

Open platform for multimodal mobility information and services

Summer 2019



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

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no. 690699.

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.](#)



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What is the solution?

Currently, some open data platforms exist in Madrid with segregated information by mode or organization. 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 modal 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 has developed a new multimodal mobility portal, integrating and providing information from all transport modes in the region of Madrid. It provides public transport and shared mobility information, besides relevant urban mobility data from the different municipalities.

As the platform also provide open data format (as the CRTM public transport information) it allows developers to create and design their own mobility services applications.

This information will be provided to all public and private actors, increasing the attractiveness of public transport services and the quality of the information given to the user. It will also mean an improvement of the travel experience, by expanding the possibilities to choose the best transport option. Finally, the platform will allow the design of mobility services for different types of users and new business models.

Website: <http://datos-movilidad.crtm.es/>

Expected results

The expected impact is to increase the quality of public transport user experience. 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 (initially the portal linked with more than 40 different information sources), as well as the increase of the quality of public transport information as it is perceived by the end users.



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Business model

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

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