

# On-line information needs from public transport users view

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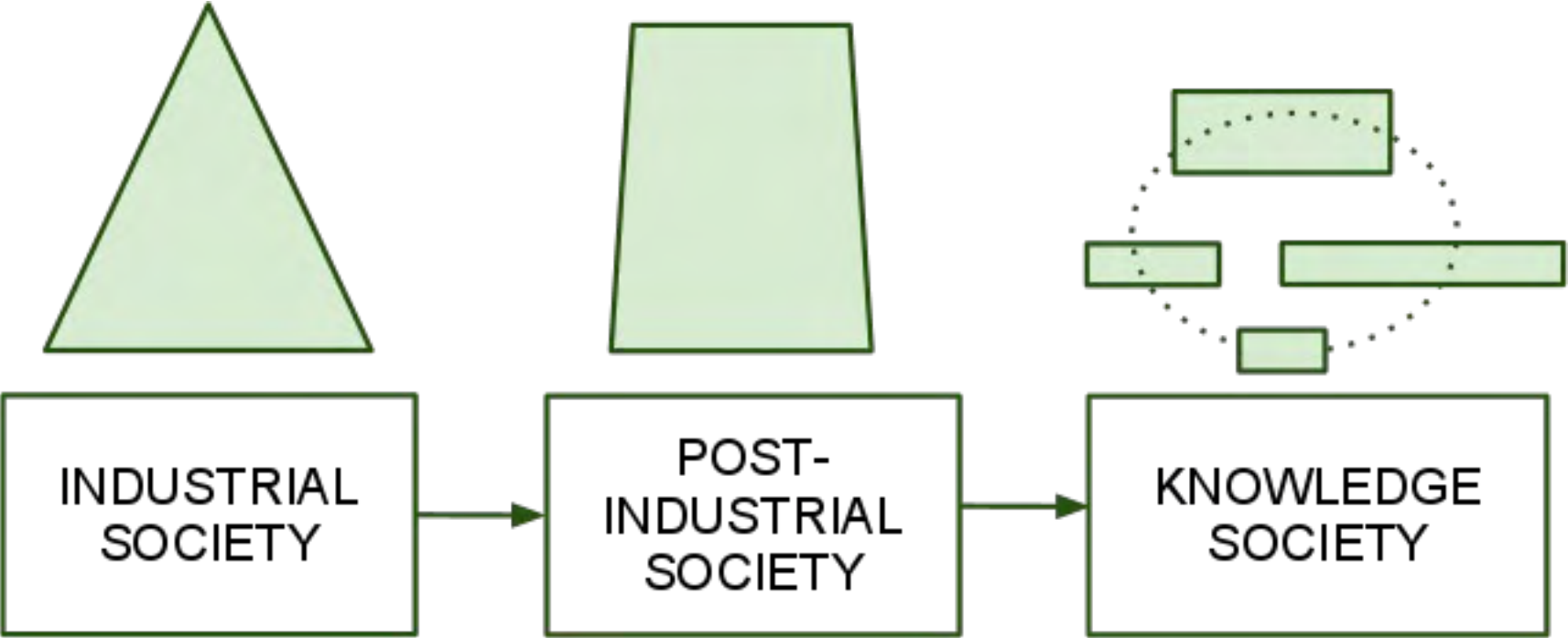
# The information of the **XX** century

- 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*

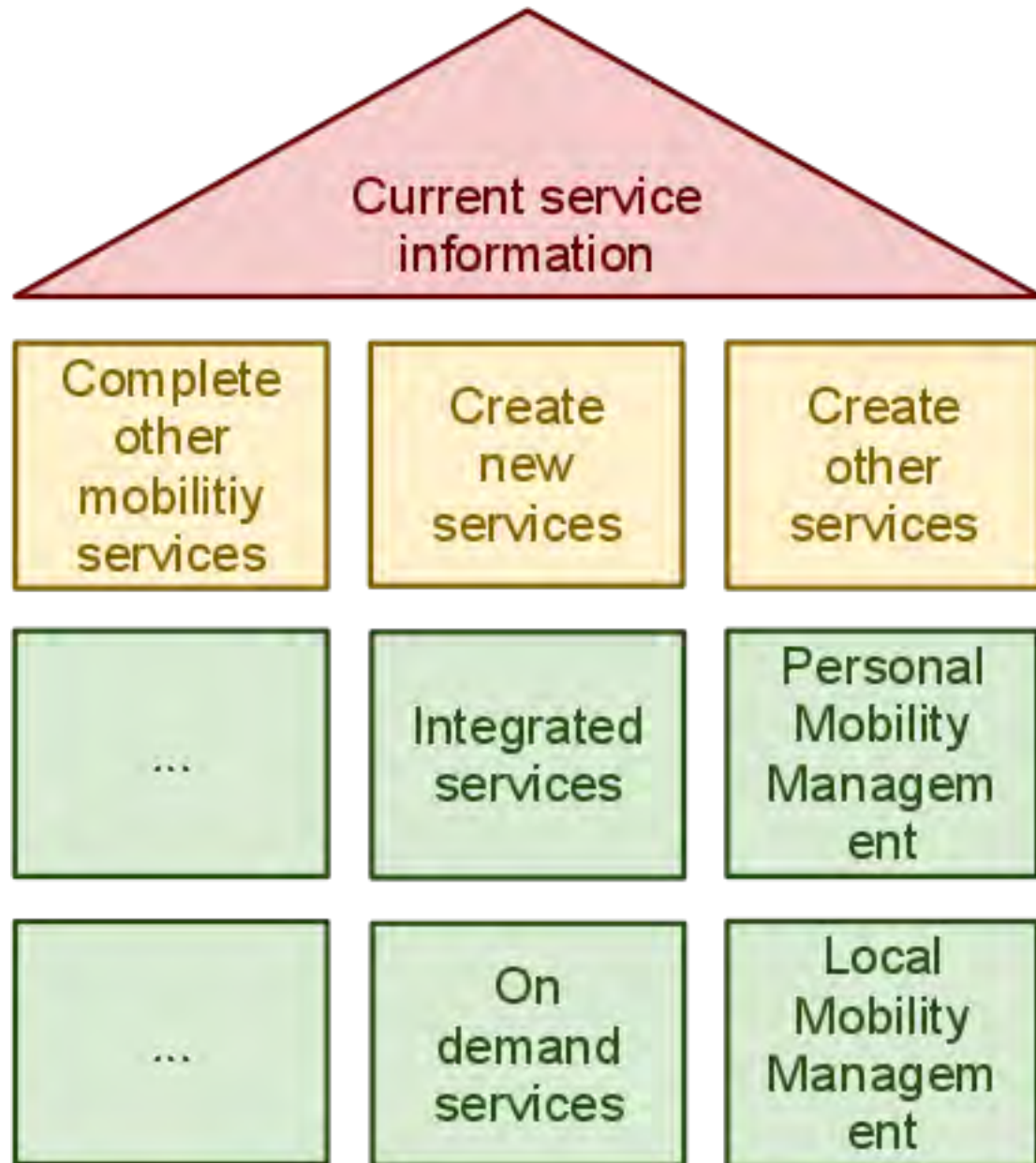
- *It is at the end of the century when the SAE (Exploitation Helping Systems) begins to be used:*
  - *Tele-indicators with information in real time on the waiting time and incidents in the service.*
- *The telephonic information systems are complete with an automated channel and through internet portals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



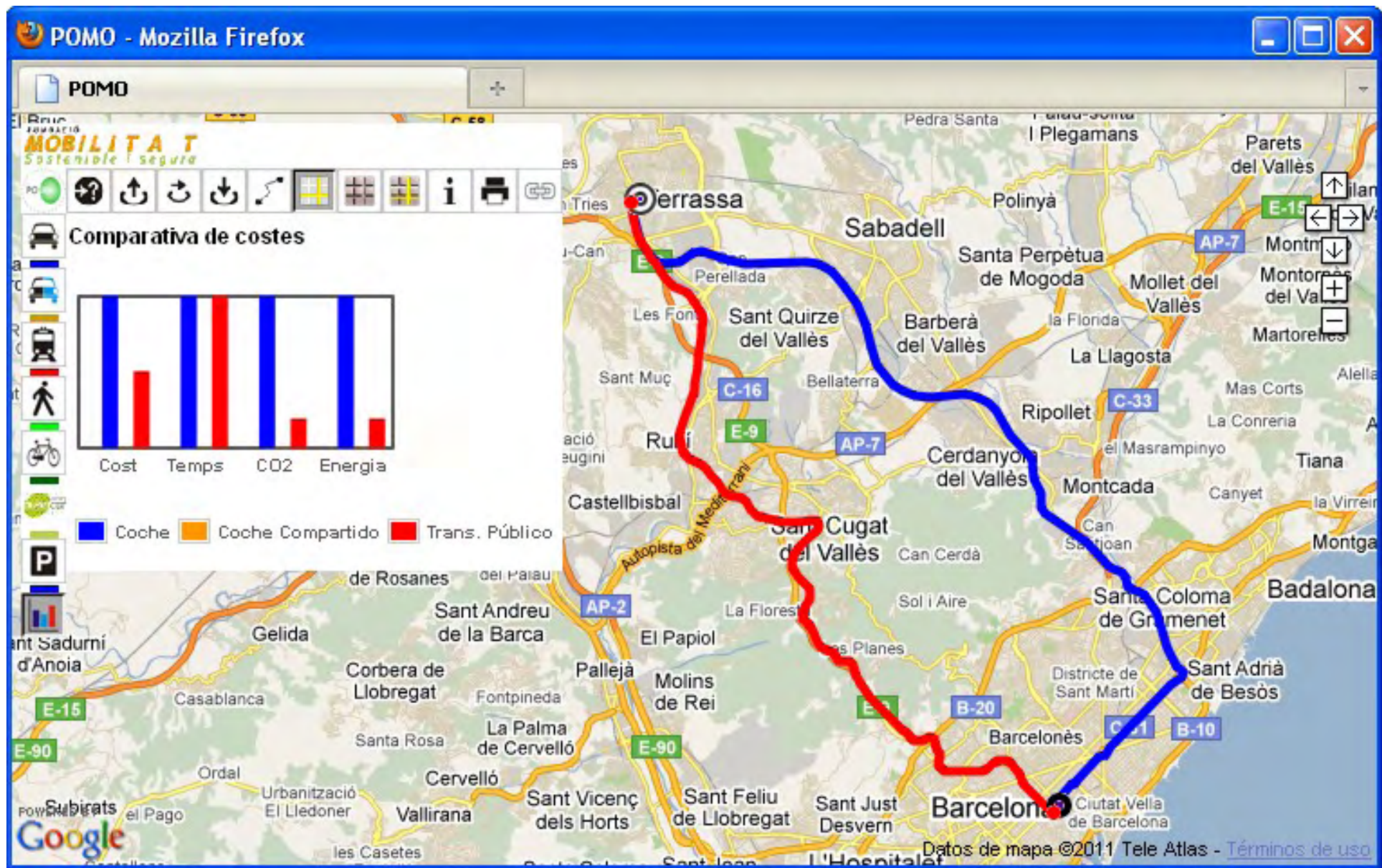
## *Kinds of informations*

- *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*

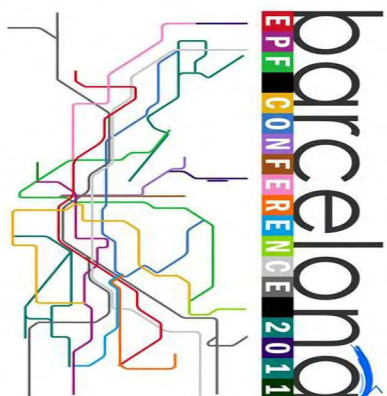
# Example: Info in TMB service

- *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

[director.tecnic@fundaciomobilitatsostenible.org](mailto:director.tecnic@fundaciomobilitatsostenible.org)

DIRECTOR TECNIC

BARCELONA 03/11

ENRIC CAÑAS ALONSO

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