

5th IIID Expert Forum Traffic&Transport Information Systems
Real time information in multimodal transport networks
9 – 10 September 2010

Policy Panel Statements / a short summary with a few comments of participants in the auditorium, in the order of speaking:

Policy Panel participants:

- Hans Fiby, ITS Vienna Region, Wien/Vienna, Austria
- Adam Giambrone, Member of Toronto City Council and Chair of Toronto Transit Commission, Toronto, Canada
- Birgitte Lomholt-Woolridge, Marketing Manager, Rejseplanen A/S, Valby, Denmark
- Prof. Per Mollerup, Swinburne University of Technology, Melbourne, Australia
- Craig Nelson, Head ITS, Steer Davies Gleave, London, United Kingdom
- Wolfgang Schroll, Verkehrsverbund Ost-Region (VOR), Wien/Vienna, Austria

Schroll felt that the voice of the passenger is not loud enough at the Expert Forum whilst Fiby raised the question: “How should information be brought to the passenger?”

An even more challenging question was put up by Nelson: “How do people speak back?” and tried to answer it himself: “via social media”. Lomholt-Woolridge: “crowds must be considered, the ‘Albanian way’ of monopoly is history”.

Mollerup, requesting “more design” prompted Giambrone to comment: “people have high expectations today, look and feel is increasingly in the focus of people”.

Nelson: “Journey planners are too complicated. Make them simple!”

Fiby: “Considering that people are diverse, different interfaces from simple to complex are needed. The ‘user side’ is a real problem. Real interaction is needed.”

Schroll: “To meet most of the needs of passengers basic, easy design solutions are requested.”

Giuseppe Attoma, Attoma, Paris: “This is within the responsibility of the many actors – and user research.”

Michael Keating, Open Plans, New York: “The question is: what does it cost to *not* make the data generally available?”

Giambrone: “We make all data public; however, regulations are required.”

Lomholt-Woolridge: “Agree, same with Denmark (‘open interfaces’).”

Nelson: “Agree, with the logo of the data supplier on the webpages.”

Chris Bleuel, Fuenfwerken Design AG, Berlin: “Listen to the comments at Twitter!”

Summary drafted by Peter Simlinger