

Ideas Priority list from the Dales Service Innovation Workshop

Priority	Description
1	<p>Transport Watch (Idea Group: Chain of Information)</p> <p>A crowd sourcing approach to collecting information on transport performance and demand. Pilot involves setting up monitoring networks for local communication channels such as telephone, face-to-face interaction in public places such as shops, pubs etc., Twitter and operator radios. Web-application will involve collating all this information to give a current picture of local operation. For example, how buses will actually operate when flooding forces diversions.</p>
2	<p>The Hub Dashboard (Idea Groups: Chain of Information and Using our ICT)</p> <p>A technical pilot combining local information such as the following on a hub display screen:</p> <ul style="list-style-type: none"> • Your Next Bus (Real Time bus information) • local traffic information – map display including locations of public transport vehicles and any road delays • marketing information for local services and attractions accessible by public transport • weather information <p>Much of this information already exists in various web-based applications.</p>
3	<p>Linking Demand Responsive Services with Journey Planners (Idea Group: ICT development)</p> <p>Develop data exchange protocols to allow information on Demand Responsive Transport to be combined with existing journey planning outputs for scheduled transport. Thus a demand responsive (or other community transport) option would be available for all or part of a suggested journey plan.</p>
4	<p>Hub Training (Idea Group: Chain of Information)</p> <p>Development of training materials (both conventional and digital) to train volunteer hub staff, back office staff and possibly public transport operator staff in use of the available information and ICT resources. This could also generate further ideas for improving information services.</p>
5	<p>Car Links (Idea Group: ICT development)</p> <p>Extension of existing Community Transport Scheduling and Allocation software to encompass voluntary car schemes and car sharing schemes. Complements Priority 3 as another component towards the development of a full transport brokerage solution.</p>
6	<p>Links to Attractions (Idea Group: Chain of Information)</p> <p>Develop widgets for use in web-sites or apps promoting key destinations for tourism, recreation or other purposes. Ideally all such web-sites or apps would suggest public transport access options.</p>
7	<p>Minding the Gaps/Thresholds of Viability (Idea Group: Using our ICT)</p> <p>A study to use information from Electronic Ticketing Machines to estimate the “gaps” between current utilisation and sustainable viability (including subsidy payments) for each route or service. Marketing and travel planning activities can use this information to try to generate the additional passengers required to achieve sustainable viability.</p>
8	<p>The Chain of Information (Idea Group: Chain of Information)</p> <p>The Chain of Information is a Marketing concept about “why” a customer should use collective transport along with the invaluable “how to” information. The customer needs advice on what is available and the most appropriate choices to make. The Chain of Information will use a variety of web-services and apps. Some already exist others will be developed in ITRACT.</p>
9.	<p>Active Bus stops (Idea Groups: Chain of Information and Using our ICT)</p> <p>Incorporating mobile phone technology into existing or additional bus stops to give basic transport information on demand at far lower cost than traditional real-time systems. Could also have commercial potential if used to provide local wi-fi hotspots.</p>