

A COMPREHENSIVE APPROACH TO PUBLIC TRANSPORT FROM A UK PERSPECTIVE



POLICY LEARNING IN INFORMATION TECHNOLOGIES
FOR PUBLIC TRANSPORT ENHANCEMENT

1254R4 POLITE
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PRESENTATION OVERVIEW

Reading Examples

- Introduction to Reading
- Policy Background and Actors
- Premier Bus Routes
- Real Time Passenger Information System
- Smart Ticketing Developments
- Open Data

POLITE UK Good Practices

- Bristol - Bus Priority at Signals
- Cambridge - Guided Busway
- Swansea - Mass Rapid Transit
- London - Open Data



INTRODUCTION TO READING

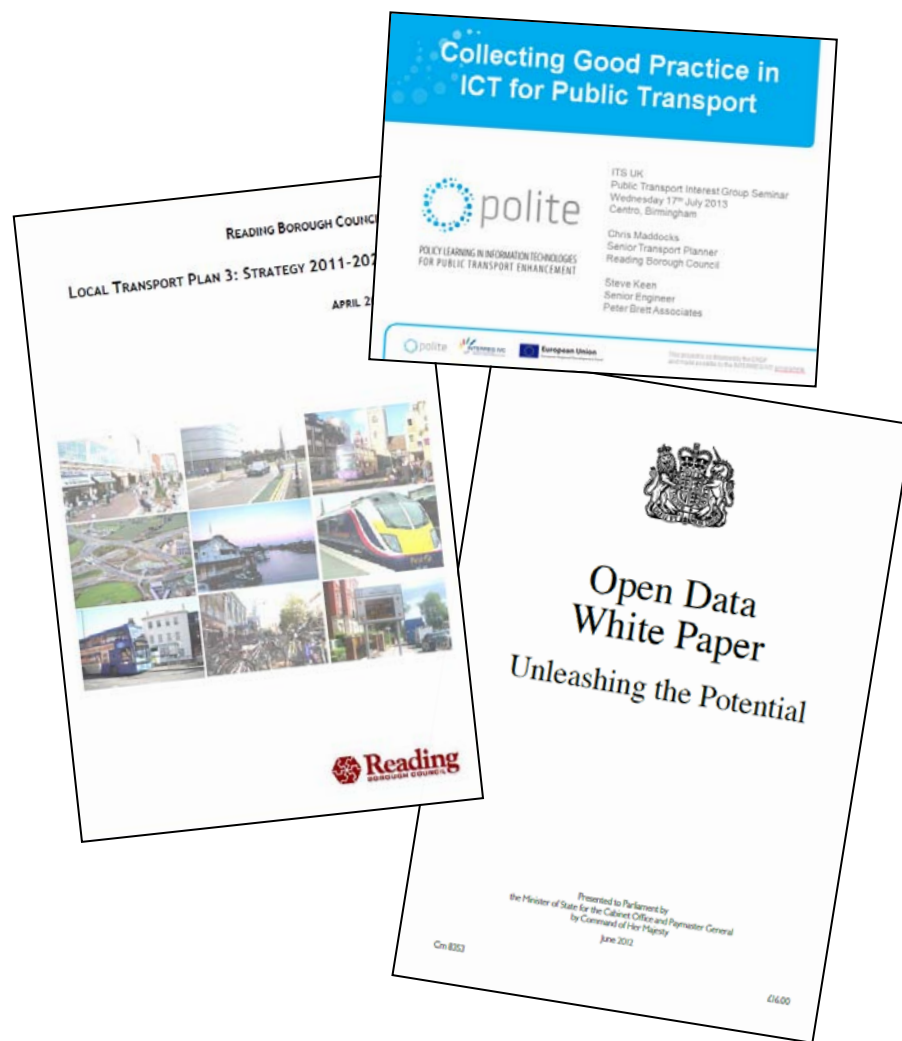
Reading Urban Area:

- Population over 275,000
- 71% households in Reading, 18% Wokingham and 11% West Berkshire
- Over 1m daily trips
- Rail accessibility (25 mins to London)
- Heathrow (35 mins by RailAir)
- High GDP per capita
- Low unemployment
- Hi-tech companies (Microsoft, BG Group etc)
- Top 10 retail centre in the UK



READING - POLICY BACKGROUND & ACTORS

- Reading's Local Transport Plan 3: Strategy 2011- 2026.
- Strong public transport focus in policy.
- UK national funding devolved through the Local Enterprise Partnerships (LEPs).
- Business and other stakeholders have stronger say in transport funding priorities.
- Lessons learnt from POLITE GPs helping Reading to develop transport schemes for LEP funding and inclusion in recent Strategic Economic Plan.



READING - PREMIER ROUTES

- Holistic approach to public transport
- High quality bus fleet (low floor / emissions)
- Colour coding of routes for strong brand image
- RTPI system & other stop infrastructure
- Smart ticketing (provided by operator)



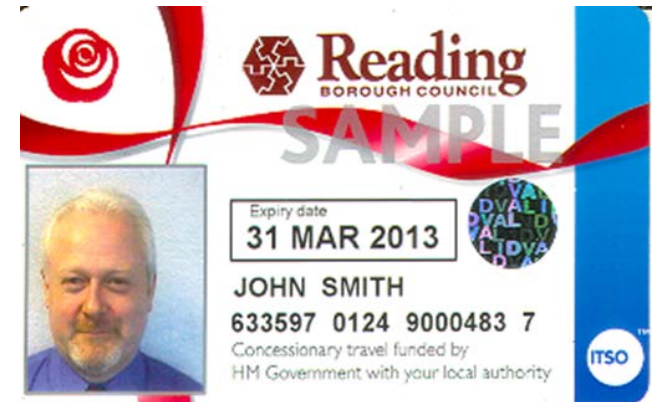
READING - RTPI SYSTEM

- RTPI system originally installed in 2000 in Reading at a cost of £1.2m.
- RBC funded whole system:
 - On-board GPS bus units
 - Central server & prediction system
 - On-street displays
 - Communications (mobile SIM)
- System re-tendered in 2014.
- RBC responsible for central system and on street units.
- Bus operators responsible for on-bus units.
- Key change is that bus companies now see value of AVL to their business operation.
- RBC monthly costs under new tender have reduced by approx 75%.



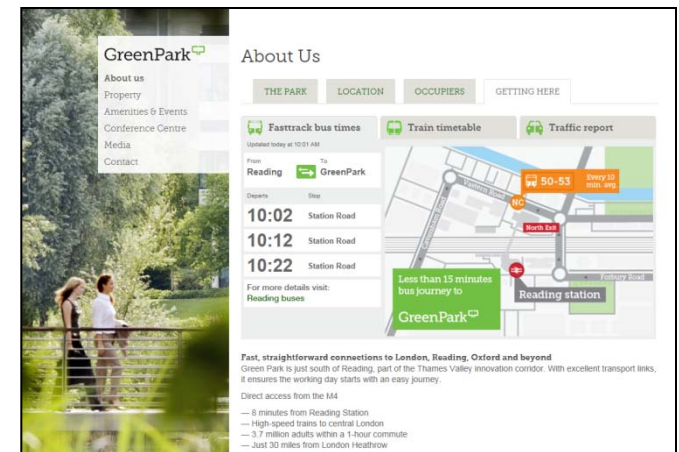
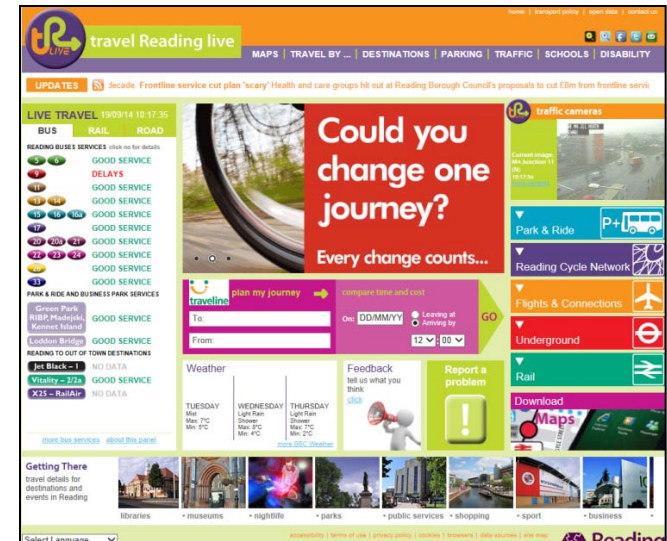
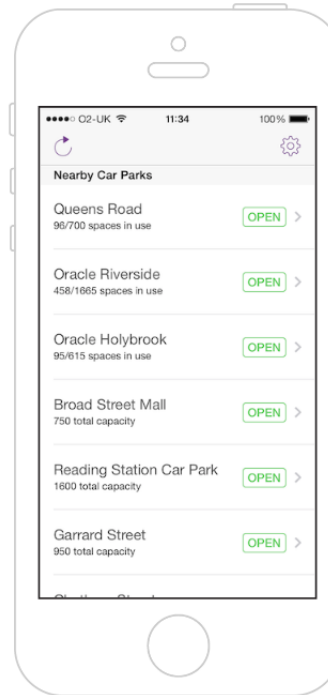
READING - SMART TICKETING

- Smartcards in UK use the ITSO standard for national interoperability.
- ITSO smartcards provided by Reading Buses (90% of services in Reading) for commercial users.
- RBC issue ITSO smartcards for Concessionary Fares (elderly, disabled, scholar passes).
- Reading Buses currently trialling Contactless payments for ticket purchase.
- Follows London example for Buses and recently London Underground.



READING - OPEN DATA

- Open data system developed during 2014 and currently being tested.
- Data feeds include:
 - RTI bus data
 - Car park occupancy
 - Road works info
 - VMS messages
 - Journey times (future)
 - CCTV feeds (future)
- Open data users include:
 - GreenPark business park
 - Thames Valley Park
 - Microsoft
 - Smaller app developers (eg: students)



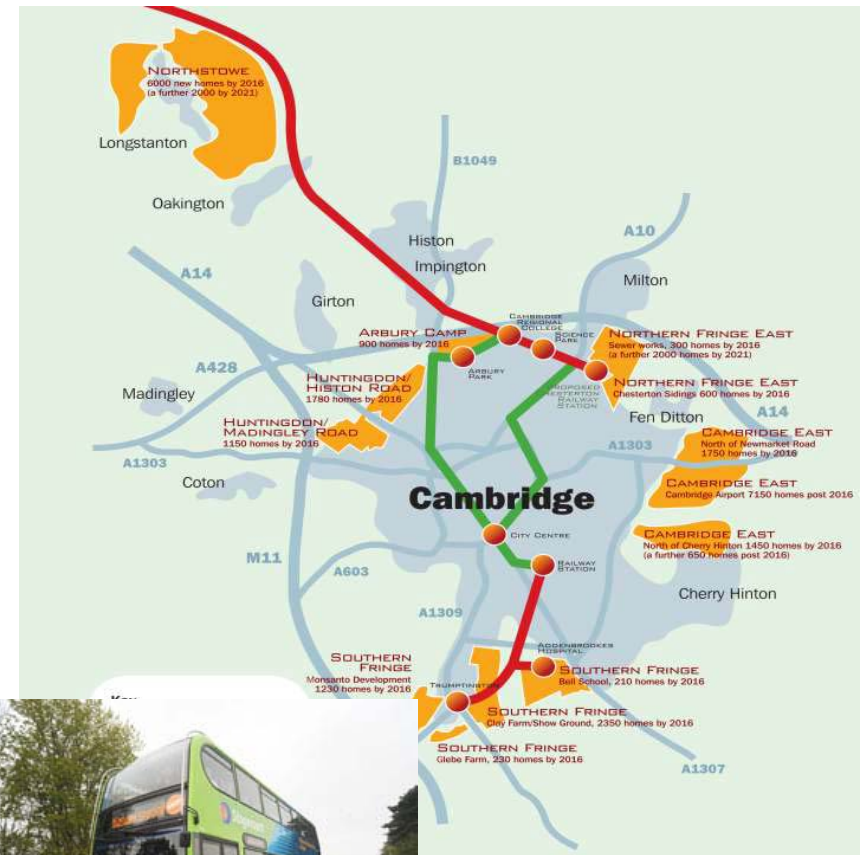
BRISTOL - RTPI & BUS PRIORITY

- RTPI system in Bristol one of the first in the UK, recently retendered and updated.
- Developed over time to improve accuracy and provide bus priority at signals.
- Priority at signals provided through a link between the RTPI and UTMC systems.
- Agreement that any buses running over 5 mins late will be provided priority through a Quality Bus Partnership.
- Bristol has developed a methodology to access the characteristics of junctions where priority is likely to be successfully, indicating approx 60% of junctions.
- Lessons learnt from POLITE GP currently being transferred to Reading.



CAMBRIDGE - GUIDED BUSWAY

- Total scheme cost £150m.
- Connects park and rides, employment and residential (existing and planned).
- 2 operators run commercial services on guideway paying annual access charge & per km use charge.
- Well received by public with approx 80% viewing it as more reliable than the car.
- 25% of passengers used to be car drivers.
- Approx 3m trips per annum.
- Lessons learnt from POLITE GP being transferred to Reading.



SWANSEA – MRT METRO

- Mass Rapid Transit (MRT) system through congested urban centre.
- Mixture of dedicated lanes and signal priority where not feasible to provide bus lanes through the congested urban centre.
- Strong partnership with commercial bus operator - new high quality vehicles run on the route.



LONDON – OPEN DATA

- TfL launched open data system to encourage private sector to use London's transport data.
- Promoted to website and app developers
- Approx 35 regularly used apps using data from TfL's system.
- Lessons learnt from POLITE GP being transferred to Reading – in particular opportunities to encourage Reading's data to be integrated with existing London apps.

TRANSPORT FOR LONDON MAYOR OF LONDON

Plan a journey Status updates Maps Fares & payments More...

Open data users

OPEN DATA USERS

All public TfL data (or 'open data') is released here for developers to use in their own software and services. We encourage software developers to use these feeds to present customer travel information in innovative ways - providing they adhere to the [transport data terms and conditions](#).

Sign in or register for data feeds

Sign in

Data feeds

A full list of our syndicated feeds, supplied for use in your own applications

Widgets

Stay updated with our services for your website, blog or desktop

OPEN DATA USERS

- Our open data
- Our feeds
- Design & branding
- ▶ Widgets

Thank you for listening