# Delivering high quality in public transports

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# Bougeons Mieux. Goed op Weg. Let's Move Together

- Context
- Mega trend to change
- Innovation

# Context

Belgium = 3 Regions ➔ 3 regional public transport companies + SNCB (Train)

↳ Flemish region = VVM - De Lijn

↳ **Brussels = STIB-MIVB**

↳ Walloon region = SRWT - TEC

Every company has its own tarification policy but on the territory of the Brussels-Capital region, some tariff integration exists between trains, trams, metro and bus.

# STIB-MIVB in few figures

STIB = « Société des Transports Intercommunaux de Bruxelles »
MIVB = «  Maatschappij voor het intercommunale vervoer te Brussel »

- Brussels-Capital Region = stakeholder of the STIB (100 %)
- The first Belgian urban public transport company. It is responsible for an integrated network of 700 km on a territory of 242 km².
  - 4 metro lines
  - 19 tram lines
  - 50 bus lines
  - 11 night bus lines
- Extends its activities to the 19 municipalities of the Brussels-Capital Region as well as to 11 nearby municipalities.
- 2009: 290 million journeys
- More than 6500 employees

# Mega trends drive PT challenges…

## Customer needs

- Mobility
- Personalization/ simplicity
- Cost management/ productivity
- Safety and security

## Trends

- Going green
- Information society
- Ageing population
- Communities/ network
- Globalization/ partnership

## Public Transport challenges

- Improve and expand multimodal transport
- Increase value for money
- alleviate traffic congestion,
- reduce fuel consumption and carbon emissions
- improve safety

# This lead to Innovation

Passenger information (adaptive timetable, tariff, disruptions, …)

Eco drive

Vehicles for PMR

Access gates in Metros

T2K

Tramstore

Car sharing

**Public Transport challenges**

- Improve and expand multimodal transport
- Increase value for money
- alleviate traffic congestion,
- reduce fuel consumption and carbon emissions
- improve safety

Payment & validation

Warning systems (video monitoring, eCall,…)

Driver assistance (connected GPS,…)

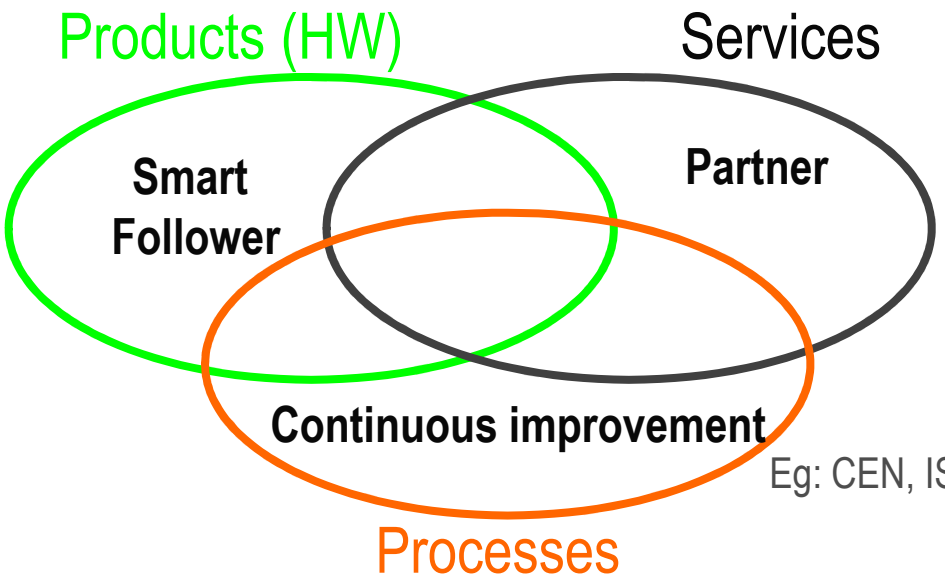
Fleet and tracks management (vehicle maintenance)

# How can we do this?

## Open innovation

➔ Innovate for the customer while getting a dynamic image

Eg: new trams




Eg: Maintenance (Bombardier)
Car sharing (Cambio)
Users Info (Google)
T2K, tramstore (EU)

Eg: CEN, ISO

# Example: Innovation through ICT

ICT and Intelligent Transport Systems (ITS) will:

- increase attractivity of public transport by enabling multi-modal travel and public transport through tailor-made information, such as adaptive time-tables, route-planning, …

- Improve efficiency of public transport exploitation

# Innovation in Information

## My day in 20 years…

**9.06 am:** Still on the STIB mobile website, I reserve a parking at the entrance of Brussels and I buy a combined ticked parking /PT

**9.05 am:** I'm advised to take a combination of car, metro and tram as cheapest journey. Road charging has become quite expensive!

**10.05 am:** I access the parking with my MoBIB card.

**10.15am:** As I'm too early, I go to an internet

**9am:** I surf on my mobile phone on the STIB website to organize a visit to the Magritte Museum with my mother

Source: http://www.metroparisiphone.com/

**m:** I receive
on my mobile
etro will be 5
» .

**11 am:** I arrive close to the museum and I'm directed with augmented reality on my phone to the entry

**10.40 am:** I look at a location based advertising in the tram

**10.35 am:** I'm waiting at a tram station. I see on the real time information board that my tram is arriving.

is
longer than expected, I receive on my phone an alternative (Villo) to join the closest tram. I receive a extension for Villo on my MoBIB card

# Technology is ready …

- Smart phone with GPS (blackberry, HTC, iPhone…)
- Connected GPS with adaptive time table (Be-Mobile real time traffic info )
- Augmented reality (layar,…)
- mediascreen with 3G
- In car camera/ CCTV
- Social network (facebook, twitter, coyote,…)
- Route planning tool (Google transit)
- NFC card/tag (MoBIB, PingPing, EdenRed, Interparking…)

**But,**

- Internet and smart phones penetration are too low to make a breakthrough today
- Although some intermodality between networks exists, tariff and hardware integration just starting

# Current STIB-MIVB projects

- Passenger info:
  - Mobile websites (m.stib.be – m.mivb.be) with personalized passenger info on iPhone, Windows Mobile and Android (Sept '10)
  - Route and timetable info accessible to 3rd parties ex: google maps (Sept '10)
  - New route planning system (Dec '10)
  - Link with Route to Point of Interest (POI API in 2011)
- Exploitation info:
  - VICOM project (traffic light command with priority to PT)
  - Synchronization of metro for energy re-use
  - Greasing of the rails based on location

## 2002 : **internet**

- Sector reference
- Refresh every 20 sec

## 2011 : **new ergonomy**

- Localisation and waiting time in real time

# New displays

## Bus-tram

## Metro

## In-vehicules

# Summary

- **Delivering high quality in public transports will come from innovation**
- **Open innovation is key**

# Thanks for your attention