Open platform for multimodal mobility information and services

Autumn 2018

© Consorcio Regional de Transportes de Madrid

- Open Data mobility platform
- Multimodal travel options
- Public transportation services

Location:	Madrid, Spain
Organisations involved:	Consorcio Regional de Transportes de Madrid
	Empresa Municipal de Transportes de Madrid
	Ingeniería y Consultoría para el Control Automático S.L.

What is the solution?

Currently, some open data platforms exist in Madrid with segregated information by mode or organisation. There is no multimodal open data platform available with the characteristics of the proposed solution. CRTM (Consorcio Regional de Transportes de Madrid), thanks to the creation of its innovation and management control centre, CITRAM has all the information related to public transport integrated and available. The improvement of its activities is one of the actions included in The Strategic Sustainable Mobility Plan of the Madrid Region, Vision 2025. Other of the strategic lines of the ICT Master Plan of CRTM for the upcoming years is the improvement of open data, big data and business intelligence.

The short-term objective is to create an open platform to facilitate cooperation between different actors involved in mobility issues, establishing the basis for future development of Mobility as a Service (MaaS) concepts for citizens. In the long term, it is intended to encourage the development of high-quality MaaS, increasing the model split of public transport and reducing car use. We also wish to increase the quantity and quality of information given to users in order to improve the users' experience of MaaS.

How does it work?

This measure will develop an integrated Open Data mobility platform, gathering and providing information from all transport modes, prioritising the more sustainable ones. The information, analysed with a business intelligence approach, will include multimodal travel options and a consolidated database of public transport services in real time.

An open data portal will be put in service, hosting multimodal information from a wide array of sources beyond public transport: public bicycles, parking, car sharing, traffic congestion, pollution levels, alternative modes, traffic conditions, etc. This information will be provided by all interested public and private actors. The platform, with information of the whole region, will increase the attractiveness of PT services. The platform will also enable the designing of mobility services for different kinds of users and of new business models.

Expected results

The expected impact is to increase the quality and the user experience of public transport - MaaS approach. Furthermore, it is expected an increase in the activity of entrepreneurs providing added-value services based on the information available on the platform, and to achieve a good level of satisfaction among them regarding the quality of the open data portal. The number of information sources integrated on the portal is expected to grow as the measure progresses. Finally, a growth in the number of visits to the CRTM site is expected, due to the increase in the demand on public transport information gained through the project as well as the increase of the quality of public transport information as it is perceived by the end users.

Business model
The project's budget for this measure is EUR 344,677. The demonstration phase runs from September 2018 to August 2019.

Contact details
Nuria Blanco
Consorcio Regional de Transportes de Madrid (CRTM)
E-mail: nuria.blanco@crtm.es and eccentric@crtm.es
Website: http://bit.ly/2BWa0ok
Living lab area in Madrid: http://civitas.eu/eccentric/madrid