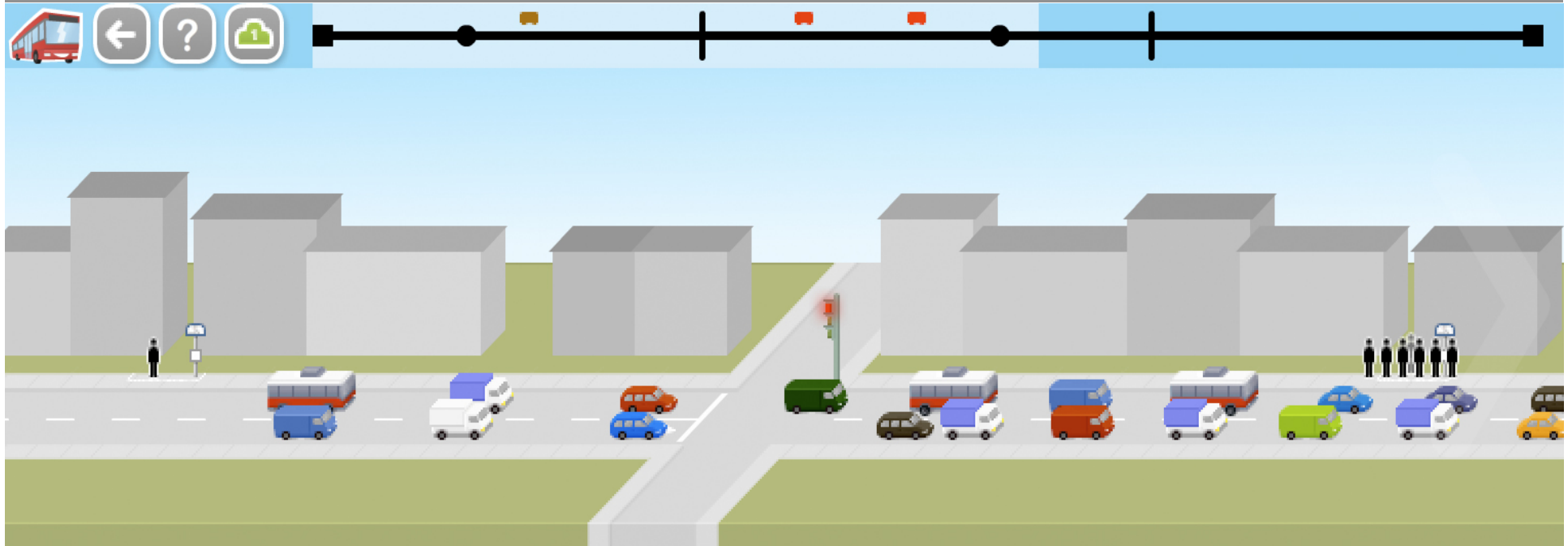
GreenCityStreets is an integrated application using Web 2.0 techniques to:



- **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



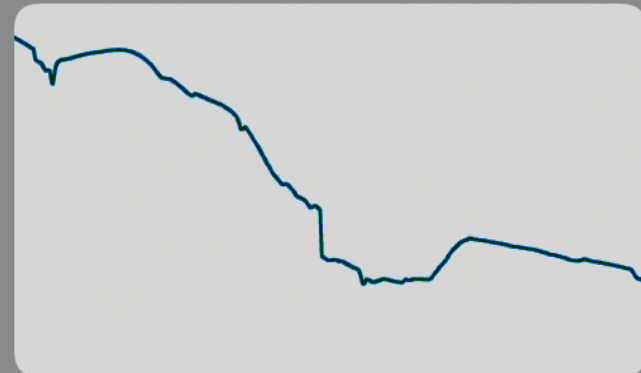
Costs



More



Σ Total



*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!*

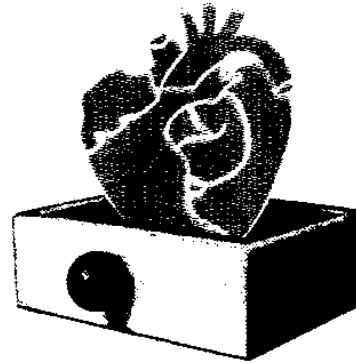
ANZEIGEN

(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

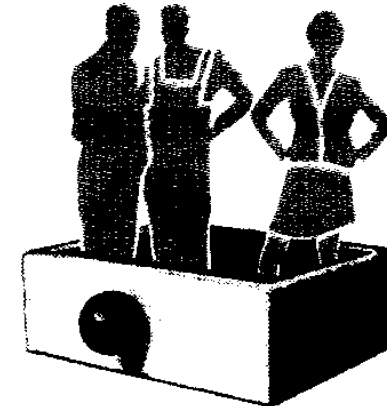
Zen – Meditation jeden Montag, 19 Uhr, Währinger Straße 26, 1090 Wien. Tel. 0650/879 57 23,



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

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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.

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GreenCityStreets.com



zit

Die Technologieagentur
der Stadt Wien

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More Music:

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