

"The changing face of real-time passenger information delivery - a real world experience"



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3rd April 2014 – Southampton – U.Southampton Parliamentary Outreach Conference

Content

Focus on a specific aspect of ITS in public transport ... Data Quality

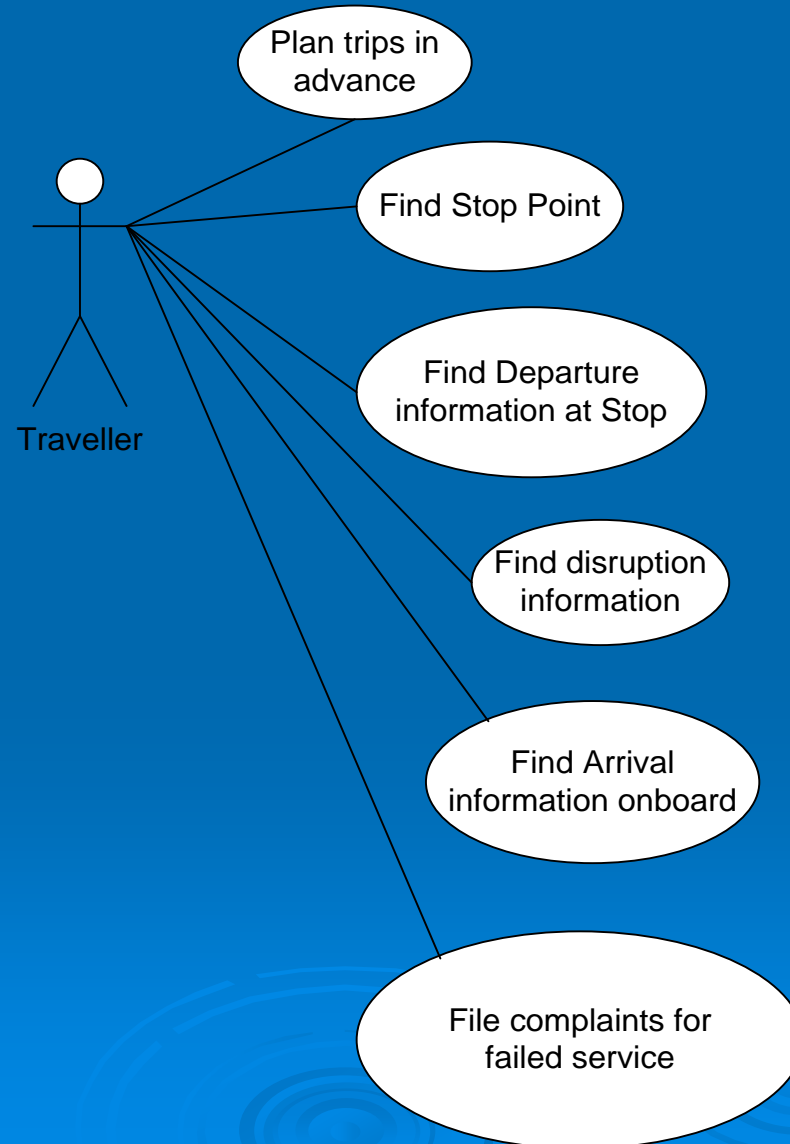
(Why systems have failed ... Why systems fail to deliver return on investment)

- What do we really mean by real time passenger information?
- It all depends on the data ...
- Improving public transport data quality ...
- Summary

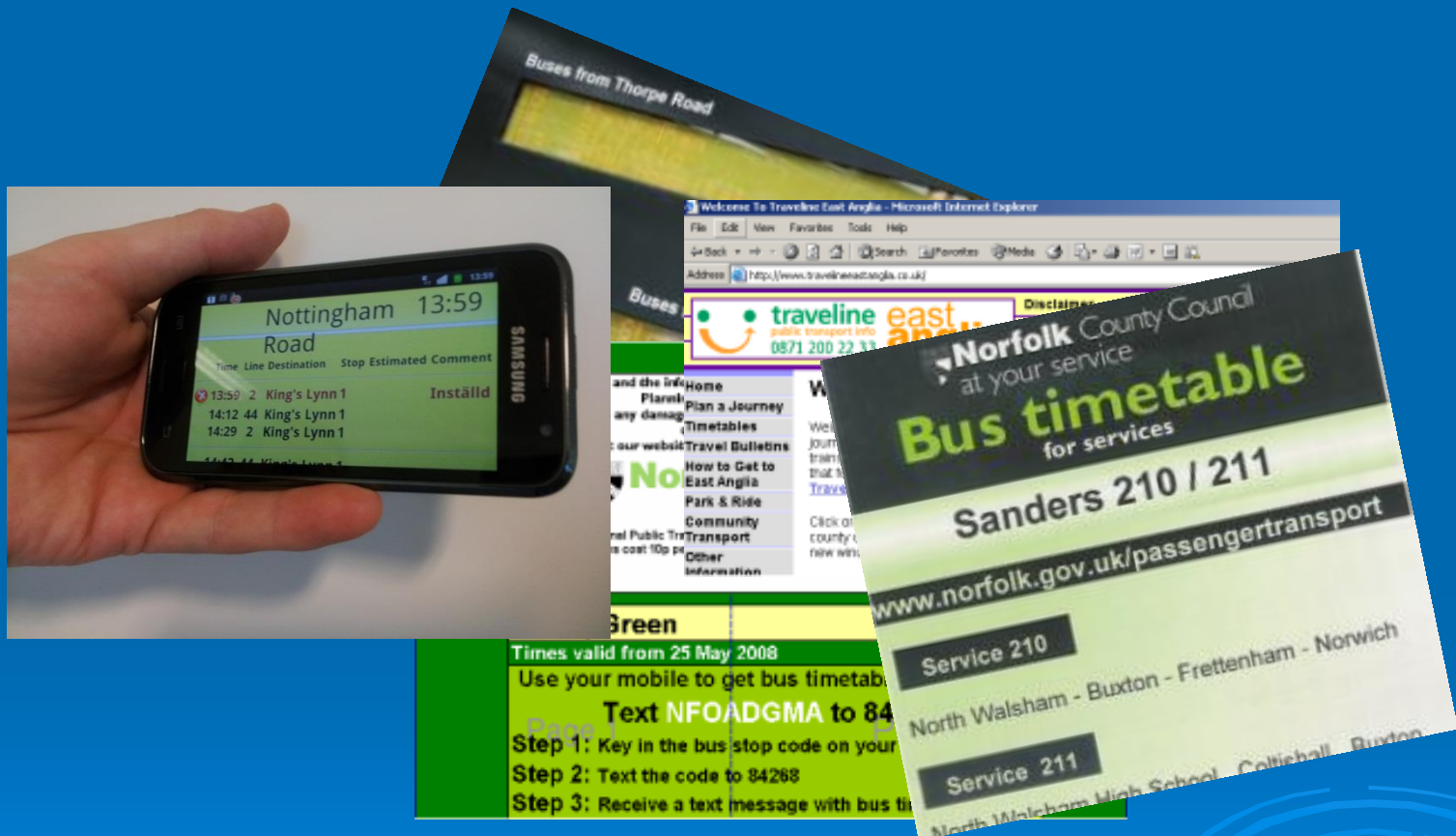
What do we really mean by real time passenger information?



As a traveller we seek ...



We seek it in different forms ...

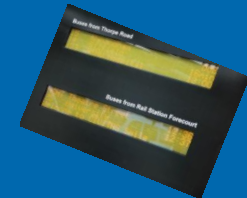


We seek it as different types ...

Scheduled

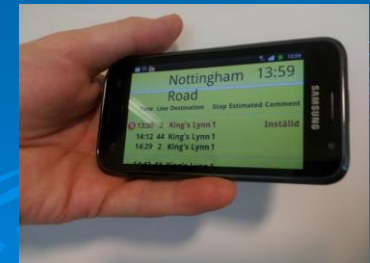


Real Time ... Arrivals & Departures

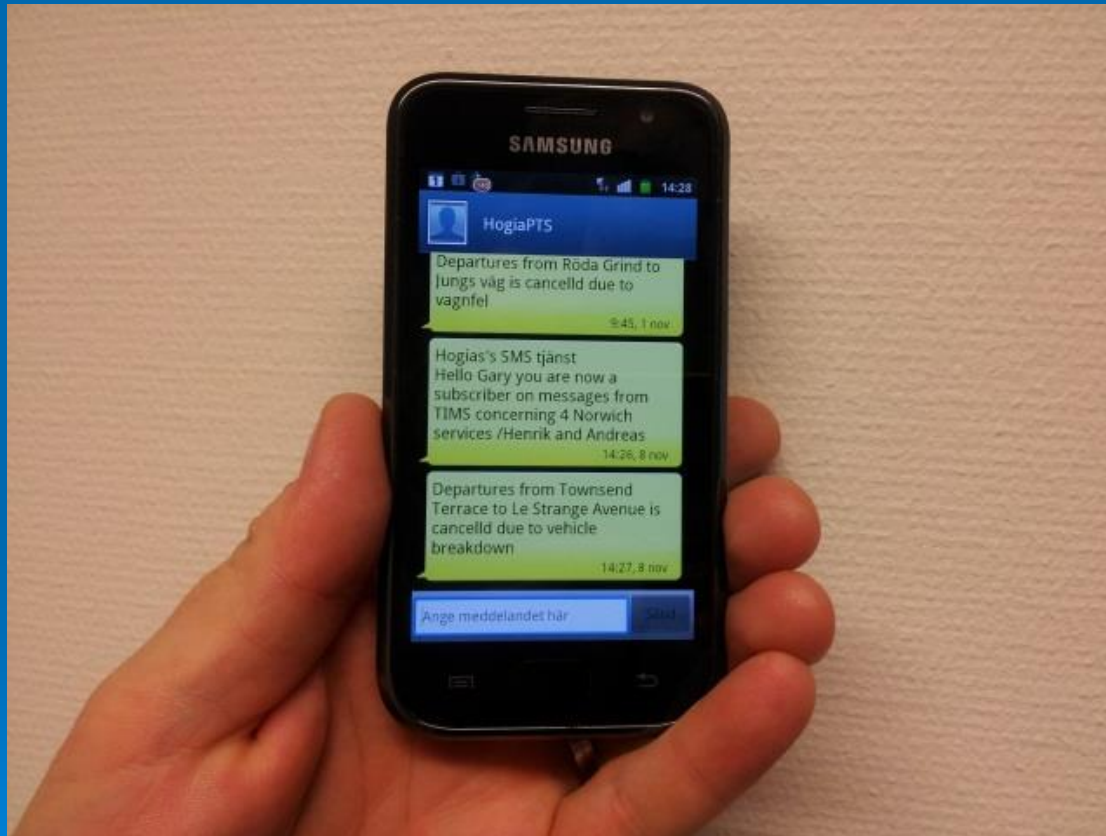


Real Time ... Schedule Deviation

Real Time ... Service Disruption



And more and more we want it delivered by ...



It all depends on the data ...



... Electronic data ...

- **By 2010**
- “Ideally by March 2010, it would be a real success to see 100% of bus service registrations being made electronically and 100% of the bus service data for new registrations, variations (whether or not they are notifiable), and cancellations being communicated to interested parties electronically”
- Transport Direct Electronic Transfer of Bus Service Data Briefing Note Version: 1.0 (Issued), October 2007
- **It is now 2014 ...**
- It is understood that < 30% of bus service registrations are submitted electronically
- The remainder entered by County / City Hall staff ...





Transport Direct
Electronic Transfer of Bus Service Data
Briefing Note

Created by:	Kieran Holmes, Chris O'Brian and Paul Drummond
Version:	1.0 (Issued)
Date:	26 October 2007
Approved by:	Nick Bolley
Date Approved:	26 October 2007

Missing data?



"I don't stop there" ...

Connecting People to Places

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Find cheaper rail fares
Find a flight
Find a car route
Find a coach
Compare city-to-city journeys
Day trip planner
Plan to park and ride
Find a bus
Drive to a car park
Find a cycle route

New searchAmend

Printer friendlyHelp



Journey(s) found for BH12 5HE to BH8 9UJ

Details

DetailsSummaryMapsTickets/CostsModify journeyCheck CO2

Outward journeys for Mon 08 Oct 12 leaving after 07:00

Option	Transport	Changes	Leave	Arrive	Duration	Select
1	Bus, Walk	0	07:03	07:35	32 mins	<input type="radio"/>
2	Bus, Walk	1	07:15	08:06	51 mins	<input type="radio"/>
3	Bus, Walk	1	07:25	08:13	48 mins	<input type="radio"/>
4	Bus, Walk	0	07:38	08:16	38 mins	<input checked="" type="radio"/>
5	Bus, Walk	1	07:43	08:34	51 mins	<input type="radio"/>

Your journey is a distance of about 3 miles. To find out about the cycle route please click the cycle icon.

Details: Outward journey 4Show mapShow in table

Start

leave 07:38

BH12 5HE

Walk 14 mins

depart 07:52

1 Talbot Heath, Bournemouth University (SE-Bound) [SMS: plejgw]


Take Yellow Buses/85 towards Southbourne (Bournemouth), St Peters School


arrive 08:13


2 Charminster (Bournemouth), Mill Road


Walk

Walk to BH8 9UJ

Map

Map

Map



Better transport through technology

Is this the same destination? ...

Journey Planner

Home Journey Planner Destinations Timetables & Maps Fares Using the Bus Shop Offers Our News Contact

bh12 She - Bournemouth Town Centre

Leaving on 08/10/2012 at 10:00

Your selected journey... ? Help

Leaving from:

bh12 She

Going to:

Bournemouth Town Centre

Leaving on:

08/10/2012

Leaving at:

10:00

[+] Advanced search options

Search times/buses

The fare for this journey is...

Single **£1.80** / Return **£2.70**

If you're planning to travel more on this day...

Adult Day Ticket **£3.80**

10:42



Get on the **36** bus at **Valley View**. Stay on it until you get to the stop at **Bourne Avenue**.

10:52

There may be more frequent buses at a different time.

View this journey on a map

Help us to improve by giving us your feedback.

Are you planning a journey on the 3? Changes to the Route 3 timetable page will be shown from the 28 October. Searcher dates beyond the 28 October will not show the updates unless they are in place.

Bourne Avenue

Bournemouth, Hampshire Court H

transport direct-info



Connecting People to Places

Homepage Plan a journey Find a place Live travel Tips and tools Login / Register

New search Amend

Printer friendly Help

Journey(s) found for BH12 SHE to Bournemouth Details

Details Summary Maps Tickets/Costs Modify journey Check CO2

Outward journeys for Mon 08 Oct 12 leaving after 10:00

Option	Transport	Changes	Leave	Arrive	Duration	Select
1	Bus, Walk	0	10:07	10:41	34 mins	<input type="radio"/>
2	Bus, Walk	0	10:36	10:52	16 mins	<input checked="" type="radio"/>
3	Bus, Walk	0	10:37	11:11	34 mins	<input type="radio"/>
4	Bus, Walk	0	10:53	11:20	27 mins	<input type="radio"/>
5	Bus, Walk	0	10:57	11:31	34 mins	<input type="radio"/>



Your journey is a distance of about 2 miles. To find out about the cycle route please click the cycle icon.

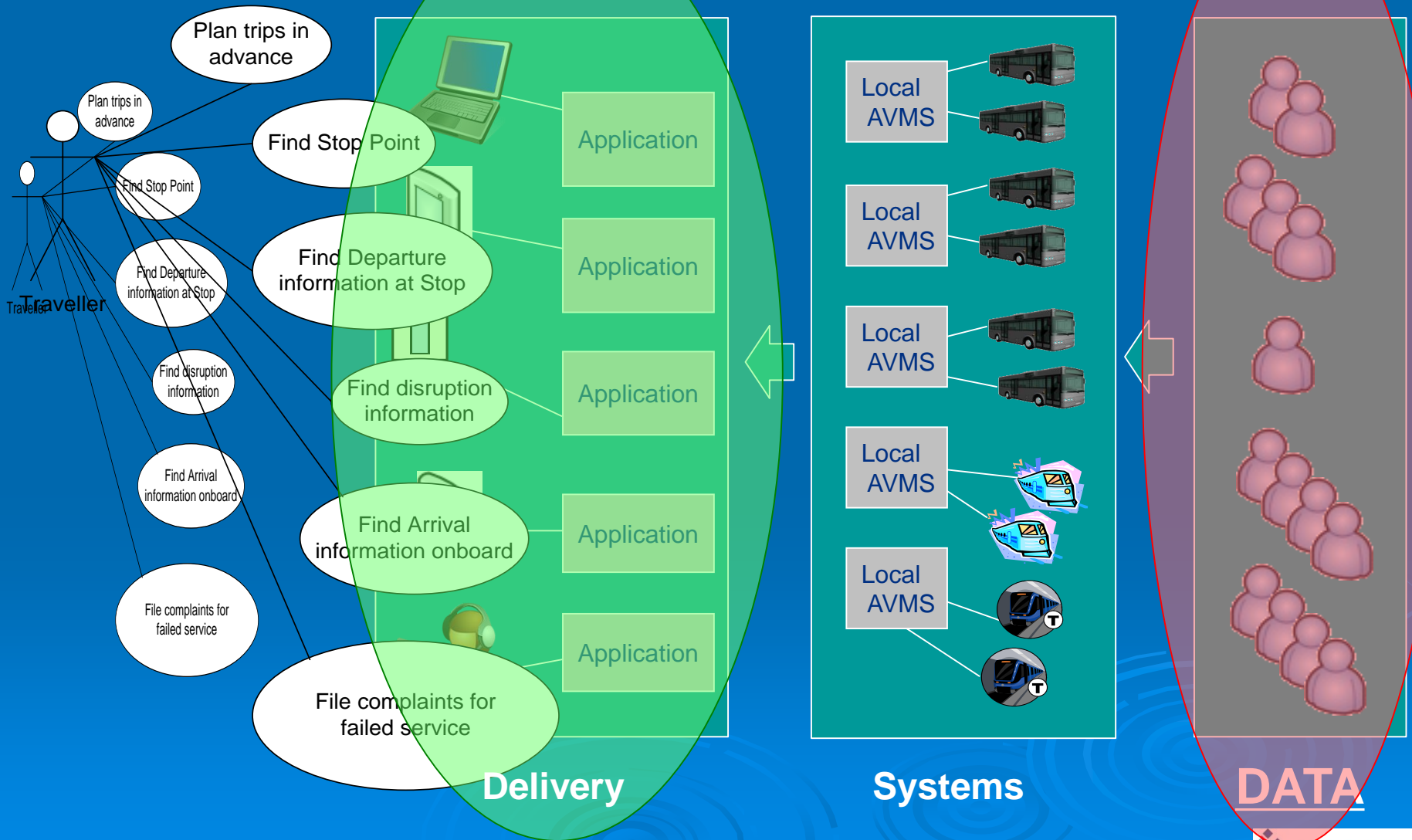


Details: Outward journey 2 Show map

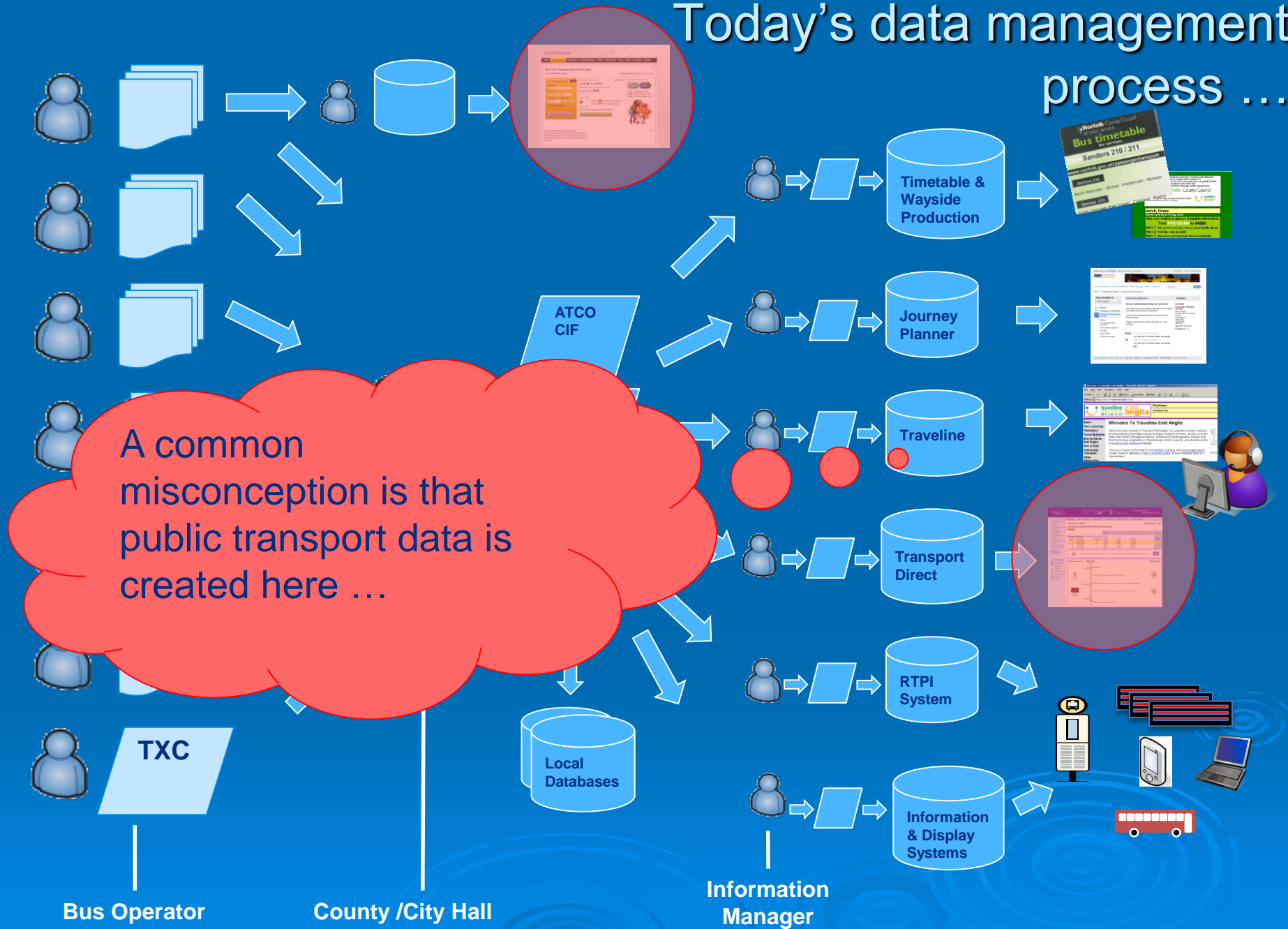
Show in table



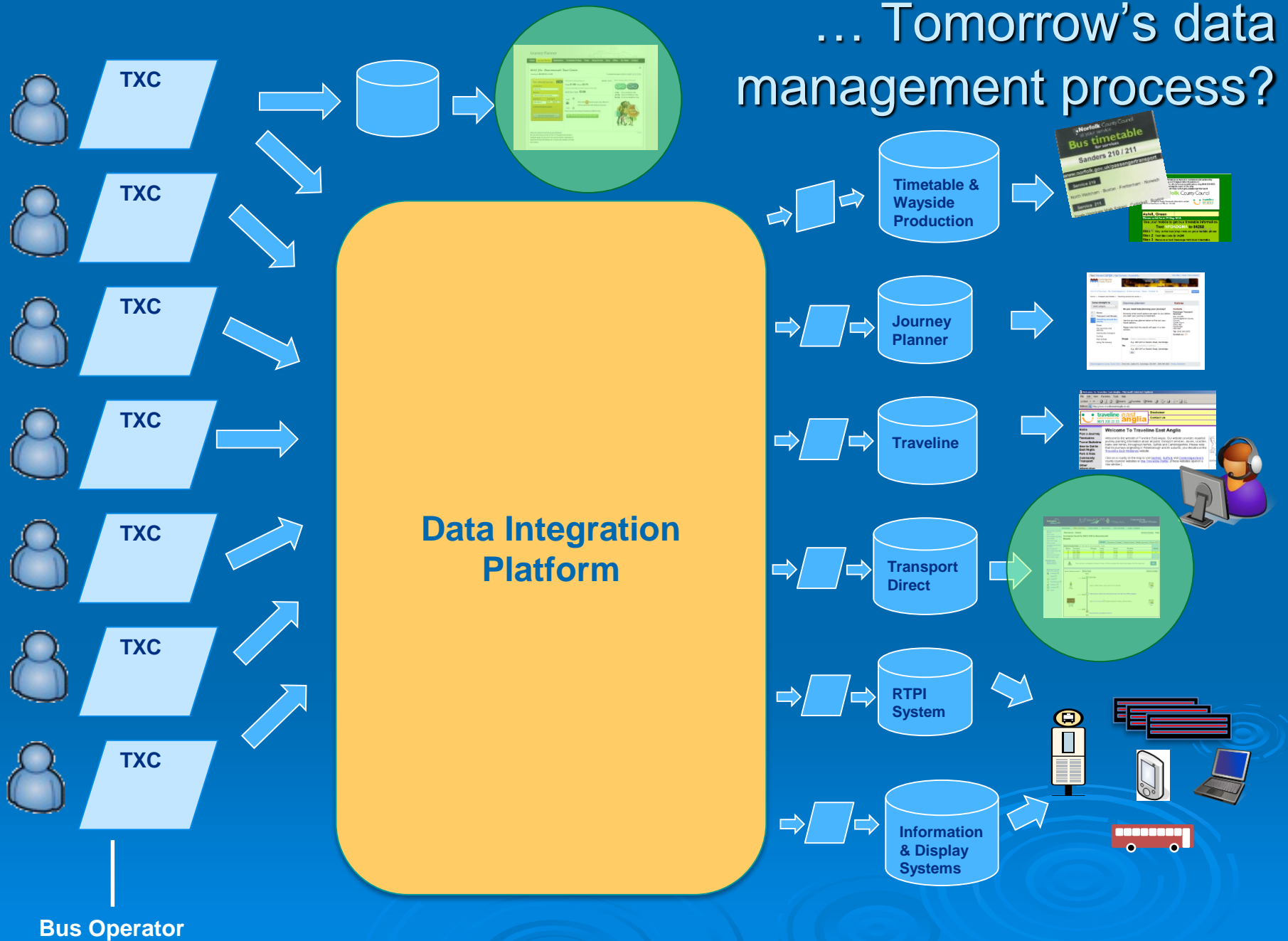
Where does 'what we seek' come from ...?



Today's data management process ...



... Tomorrow's data management process?



We must improve public transport data quality ... and we need it registered in electronic form



What we need ...

- Bus Operators to provide full service details in the National standard format (TransEXchange – TXC)
- Electronic Bus Service Registration (EBSR) is back on the agenda, but ...
- ... full service details required and not just those for legal service registration
- We need to process data electronically and not on paper – the Data Integration Platform

Summary



Summary

- We have explored the meaning of 'real time passenger information' and what information a passenger seeks
- We have briefly examined the impact of poor quality data
- We have briefly examined what needs to be done to improve public transport data quality
- We have highlighted the vital importance of data quality ... often over-looked but a root cause of failure or poor return on investment
- **We need to process data electronically from its source**



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