



## THE ROLE OF OPEN DATA AND SOCIAL MEDIA IN SERVICE DELIVERY AND CITIZENS ENGAGEMENT

# Innovating Citizen Transport



*Enrique Diego Bernardo and Sergio Fernández Balaguer  
Empresa Municipal de Transportes de Madrid, S.A.*

## *EMT Madrid overview: Company figures*

- Created in 1947. 100% owned by Madrid City Council
- 8.500 employees
- 1.900 buses
- 203 bus routes
- 5.000 bus stops
- 91,3 million km/year (2013)
- 404,1 million users/year (2013)
- Head Office + 6 Operation Centres



## *Objectives of the EMT Open Data strategy*

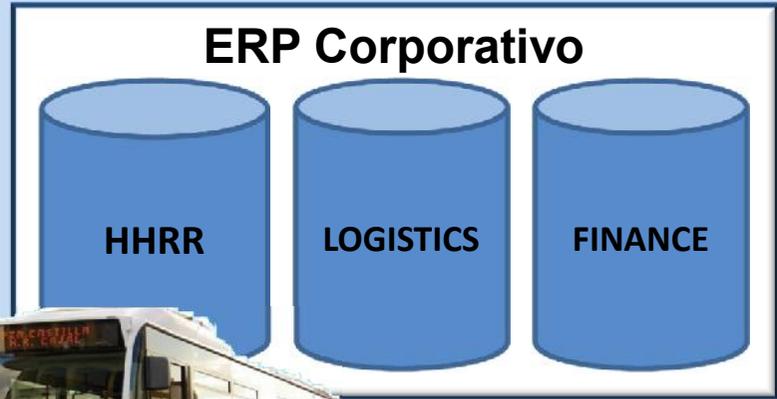
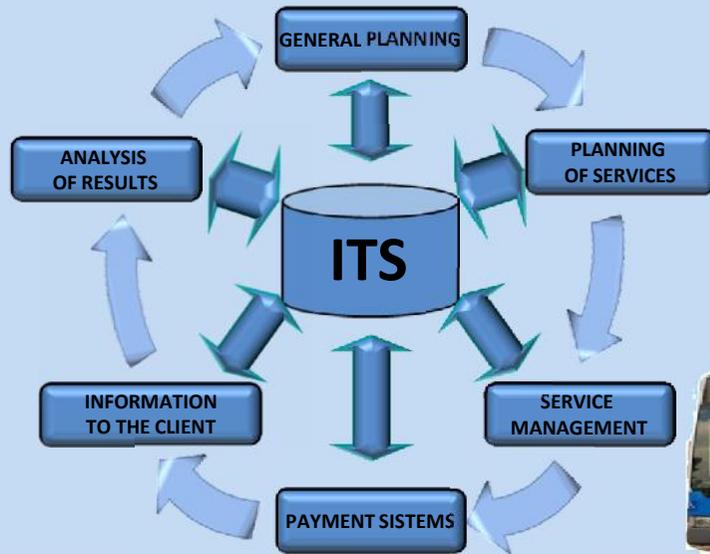
1. Internal optimization accessing information, promoting efficient use of the data, as well as the reuse of the developed systems.
2. Interoperability and coordination between different urban services, in order to optimize their performance and provide integrated citizen service information (Smart City).
3. To make information available to third parties, with the intention of encouraging the development of new applications and integration with external information systems allowing third parties (individuals or companies) to create added value by developing new products, integrating EMT data with other services.



COMMUNICATION NETWORKS AND INTERNET

OPEN PLATFORM FOR OPEN DATA SERVICES

### EMT information systems



## OPEN PLATFORM FOR OPEN DATA SERVICES

- Geographic infrastructure of the transport network
- Bus service and incidences information
- Multimedia information systems

Open data portal



<http://opendata.emtmadrid.es>

# OBJECTIVE 1: Reuse and access optimization to data



## OBJECTIVE 2: Coordination and integration of Urban Services (Smart City)



Integration with Traffic, Safety and Security (emergencies), Environment, public works, etc.

Traffic lights prioritization (V2I)

Multimodal planning tools



Madrid MBC



Moovit



Accesibility



Madrid EMT Metro Renfe



Urban Step



Buses Madrid



goBus



MadBus



rapiBus



Mad-bus-100



Mis paradas



TapmiBus



Bus Madrid



BusMadrid



MadridBus



GoPublic



Madrid Transportes



Bus Time

Powered by **EMT**  
[www.emtmadrid.es](http://www.emtmadrid.es)

# OpenBUS platform

New Open Data platform implemented on buses through the on-board WiFi system.



OPENBUS



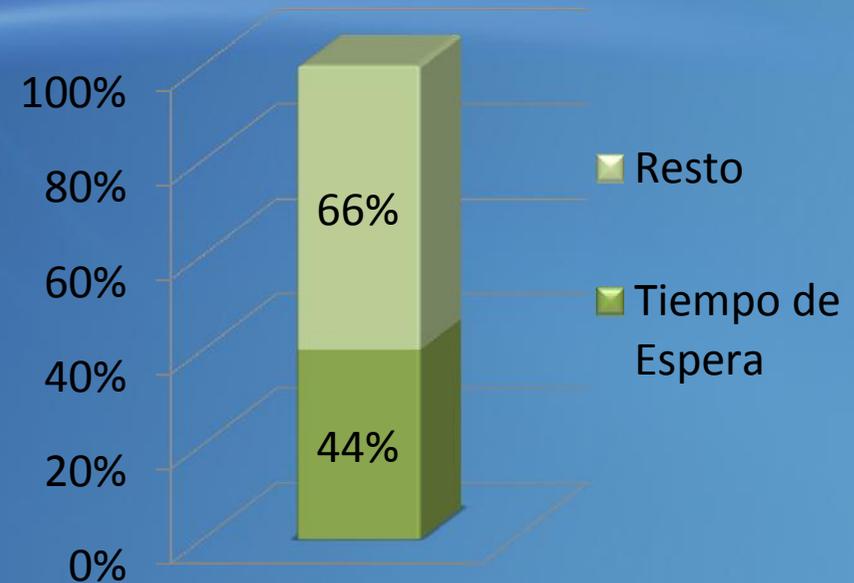
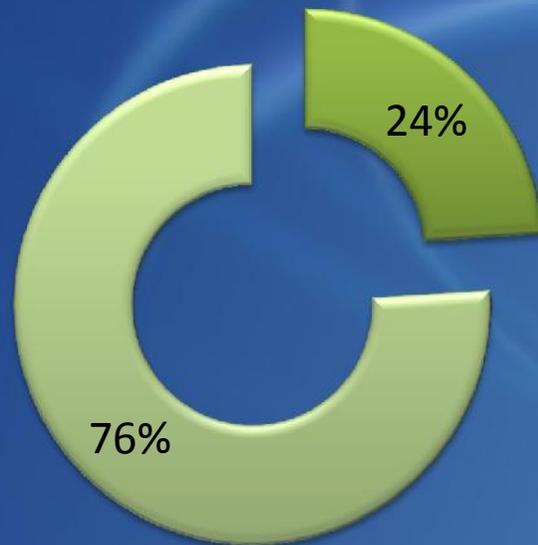
- ✓ Bus identification
- ✓ Position and status
- ✓ Real time data:
  - ✓ Bus line
  - ✓ Bus stops
  - ✓ Expected arrival time



## OPEN PLATFORM FOR OPEN DATA SERVICES

The platform provides service to more than 25,000,000 consultations / month = average of 10 hits per second

■ Aplicaciones EMT ■ Open Data Terceros





<http://showroom.emtmadrid.es>

<http://opendata.emtmadrid.es>

 [@EnriqueDiegoB](https://twitter.com/EnriqueDiegoB)

 [@SergioFBalaguer](https://twitter.com/SergioFBalaguer)

Thank you very  
much!



Powered by **EMT**  
[www.emtmadrid.es](http://www.emtmadrid.es)