Bus: the saviour of the sports car

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Reading buses

3
U32 RW

GTR
McLaren
RICHARD MILLE
12
SENNA
GTR
PIRELLI

A comprehensive and colour coded network…

frequent bus services all over

Reading

pick up a route leaflet below for full details

25 to Peppard Common

pink 22 Caversham Heights

24 Emmer Green

24 Caversham Park

Caversham

27 Lower Caversham
29 Caversham

sky blue 16 Purley

Kentwood

Norcot

Little Heath 33

Tilehurst

Tilehurst Triangle

Dee Park

15 sky blue
33 33a royal blue

up all day & all night purple 17
purple 17 runs 24/7

yellow 26 Calcot

Theale

Beansheaf

jet black 1 to Newbury

Southcote

Coley

Coley Park

bronze 11

lime 2 2a to Burghfield, Mortimer & Tadley

greenwave Green Park

Madejski Stadium

Reading International Business Park

greenwave Mereoak park & ride

Kennet Island

emerald

Whitley

Whitley Wood

emerald 6

emerald 5

Reading College

Hospital

up all day & all night purple 17
purple 17 runs 24/7

University of Reading

Three Tuns

17

Earley

Woodley

orange 13 14

nineteens 19a 19c

lion 4 x4 to Wokingham & Bracknell

up all day & all night claret 21
claret runs 24/7

Lower Earley

nineteens 19b

Shinfield Park

scarlet 9

Shinfield

leopard 3 to Arborfield, Barkham & Wokingham

So we're done, right?

Readingbuses

Big Data!

Planned ops: Timetable, schedule, duties, rotas, allocation

Live ops: Schedule adherence, lateness, predicted arrivals

Historic ops: Punctuality, reliability

Sales back office: Sales, pass usage, journeys, elasticity, trends, patterns.

Real-time pax info: Next stop info, voice announcements, bus stop displays

Ticketer: Cash sales, ITSO cards, contactless, 2D barcodes, printer

Telematics: vehicle performance, driver behaviour, live powertrain CAN info

Customer Wifi: 2x 4G SIM cards, GPS, MAC tracking

CCTV: Up to 16 cameras plus HD IP capability

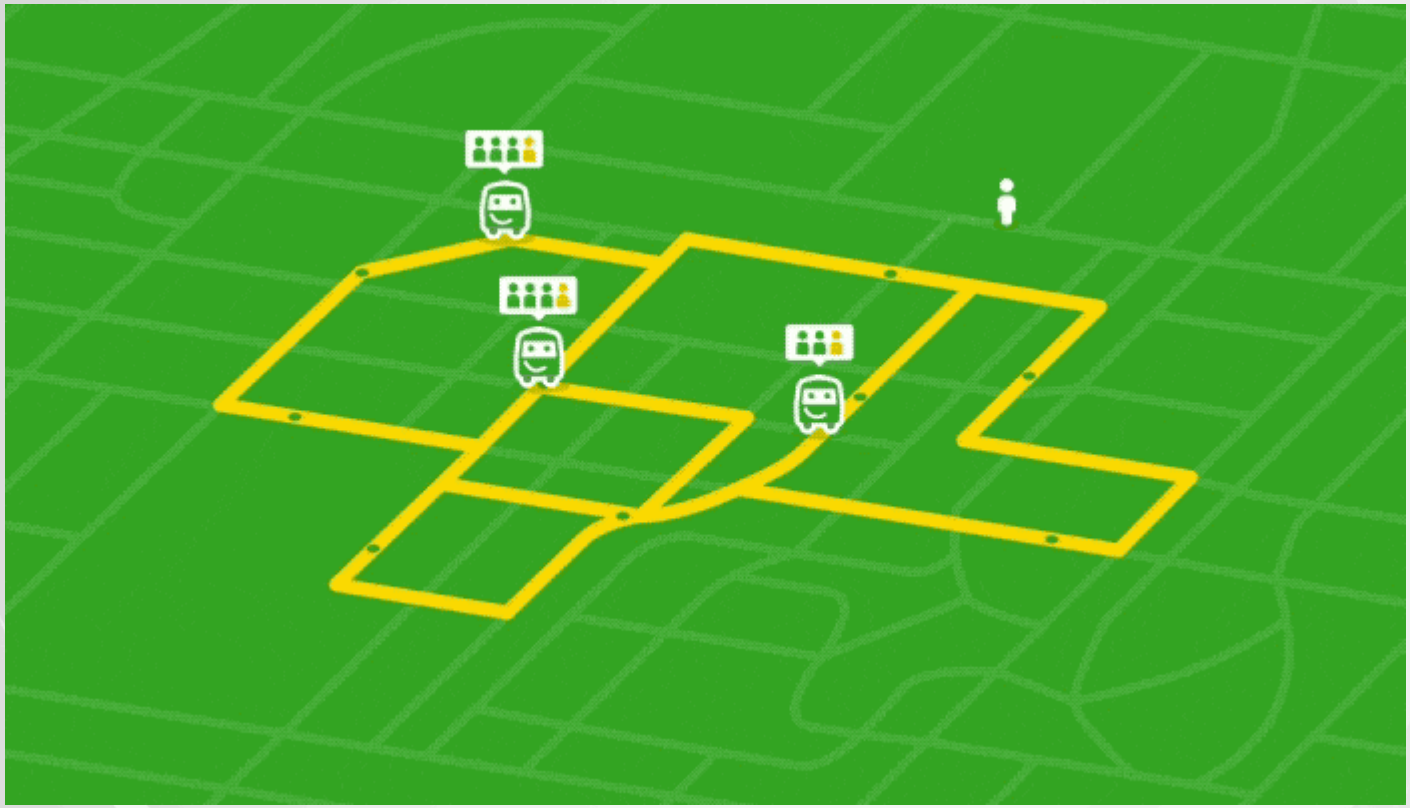
What next?: Seat occupancy sensors, USB usage data, tree strikes and more…

Fleet management: Planned maintenance, unplanned defects, parts issued, cleaning & auditing

Fuelling: Daily mileage, diesel, Adblue, gas

Stores management: Purchasing, stock control, auditing, parts issuing

Buses that move anywhere on the network?

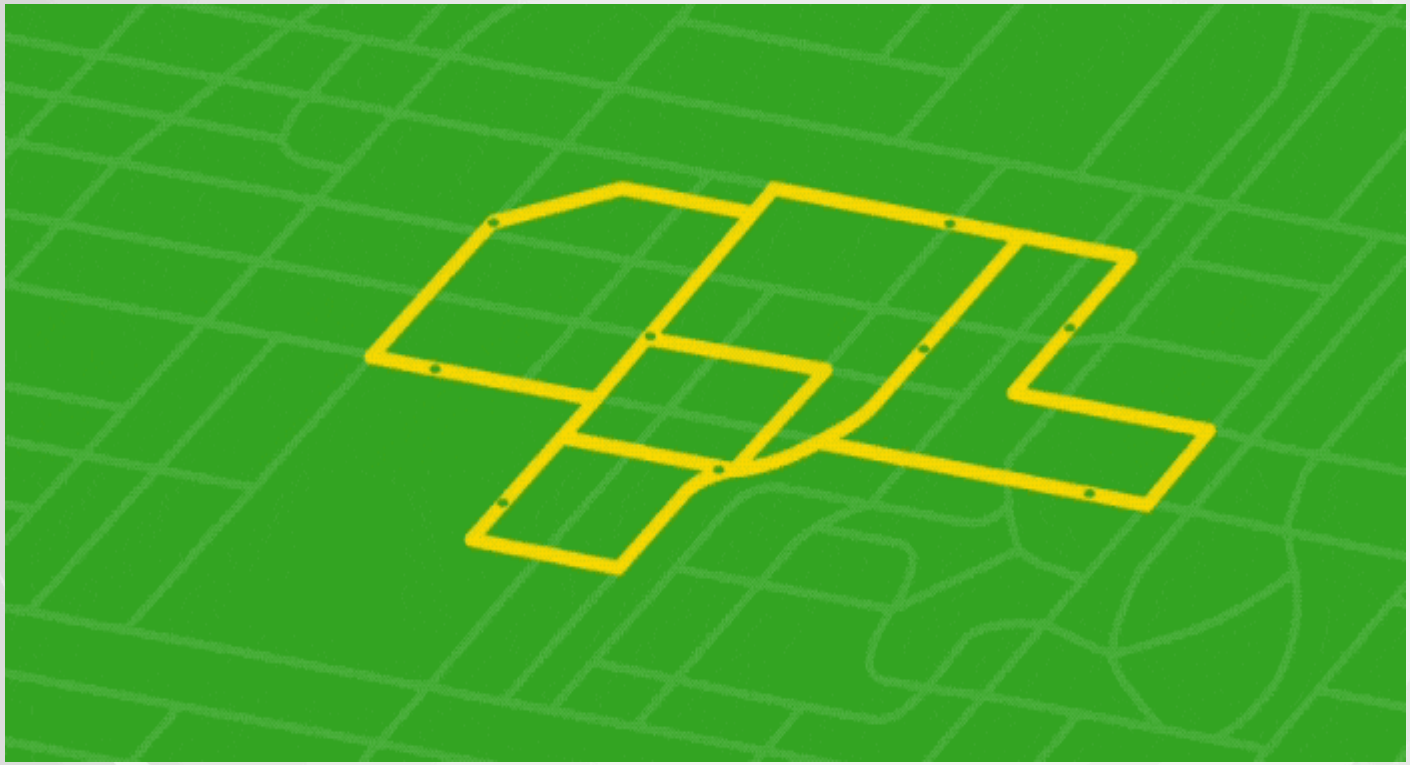


Credit: Citymapper

https://medium.com/citymapper/the-responsive-network-part-3-3-f9d8394d84f3

Readingbuses

Or even change the network?



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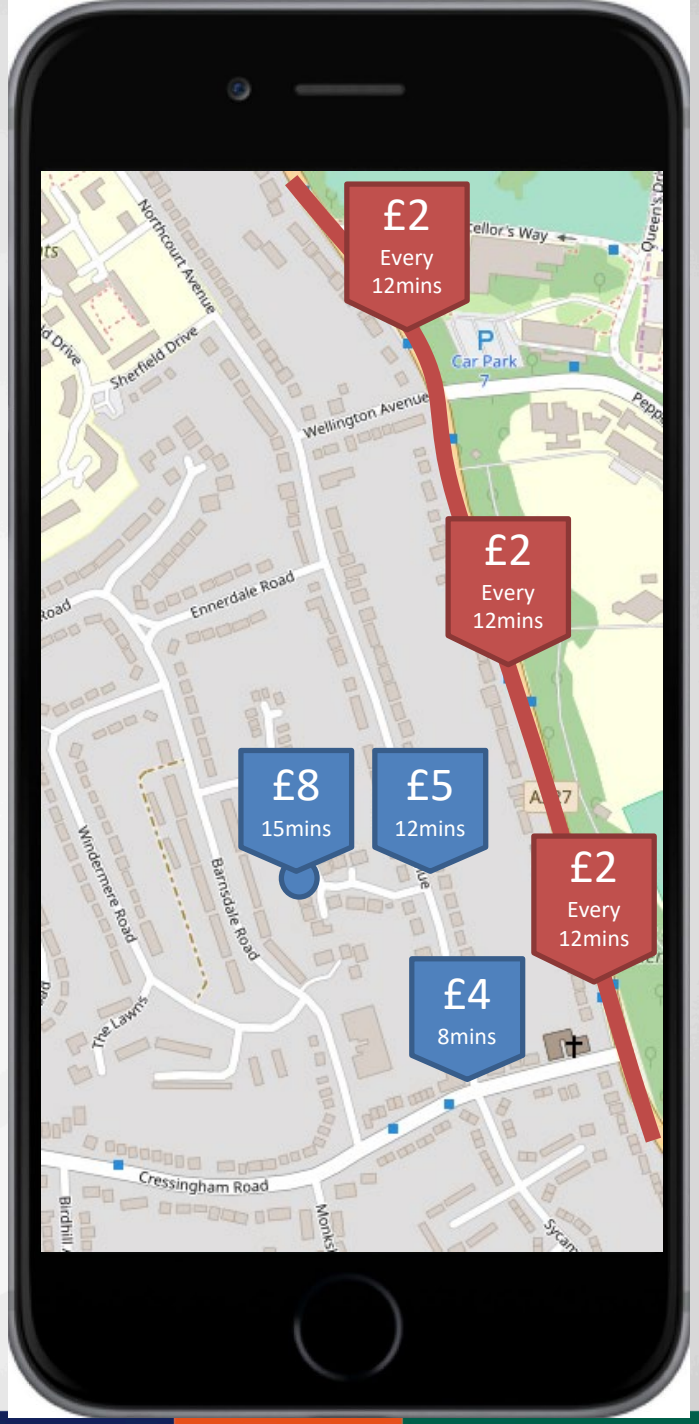
Readingbuses

Dynamic DRT

- Customer sees pricing for demand by location and/or timing.
- Driver sees dynamic loading schedule and route, re-routed even during the journey.
- Complements scheduled bus services

- Size of vehicle is a compromise for this work:
  - Minibuses can access narrow streets but these longer diversions inconvenience customers wanting direct travel
  - Larger buses can't access as many streets but carry more customers so likely to have many diverse pickup/drop-offs, taking customers out of their way



TechLab

- Partnering with interested parties for initial 6 months
- Free access to office, workshop, labs and fleet
- Open access to operating data plus deeper access under NDA
- Scope to develop products, services, apps

- Open data: http://rtl2.ods-live.co.uk/cms/

We're looking for partners!

Readingbuses

Twitter bot

3D printing

Reading Uni Hacksoc

Tree branch strikes

LoRaWAN temperature sensing

Customer demand mapping

Customer demand prediction

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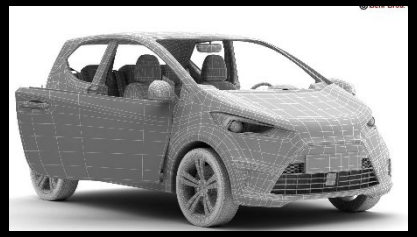

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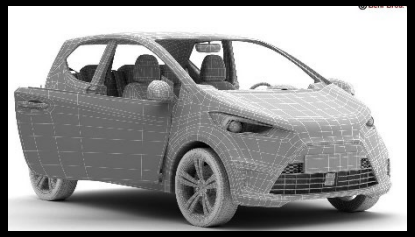

every 15 mins
the orange routes to Woodley
never run out of juice
USB charging on board
Reading buses
SK66 HRX
702
royal blue
Superfast WiFi & USB chargers onboard
charge into town
Reading buses
YN66 EZO

+ + + ...