

On-line information needs from public transport users view

9th Annual Meeting and Conference
European Passenger's Federation
March 12th, 2011, Barcelona, Spain



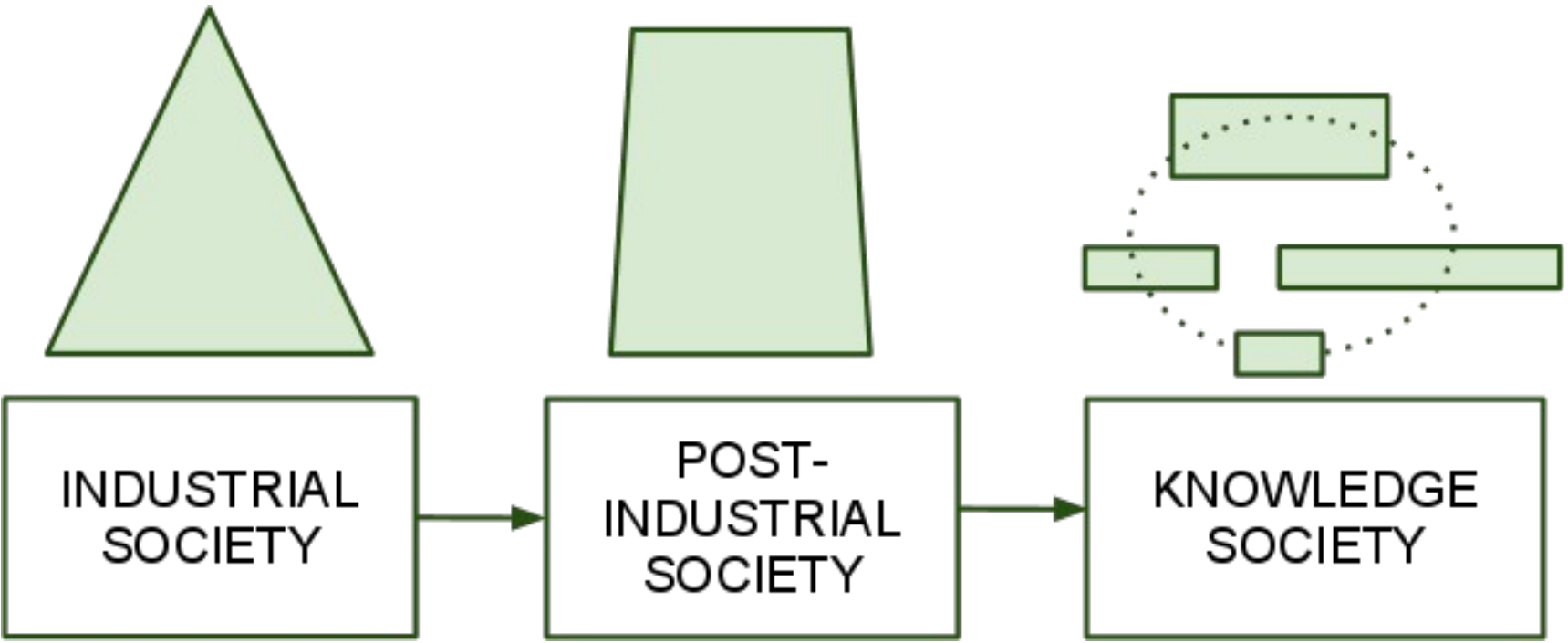
The information of the **XX** century

- Signs in the elements of the transport system, megaphone system. Information at the PT stop: general, line, correspondence in local information
- Preparation of guides and transport maps.
- Telephone Information Service

From XX century to XXI century

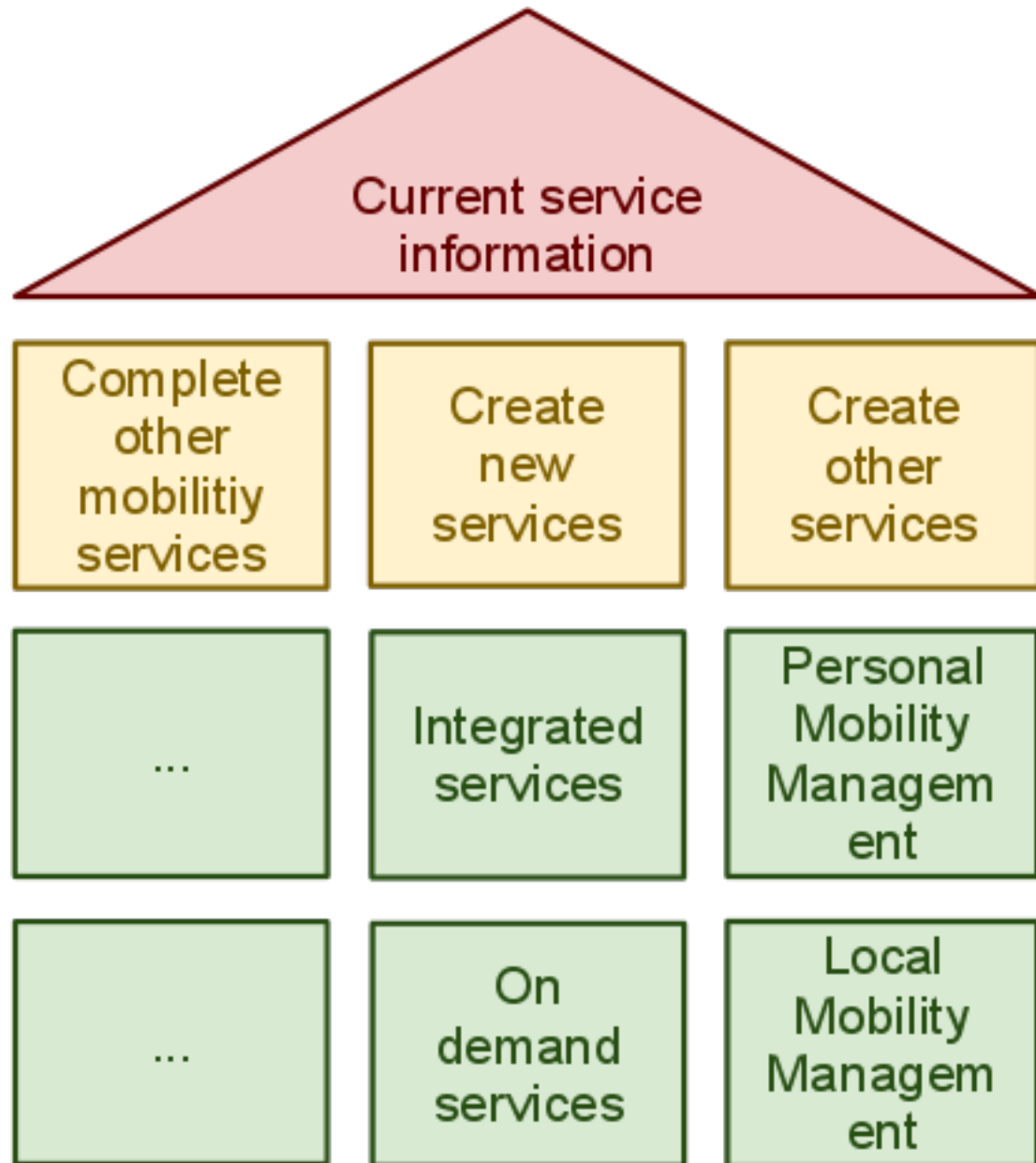
- *It is at the end of the century when the SAE (Exploitation Helping Systems) begins to be used:*
 - *Tele-indicators with information in real time on the waiting time and incidents in the service.*
- *The telephonic information systems are complete with an automated channel and through internet portals that provide all the information, even "routers".*

Paradigms for the XXI century



The information of the *XXI* century

Strategic value: Key element to develop other services



Characteristics of the information

- *Multichannel and simultaneous and unified.*
- *Standardized*
- *Personalized and added*
- *Measure of the reliability as far as informations is concerned*

Barriers

- *Operators are captives on data. When these are based in a public service, they must be provided according with local laws.*
- *Standardized.*
- *Protection of the privacy*
- *Technological developments are faster than developments on information management.*

Catalyses

- *Developments on was that guaranty the access to the public information.*
- *Referent global services (google maps, google transit, bing ... yahoo maps).*
- *Citizens are organized to make and provide parallel informations*
- *Progressive decrease of the expenditures*
- *Change of generational mentality in the PT managers*

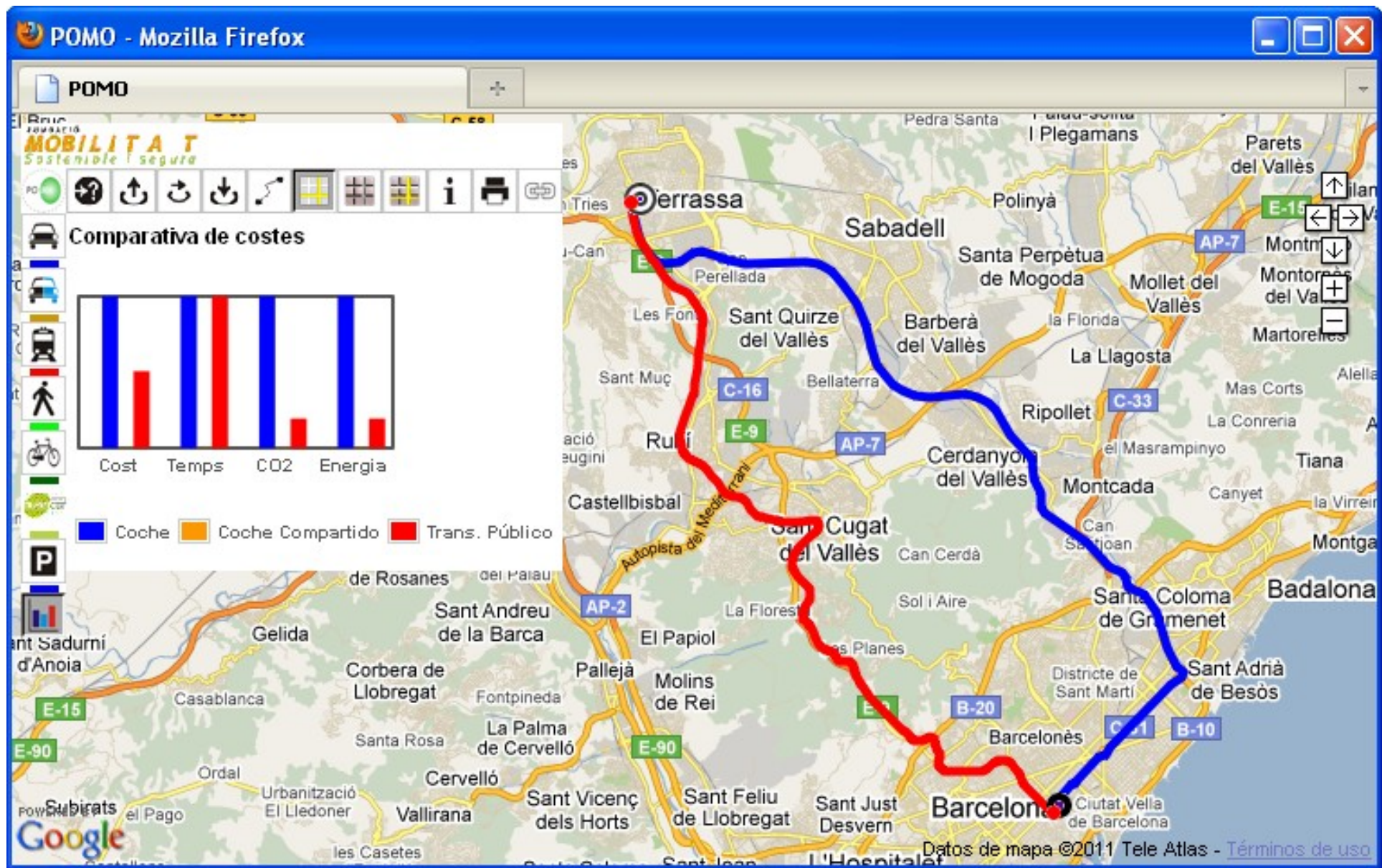
Kinds of informations

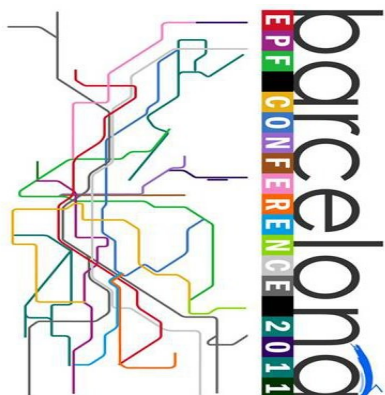
- *Before of the trip (pre-trip).*
 - *Offer services*
 - *Service indicators.*
 - *Planning the trip (supply).*
 - *Programmed incidences. Alerts*
- *During the trip (in-trip).*
 - *Status of the services and their incidences*
- *After the trip (post-trip)*
 - *Fulfillment of the services indicators*
 - *Costumer care*

Example: Info in TMB service

- *Information channels of TMB*
 - *Portal web (timetables/frequencies)*
 - *TMB router*
 - *i-bus (internet) or SMS*
 - *TMB-Virtual (smartphone)*
 - *“Mou-te” (Catalan Government route)*
 - *Google Transit*
 - *Facebook*
 - *Twitter*
 - *EMT-CETRAMSA (local administration and city council through 010 telephone)*
 - *Control panel of public transport .(Municipality of Barcelona)*

Example: Environmental mobility planning





Thank you

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