



## Mobility Management



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Status: this is a working document. Feel free to add your questions and remarks on the [CIVITAS discussion platform](#).

[How the CIVITAS discussion platform works >](#)

# Interactive mobility information: Is it worth the effort?

On 3 April, the CIVITAS Thematic Group on Mobility Management held its first webinar on the topic of interactive mobility information. In this webinar, we introduced some of the possibilities of Web 2.0 technology to offer personalised travel information to passengers.

In this paper, we briefly present the two cases presented at the webinar. We will also raise some questions on the feasibility and cost-effectiveness of this type of applications for cities.

## Group Moderator



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### Related resources

- [Webinar recording](#)
- [Webinar presentation Aalborg](#)
- [Measure description Aalborg](#)

### Related discussions



#### Five new travel information services in Holland

Submitted by [Thomas Geusens](#) on 01/04/2014

The Dutch Ministry of Infrastructure and Environment has launched five new services for travellers in Holland, allowing them to plan their trip from door to door. The services give information on maximum speed, works in progress, incidents and the consequences for traffic during big events.

[Read more or react >](#)



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### Join the discussion!

Do you have good (or bad) examples of personalised travel information applications? Does your city experience barriers to implement web 2.0 technologies?

Join the discussion in this document or on the [CIVITAS discussion platform](#).



### Looking for good examples of interactive travel information applications

Submitted by Sarah Martens on 04/04/2014

In our latest webinar, we discussed examples of the use of web 2.0 technologies to offer personalisable travel information through interactive applications on the internet and smartphones.

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## Aalborg: Modernising travel information

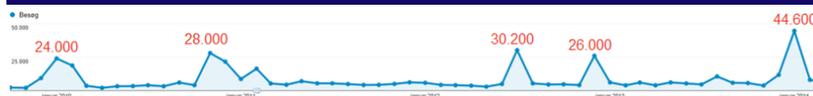
During the CIVITAS ARCHIMEDES project, the city of Aalborg in Denmark implemented two websites with personalisable features, allowing website visitors to customise the homepage with so-called gadgets displaying exactly that information that is relevant to them (e.g. departure times at the bus stop near their homes, webcam images of the traffic situation on the highway that leads to their work, etc.).



In the webinar, Mr. Niels Thorup Andersen explained how these websites worked and showed some user statistics:

### Usage statistics

[Trafikken.dk/Nordjylland](#) (Main page):



[/MinTrafik](#) (Personalized page):





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These statistics show that only a fraction of website visitors use the personalisable page.

### Discussion items:

- Do all web 2.0 applications reach such a small proportion of internet users?
- Is this worth the investment?

Very recently, Aalborg also launched two smartphone apps. Apps - if well-conceived - limit themselves by definition to the information that is relevant to the user on a specific time in a specific place. The Aalborg apps do show promising user statistics, although this might be caused by the novelty of the applications. Further monitoring has to reveal if usage rates remain this high.

### New apps launched for iOS and Android

- Downloads: 1.600 in the first month
- Visitors by apps (first month):
  - iOS: 16.700
  - Android: ??
- Visitors by web pages (same period):
  - Main page: 8.500
  - MinTrafik: 100



### Discussion items:

- There are more than two operating systems for smartphones. Should cities and transport operators invest in apps for all current smartphone types? Or does the answer lie in opening up your city's transport data and let third parties develop apps on their own initiative? (a similar discussion is going on in the thematic group on public involvement)

## De Lijn: attracting youngsters through Facebook

The website [www.buzzynet.be](http://www.buzzynet.be) was created by the agency Famous for Flemish bus operator De Lijn to get more youngsters to use the bus or tram by filtering only the routes that are relevant to them out of the complex De Lijn PT network. When users **log in with their Facebook account**, they can plan PT trips without having to type any addresses - address information is sourced from Google, Facebook friends, the Facebook events the user is invited to, and from the Flemish events database "Uit in Vlaanderen".



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Instead of designing a campaign, Famous **designed a useful tool and built their campaign around that** to attract youngsters to the tool. In order to increase user numbers, they made a **deal with schools**, offering them a widget for their school website, that allows parents to calculate a bus itinerary from their home to the school. The same tool will be offered to local governments, sports clubs and public destinations such as libraries.

A second version of the website which is now under development, will also **suggest new destinations**, based on information from Foursquares (locations visited by many people in your neighbourhood), on the pages that you like on Facebook, and on the itineraries that you plan (did you know that the same bus you use to go to the sports club can also take you to the swimming pool?). In this way the website tries to push people to public transport.

The number of users varies a lot depending on the time of the year (e.g. holidays, start of the school year,...), but on average there are 9,000 visits per month.

### Discussion items:

- Buzzynet already existed as De Lijn's brand for youngsters. Do youngsters need a separate approach - and a separate marketing budget - to attract them to public transport?



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- Do transport operators and authorities focus too much on campaigns that try to convince people to use public transport and too little on tools or services that facilitate public transport use?
- Famous regards their widget for schools and other destinations as one of the most important ways to push more people to their website (and to public transport). Do we need more partnerships between operators, local authorities, and local schools, associations and points of interest to point citizens to public transport?

## Additional cases and research results

Please feel free to add

## Conclusion: is it worth the effort?

The conclusion is up to the thematic group members to decide upon. Is your answer yes or no?

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### Interactive mobility information: is it worth the effort?

Submitted by Sarah Martens on 23/06/2014

In the first webinar of the Thematic Group on Mobility Management, we discussed some examples of interactive internet applications that allow users to tailor travel information to their own needs. However, user statistics show that not all website visitors use these interactive features.

[React on the CIVITAS Interactive Platform >](#)