

## Arno Hart

The RNO Group, Columbia, SC, USA



### Speaker Qualifications

Arno Hart is a senior transportation planner and economist with over 20 years experience as a transportation consultant working on all modes of transportation. In addition, he has spent several years managing the development of a social media application. He is President of RNO Group ([www.rnogroup.com](http://www.rnogroup.com)), a transportation consulting firm located in the U.S. His profile can be viewed at <http://www.linkedin.com/in/arnohart>. Mr Hart is an accomplished speaker, and has made over 50 presentations on transportation, at conferences, seminars, forums, focus groups, to commissions, agencies, and at public meetings.

### SKUZME – A Social media service that connects commuters with commuters and better transport choices

SKUZME is a transport centric social media environment connecting any transportation related service/mode (bus, rail transit, ferry, ride-share, parking, highway, airline, etc) to commuters/travellers, as well as connecting commuters/travellers with each other. Transportation information is shared in three ways: 1) Traffic/system/service alerts sourced from (multiple) modal services are “pushed” to the traveller. 2) Information about the services is crowd-sourced from the commuter/traveller (travellers are able to send their own alerts which in turn are blended into the “official” alerts). 3) Commuters/travellers with similar travel patterns connect/follow each other, sharing/socializing around their own transportation experiences/choices. The result is a very interactive and rich environment, allowing users to make “up to-the-minute” decisions about their transportation mode choices.

How is this different? Current transport social media consists of 1) commuters “venting” about their transportation services on their personal Facebook/Twitter accounts. 2) selected highway and transit agencies providing alerts through accounts on Twitter/Facebook and RSS feeds from their websites. 3) special purpose social media apps targeted at a specific modes, geographies and at disadvantaged users. SKUZME is a One-Stop Social Media for all modes and all commuters/travellers. Note, there are an increasing number of applications developed by the major players like Google, INRIX, etc that “PUSH” transportation routing and system service alerts to users. However these are strictly “PUSH” services, and have no social/interactive element. SKUZME is not intended to replace “PUSH” applications, but to tap into them as a source, and to supplement alerts crowd-sourced from commuters as well with the social interaction among commuters.

Status: Skuzme is currently an ALPHA version and can be viewed at [www.skuzme.com](http://www.skuzme.com). The BETA version is under development and will be launched in mid-June.