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Speaker Qualifications

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Alena Morrison has a Bachelors degree in Science from the University of Victoria, Victoria B.C. and a Masters degree in Health Administration from Dalhousie University, Halifax, N.S., Canada. Since working at IIID she has been continually learning about the impact of information design on everyday life. Her experience with transport is from the practical side, being an avid, if sometimes frustrated, user of public transport in a number of different countries.

From PLUSBUS to Traintaxi: innovative approaches to an integrated mobility system

Abstract

A number of innovative mobility programs will be presented as examples of initiatives that directly address users' mobility needs. Two mobility services will be described; PLUSBUS, an integrated ticketing system for train and bus travel and Taxmobil, an innovative "on-demand" mobility service where users pay a flat monthly rate for unlimited taxi-use . Transport Direct and Traintaxi are two examples of information systems that help users get where they need to go. Transport Direct is an transportation information portal, linking all traffic modes and their combinations for users in Britain. Traintaxi helps train travellers bridge "those final few miles" by connecting the travellers with taxi providers at the end station. These solutions provide a positive example of integrated mobility systems focusing on user needs – and inspiration for future possibilities.