BUSES APP

2015

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

UAB and Aslogic, a technology-based company (TBC) of the University, have developed the "UAB Buses" application which simplifies moving around the campus by bus, facilitating entry and exit times.

Aims

To increase the competitiveness of public transport by minimising waiting periods at stops or uncertainty about when the bus will arrive.

Stakeholders

- Local administration and companies.
- Aslogic.

Background

Not available.

BUSES APP
2015

Description

This action is part of the Smart Mobility Project, a concept that refers to the application of new technologies in the management of mobility and which will be a new cross-sectional strategic line of the new UAB Mobility Plan 2017-2022.

The UAB has its own bus service running between the 'Renfe' station and the campus and around the campus itself. The service consists of five lines and operates during term periods from 7.45 am to 10.00 pm. The vehicles are fitted with a GPS system (a requirement in the List of Conditions for public sector calls for tenders) to determine the times at which the bus passes different points of the campus.

Information provided on the position of the bus fleet has been used by the UAB and Aslogic, a technology-based company (TBC) of the University, to develop the "UAB Buses" application. This application enables a two-fold management approach: from an administrative aspect, in that the service can be provided depending on the needs at any particular time (service according to demand); and from a user aspect, where they can always know the waiting time for the bus at each stop; as well as the lines, their routes, the stop closest to their location, etc.

Other inter-urban bus services are progressively being added through access to the WebService of each operator. Furthermore, the UAB Buses application offers a news section to keep users informed about mobility and transport in a simple, agile way.

The application is adapted to web platform, Android and IOS. Furthermore, each bus stop has a QR code to simplify access to this information without any need to have the application installed or open.

Indicators

Number of web hits through the application.

BUSES APP
2015

Results

Increased information available about the bus services.

Expense

3,000.00 €.

Financing

UAB budget and contribution by bus operator (included in the service contract).

Findings

- The application was initially designed to indicate the waiting time at bus stops on the campus. Nevertheless, and once the application had been implemented, it was considered necessary to expand the information available by including all inter-urban buses providing direct service to the campus in order to inform all users of public road transport.
- More work is necessary on communication campaigns to encourage the use of these tools and so promote travel by public transport. Over the last few months, since the beginning of the new academic year, a downturn has been detected in the number of user accesses to the application. It is deemed therefore necessary to publicise it periodically through various channels of communication: web and mailing among others.

Pictures

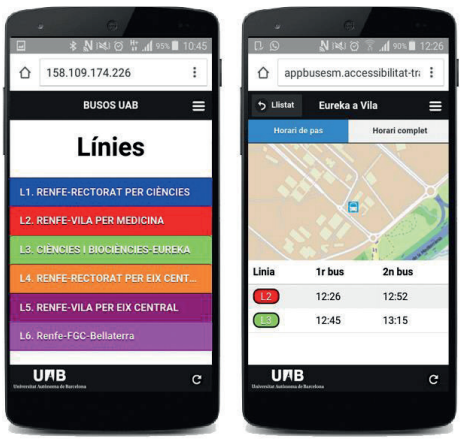

Fig. 1. Adaptation of the web to mobile devices

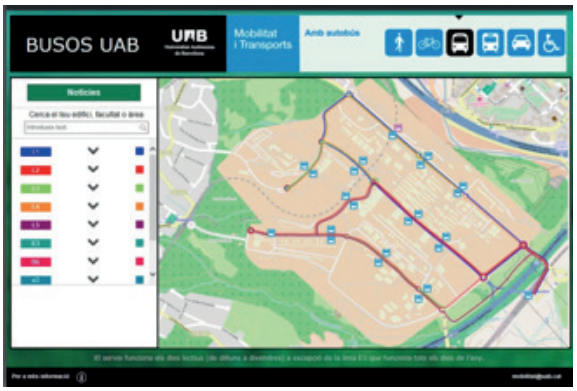

Fig.2. Web platform

Pictures

Fig.3. QR code at the Avenida del Eje Central bus stop

Fig.4. QR code at the bus stop outside Medicine and Communication Science

Links

http://appbuses.accessibilitat-transports.uab.cat/

Contact person

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