“Dude, Where’s my Bus?”
Why open transport data matters to people

Session: Making Transportation More Accessible through Open Data
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Dude, where’s my bus?
What are my options?
- Different routes + route combinations
- Express / stopping services

How long is it actually going to take?
- Door-to-door journey time
- Relative to other modes

How much does it really cost?
- Cheapest / fastest / relative to other modes
Not just bus maps
Something more intelligent

➢ ‘Life support’ for individuals
  ○ Better informed decision-making
  ○ Reduced need for human intelligence & research
Transport can go wrong...
...and nobody likes waiting
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So, give users updates..

➢ Real-time info on-the-move
  ○ Supported by open data feeds (GTFS RT)
  ○ Often a secondary use of existing technology (AVL)
... and make sure it’s free

➢ You can, because everyone else is!
  ○ (All they need is your Open Data)
Open Data can help!

- **Open Data = low-cost raw material**
  - Essential foundation for reliable information services
  - Cost in maintaining underlying data feeds

- **Reduce costs of transport info provision**
  - Outsourcing information provision to third parties
  - Open data usually brings vendor neutrality

- **Innovation from private sector/third parties**
  - Localise transport info services by establishing local partners
Any questions?
Please get in touch...

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