



The Key to a Successful RTPI Deployment

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Overview



This presentation contains the following sections:

- Introduction
- Why RTPI Systems Fail
- A Successful RTPI System
- The Christchurch City System
- Summary

Introduction



Real Time Passenger Information:

- Provides information to passengers about the bus they want to catch:
 - *Must be reliable in order to win trust.*
 - *Ideally, available to passengers every time they board a bus.*
 - *Bad information will undermine further the opinion of public transport.*



An RTPI System Should Build
Passenger **Confidence**
in Public Transport

Introduction



What is expected from an RTPI system?

- Passengers want:
 - *Reliability, choices and increased control.*
- Bus operators want:
 - *To increase efficiency and maximise profits.*
- Political bodies want:
 - *Increased ridership and reduced traffic congestion.*

Why RTPI Systems Fail



A 5 or 10 Year Game Plan:

- An over all Transport plan that include the RTPI System
- The political will to implement the Transport Plan
- Buy in from all parties to the Transport Plan

Why RTPI Systems Fail



Lack of Commitment:

- Operator
 - *Accurate data*
 - *Timely assignment of buses to work*
 - *Maintenance and support*
- Council
 - *Long term funding*
 - *Make the information available*
 - *Provide funding for new services*

Why RTPI Systems Fail



Tender specifications:

- Often too specific
- Bespoke solutions can be problematic;
 - *Delivery delays and cost overruns.*
- Off-the-shelf products;
 - *Minimise risk.*
 - *Can focus on how it works for existing customers.*
 - *Look at the products past performance.*
- What really matters are outcomes

A Successful RTPI System



Increased ridership, decreased motorcar reliance:

- Passengers get more choices and control;
 - *This improves the perception of public transport.*
- Regulators meet political objectives;
 - *Slows congestion growth*
- Bus operators get increased ridership and fleet management information;
 - *Increase fare revenue and improve asset utilisation.*

The Christchurch City RTPI System



Goal to double ridership by 2010:

- To do this, the Councils initiated;
 - *Service improvements*
 - *Integrated Ticketing*
 - *The Bus Xchange*
 - *The wide distribution of RTPI*
 - *Increased bus services*

The Christchurch City RTPI System



The system's success is due to:

- Performance expectations
- System reliability
- Commitment by all players
- Commitment to a full system

The Christchurch City RTPI System



Performance expectations:

- The requirements of the Bus Xchange
 - *accurate and reliable RTPI information*
 - *dynamic allocation*
 - *trip linking*

The Christchurch City RTPI System



System reliability:

- Accurate data;
 - *Automated link between the schedule software and the real-time software*
- Operator can load data in real-time
 - *Timetable tweaks made as they happen*
- Dispatch entry chosen over drive entry

Why RTPI Systems Fail



Commitment by all players:

- Drivers, operators, dispatchers, regulators, planners and politicians.
- Getting commitment from everyone requires focus.
- The operators in Christchurch have been fantastic.

The Christchurch City RTPI Systems

Commitment to a full system:

- Bus operators bear the burden.
- Partial systems complicate management, with little or no return.

Summary



An effective RTPI system requires:

- Focus;
 - *Reasons for deploying an RTPI system*
- Functional specifications;
 - *Outcome based measurements*
- Contractual obligations;
 - *Commitments to long-term success*



Any question?

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