

Meeting of Mobility and Traffic Efficiency Working Group 10 – 11 October 2011

Co Cities Reading – An Overview

Rob McDonald – Peter Brett Associates LLP
Simon Beasley – Reading Borough Council

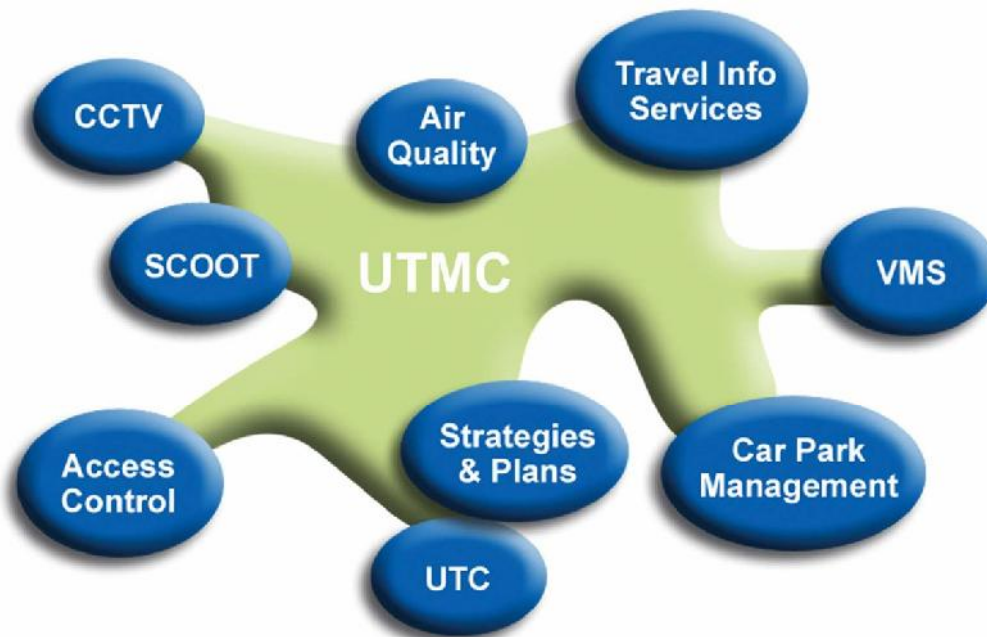


Reading - Background

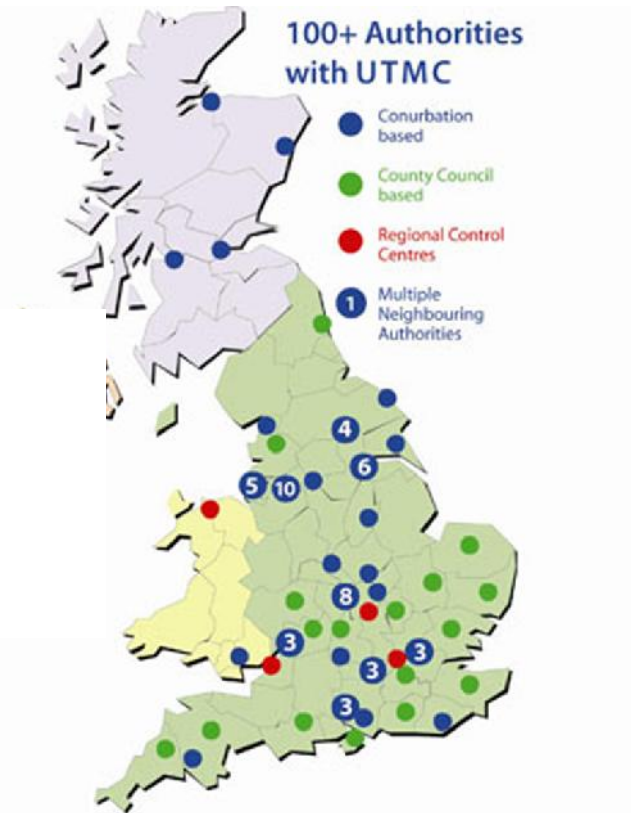


- Reading population of 260,000
- 40 miles to the west of London
- 20 miles from Heathrow Airport
- Heart of the UK's Silicone Valley
- Main employer - IT & Communications
- Forefront technology
- Winner of the National Transport Awards for Travel Information & Marketing

Reading – UTMC Demonstrator Town



- One of 4 Demonstrator Towns in 2000
- Focus on travel information services
- Common Database & Strategy Selection



Reading – Innovative Authority



Real Time UTMC data for Freight



Pedestrian Navigation



Marketing through Travel Behaviour Change & Social Media

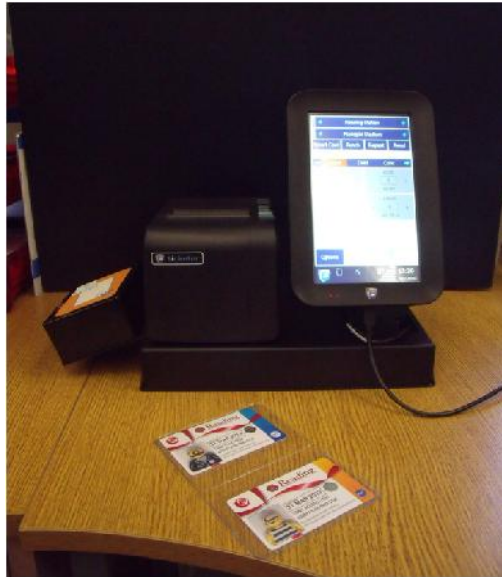
NFC Phone Payment



WiMax UTMC Communications



Reading – Tech Refresh



New bus ticket machines and Smart cards



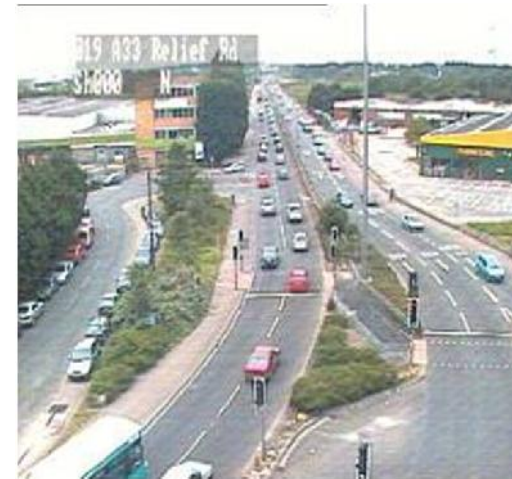
iphone, windows & android apps

On bus web based information screens



Refreshed internet

Re-validation of on street equipment



Tags for asset management, information & Incentives

Reading – Open Access Server

Open Access Server

Free Open Access to:

- Static and Real time bus information
- Static and Real time rail information for Reading stations
- CCTV images and video clips
- Car Park Occupancy
- NTCC – National Trunk Road real time information
- Roadworks and Events
- Highway Congestion

Enables 3rd parties to freely develop apps for Reading

Reading – Co Cities - Opportunity

Benefits for Reading

- Trailing Feedback from End Users
 - Eg how good is the RTPI system
 - Value of Floating Vehicle Data
- Enhanced mobile phone apps
- Knowledge to inform future investment

Wider Benefits for UTMC

- Knowledge sharing – engagement with UDG
- UTMC standards continue to evolve
- Investigation of In-Time / UTMC compatibility