APP&TOWN: Route calculation application for sustainable access to campuses
2014

University
Universitat Autònoma de Barcelona

Country
Spain

Location
Peri-urban. 20 km from Barcelona

Size
40,000-50,000

Mobility Organizational Structure
Mobility team

Summary

The implementation of a free application which shows the best route to get to campus by any available transport mode.

It provides real-time information about public transport schedules, identifies incidents and offers alternatives if necessary accompanying the user from origin to destination. It is multimodal and exhaustive, including all collective transport modes of the Metropolitan Area of Barcelona: train, bus, underground and tram.

Aims

Providing the University community with the necessary information to get to Campus in a sustainable way easily and quickly, improving one of the weakest points of transport supply: real-time, quality information.

Stakeholders

- Regional Transport Authority.
- Transport operators.
- Technological company.

Background

Not available.

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Description

The development of a useful and practical application which allows users to be constantly informed, during the whole trip, about their position and where they have to get on or off.

To this end, App&Town uses two information sources to inform users about any kind of incidents on the transport network in real-time, offering the possibility to calculate, in such cases, alternative routes. The first of these resources is the information offered by transport operators. The second is the information provided directly and in real-time by other users of the application. The App&Town community itself, through co-operative intelligence, generates updated information to the rest of the users.

The application also offers guidance to the sight impaired.

The tasks implemented to trigger this tool were:

- Adaptation of the resource to campus territory and transport supply.
- Interface design and implementation on UAB mobility website.
- Diffusion through social media, website and Mobility Week (every year a stand of App&Town informs students and staff about its advantages).

Indicators

- Number of downloads and consultations of the application.
- Number of users of the various transport modes.

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Results

The improvement of available information regarding transport supply on a technological basis.

Cost

Ranging from 0 to 10,000 €.

Financing

UAB Budget.

Findings

- This kind of application depends on, fundamentally, quality and updated information.
- The large number of similar tools on the market makes providing a high level of reliable information imperative.

Pictures

Fig. 1. App&Town screenshots

Links

http://www.appandtown.com/

Contact person

Rafael Requena
UAB Mobility manager
rafael.requena@uab.cat