

SmartCities

Project Initiation Document

Pilot name: Public transport planner

Municipality: City of Groningen

Work-package: WP 4 Wireless services

Date: 21 July 2010 (v0.4)

Contents

1. Introduction.....	3
2. Pilot information.....	3
2.1. Pilot name	3
2.2. Pilot acronym	3
2.3. Pilot website.....	3
2.4. What type of initiative is the pilot?.....	3
2.5. Pilot country	4
2.6. Pilot city/region.....	4
2.7. Pilot start date.....	4
2.8. Pilot finish date	4
2.9. Pilot operational date	4
3. Background to the pilot.....	5
3.1. Pilot topics.....	5
3.2. Pilot sector	5
3.3. Target users of pilot	6
3.4. Description of target users.....	7
3.5. Type of service	7
3.6. Overall implementation approach.....	7
4. Pilot description.....	8
4.1. Objectives.....	8
4.2. Approach	8
4.3. Deliverables.....	8
4.4. Exclusions	8
4.5. Constraints	8
4.6. Assumptions/dependencies.....	9
5. Business case	9
5.1. Summary/overview	9
5.2. Customer benefits.....	9
5.3. Performance benefits.....	9
5.4. Employee benefits.....	9
5.5. Financial benefits	10
5.6. Project benefits	10
6. Pilot management/organisation.....	11
7. Staff/financial resources.....	11
8. Reporting framework	12
9. Pilot plan.....	13
10. Risks	13
11. Co-design	14
12. Transnational work.....	15

1. Introduction

A project initiation document [PID] is a document that brings together in one place the key information needed to start, manage and evaluate a pilot.

All stakeholders should be informed of the development of a PID, and the final PID should be agreed and signed off by the management in municipal partners.

The PID should contain information setting out the "who, what, why, when and how" for the local pilot. It should define all major aspects of the pilot, and can be used as a key part in the management of the delivery of the pilot and sets the baselines that will be used in any assessment of the pilot's success.

All Smart Cities partners are expected to produce a PID for each local pilot. These will be used by the project and by local partners to measure progress against the aims and objectives set out in each pilot's PID. Many partners will already be expected to develop PIDs for their pilots: in this case relevant information should be copied into this form.

2. Pilot information

This section sets out the basic information about your pilot.

2.1. Pilot name

What's your pilot project called?

Public transport planner

2.2. Pilot acronym

Does the pilot have an acronym? [e.g. SCRAN?] If not, leave blank.

2.3. Pilot website

Does the pilot have a local website? If not, leave blank.

2.4. What type of initiative is the pilot?

Select **all** that apply to your pilot.

- | | | | |
|-------------------------------------|----------------------|--------------------------|----------------------------|
| <input checked="" type="checkbox"/> | Project or service | <input type="checkbox"/> | Award scheme |
| <input type="checkbox"/> | Network | <input type="checkbox"/> | Promotion/awareness scheme |
| <input type="checkbox"/> | Strategic initiative | <input type="checkbox"/> | Other |

2.5. Pilot country

- | | | | |
|-------------------------------------|-------------|--------------------------|--------|
| <input type="checkbox"/> | Belgium | <input type="checkbox"/> | Norway |
| <input type="checkbox"/> | Germany | <input type="checkbox"/> | Sweden |
| <input checked="" type="checkbox"/> | Netherlands | <input type="checkbox"/> | UK |

2.6. Pilot city/region

Municipality of Groningen

2.7. Pilot start date

4 February 2010

2.8. Pilot finish date

June 2011

2.9. Pilot operational date

When did your pilot go 'live' to the public/businesses?

Yet to be determined, but probably autumn 2010.

3. Background to the pilot

Set out the context for the pilot: why are you interested in doing this work, what issues do you need to address, why do you feel you need to address them etc..

Several WP 4 partners have expressed an interest in developing a public transport planner, usable on portable devices, with real-time information on the location of buses. In the Netherlands a good planner is already available, but without real-time information. In Groningen the buses are equipped with GPS systems and a wireless infrastructure is already available, so implementation of this system appears to be 'a piece of cake'. The system will be set up so that other partners can re-use it with their specific public transport data.

3.1. Pilot topics

Select **all** that apply to your pilot

- | | |
|---|---|
| <input type="checkbox"/> Efficiency & Effectiveness, Benchmarking | <input checked="" type="checkbox"/> Interoperability |
| <input type="checkbox"/> Inclusive eGovernment | <input type="checkbox"/> Legal Aspects |
| <input type="checkbox"/> eIdentity and eSecurity | <input type="checkbox"/> Multi-channel Delivery |
| <input type="checkbox"/> eParticipation, eDemocracy and eVoting | <input checked="" type="checkbox"/> Open Source |
| <input type="checkbox"/> eProcurement | <input type="checkbox"/> Policy |
| <input checked="" type="checkbox"/> Services for Businesses | <input checked="" type="checkbox"/> Regional and Local |
| <input checked="" type="checkbox"/> Services for Citizens | <input checked="" type="checkbox"/> User-centric Services |
| <input type="checkbox"/> High Impact Services with Pan-European Scope | <input checked="" type="checkbox"/> Other: environmental impact (Gothenburg agenda) |
| <input type="checkbox"/> Infrastructure | |

3.2. Pilot sector

Select **all** that apply to your pilot

- | | |
|--|---|
| <input type="checkbox"/> Communication (infrastructure) | <input type="checkbox"/> Internal market |
| <input type="checkbox"/> Crime, Justice and Law | <input type="checkbox"/> Local/Regional Community Development |
| <input type="checkbox"/> Culture and Media | <input type="checkbox"/> Procurement |
| <input type="checkbox"/> Customs | <input type="checkbox"/> Social Security |
| <input type="checkbox"/> Education, Science and Research | <input type="checkbox"/> Social Services |
| <input type="checkbox"/> Electricity/Gas | <input type="checkbox"/> Tax |

<input type="checkbox"/> Employment	<input checked="" type="checkbox"/> Travel, Transports and Motoring
<input checked="" type="checkbox"/> Environment	<input type="checkbox"/> Water
<input type="checkbox"/> Fire Services	<input type="checkbox"/> Other Social Services
<input type="checkbox"/> Healthcare	<input type="checkbox"/> Other

3.3. Target users of pilot

Select **all** that apply to your pilot

<input type="checkbox"/> eGovernment	<input type="checkbox"/> Disadvantaged/deprived communities
<input type="checkbox"/> Administrative	<input type="checkbox"/> Families and children at risk
<input type="checkbox"/> Business (self-employed)	<input type="checkbox"/> Homeless
<input checked="" type="checkbox"/> Business (industry)	<input type="checkbox"/> Minorities and migrants
<input type="checkbox"/> Business (SME)	<input type="checkbox"/> Older people (60+)
<input checked="" type="checkbox"/> Citizen	<input type="checkbox"/> People living in poverty and/or precarity
<input type="checkbox"/> Civil society	<input type="checkbox"/> People with anti-social and criminal behavior
<input type="checkbox"/> Intermediaries	<input type="checkbox"/> People with disability
<input type="checkbox"/> Other	<input type="checkbox"/> People with health and long-term care problems
<input type="checkbox"/> eHealth	<input type="checkbox"/> People with no or poor digital literacy
<input type="checkbox"/> Add Patients	<input type="checkbox"/> SMEs, associations and intermediaries
<input type="checkbox"/> General public	<input type="checkbox"/> Unemployed people
<input type="checkbox"/> Health authorities	<input type="checkbox"/> Young people at risk of marginalisation
<input type="checkbox"/> Health professionals	<input type="checkbox"/> Other
<input type="checkbox"/> eInclusion	<input checked="" type="checkbox"/> Women
<input checked="" type="checkbox"/> Any citizen	<input checked="" type="checkbox"/> Men

3.4. Description of target users

Please describe your target group and provide some information on size, composition and needs.

All users of public transport, visitors of the city and motorists.

3.5. Type of service

Select the **one** that best applies to your pilot

- | | |
|--|---|
| <input type="checkbox"/> Not applicable/not available | <input type="checkbox"/> IT infrastructures and products |
| <input type="checkbox"/> Awareness-raising information | <input type="checkbox"/> Participation |
| <input type="checkbox"/> Training and education | <input type="checkbox"/> Inclusive services of general interest |
| <input checked="" type="checkbox"/> Content provision | <input type="checkbox"/> Other |

3.6. Overall implementation approach

Select the **one** that best applies to your pilot

- | |
|--|
| <input type="checkbox"/> Public administration |
| <input type="checkbox"/> Private sector |
| <input type="checkbox"/> Non-profit sector |
| <input checked="" type="checkbox"/> Partnerships between administration and/or private sector and/or non-profit sector |

4. Pilot description

These sections of the PID describe what the pilot will do and how it will do it.

4.1. Objectives

What outcomes should be delivered by the pilot? (Business case/benefits should be set out in Section 5)

- Application usable on portable devices such as internet-enabled phones and PDA's
- API or other interface for partners or other cities
- Marketing research

4.2. Approach

How will the pilot do this?

1. Research on the interface and GPS systems on the local buses
2. Research on existing public transport planners and their interfaces
3. Choosing an open planning system suitable for this pilot
4. Setting up a data set and writing necessary interface
5. Testing, implementation and documentation
6. Marketing research
7. During these steps a continuous sharing with and feedback from the partners involved.

4.3. Deliverables

What outputs/processes/procedures/definitions will be delivered by the pilot?

- application usable on portable devices such as internet-enabled phones and PDA's
- API or other interface for partners or other cities
- Marketing plan (based on research)

4.4. Exclusions

What issues are **outside** the scope of the pilot?

- Focus on local/regional transportation, no national focus.
- No implementation of data of other partners.
- Only for buses, not for other means of transportation.
- The aim is to make it usable for the top 5 of European mobile clients.

4.5. Constraints

What issues constrain the pilot? (These will include financial, technical, and timing issues.)

- Finance
- Manpower
- Availability of information on closed source systems
- Timing

4.6. Assumptions/dependencies

Set out the assumptions you have made at the beginning of the pilot – particularly if your pilot is dependent upon other projects/pilots. Identify external factors which may affect the pilot.

- Availability of GPS data on buses
- Availability of open standards on data
- Dependency on the cooperation of public transport companies and the planning system provider.

5. Business case

Set out why your municipality feels the pilot is necessary, what the pilot seeks to achieve, and what benefits it will deliver. Include how these benefits will be measured (e.g. increased customer satisfaction, faster processing etc.).

5.1. Summary/overview

The policy of the municipality is to increase the use of public transportation and upgrade customer experience

5.2. Customer benefits

- Higher uptake of use of public transportation
- Higher customer satisfaction.

5.3. Performance benefits

Not applicable.

5.4. Employee benefits

Not applicable.

5.5. Financial benefits

Secondary benefits of higher uptake of public transportation.

5.6. Project benefits

See 5.1 and 5.2

6. Pilot management/organisation

Set out the organisational structure that will manage your pilot. This should include relevant senior managers, project/pilot managers and staff. Please indicate how the pilot will be managed.

Transnational project management: WP4 leader, Jan Kees Kleuver.

Project management: Carline de Boer.

Steering committee: Jan Kees, Carline, Piet Fransen (Hanze University) en Dick Schaap (RuG).

Role: monitoring progress and facilitating students. Two Hanze students: research and producing of prototype of public transport planner (open standards) for mobile device.

Marketing student(s); marketing research and plan.

7. Staff/financial resources

Set out what resources are available to deliver the pilot. This should include what budget and staff the pilot can call upon.

7.1. Funding sources

Select **all** that apply to your pilot

- | | | | |
|-------------------------------------|-------------------------|-------------------------------------|----------------------------------|
| <input checked="" type="checkbox"/> | Public funding EU | <input checked="" type="checkbox"/> | Public funding local |
| <input type="checkbox"/> | Public funding national | <input checked="" type="checkbox"/> | Private sector in kind |
| <input type="checkbox"/> | Public funding regional | <input type="checkbox"/> | Charity, voluntary contributions |

7.2. Overall cost/budget (€)

Total € 39.300,- Divided into: costs students Hanze (€ 3.600), student RUG (€ 1.800,-), Carline (€ 8.400), Jan Kees (€ 4.200,-), marketing (€ 5.000,-), travel costs (€ 10.700), etc. mobile device

7.3. Contribution from local funds (€)

50% of the total budget = €19.650

7.4. Contribution from Smart Cities (regional, in €)

50% of the total budget = €19.650

7.5. Contribution from Smart Cities (transnational, in €)

-

7.6. Staff resources

Staff: Jan Kees Kleuver and students.

8. Reporting framework

How will the pilot report progress, both to local management and to the Smart Cities project? How will the pilot's timelines and reporting mechanisms link with reporting for the Smart Cities project?

Monthly reporting to the Steering Committee. Smart Cities reporting cycle is leading.

8.1. Baselines/zero measuring

What baselines do you have? Do you have evidence to how the pilot is need for this p

Not applicable.

8.2. How will you measure progress?

How will you show how your pilot is progressing?

Make a plan and report on milestones

8.3. How will you measure the impact of your pilot?

e.g. increased citizen awareness/use of a service

- Monitoring of pilot use
- Measuring of customer satisfaction is not possible within this timeframe

8.4. What local indicators will you use?

e.g. surveys of local citizens, businesses

See 8.3

8.5. What national/transnational indicators will you use?

e.g. levels of service use

See 8.3

8.6. What work-package/subtheme indicators will you use?

- Number of applications
- Transnational use of applications.

9. Pilot plan

This should set out how the pilot will deliver the items set out in 4.3, including timelines for all deliverables and outputs.

1. Research on the interface and GPS systems on the local buses;
End of April 2010 (depending on availability of workforce)
2. Research on existing public transport planners and their interfaces;
End of April 2010
3. Choosing an open planning system suitable for this pilot;
May 2010
4. Setting up a data set and writing necessary interface;
October 2010
5. Testing, implementation and documentation
January 2011
6. Marketing research; probably first half of 2010.

During these steps a continuous sharing with and feedback from the partners involved.
Dissemination: WP 4 workshop and Steering Committee meeting in Groningen. Two Hanze students: research and producing of prototype of public transport planner (open standards) for mobile device. Marketing student(s); marketing research and producing a marketing plan.
Workplans of the students: to be integrated.

10. Risks

Set out the main risks the pilot faces and what steps you will take to manage these risks.

- Insufficient budget; chance of occurring is low. Use of students whenever possible.
- Insufficient manpower; early planning and reservation of manpower. Good guidance of the students. External support can be hired.
- Information on closed source systems not available; low possibility. Access for local government regulated by procurement procedure.
- More time required than planned; early planning and constant monitoring of progress. Some allowance for delay is possible within the Smart Cities timeframe.
- Dependency on the cooperation of public transport companies and the planning system provider; cooperation with public transport companies can be enforced by contract. When selecting a provider use this risk as a criterion.

11. Co-design

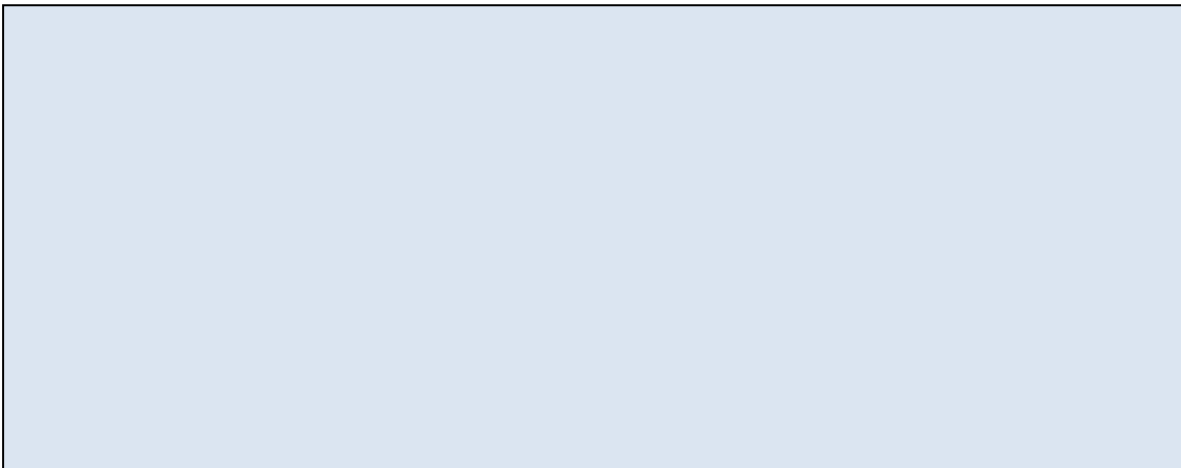
11.1. With other organizations and institutional partners

How are you working with other **local** organisations / institutional partners to co-design your pilot?



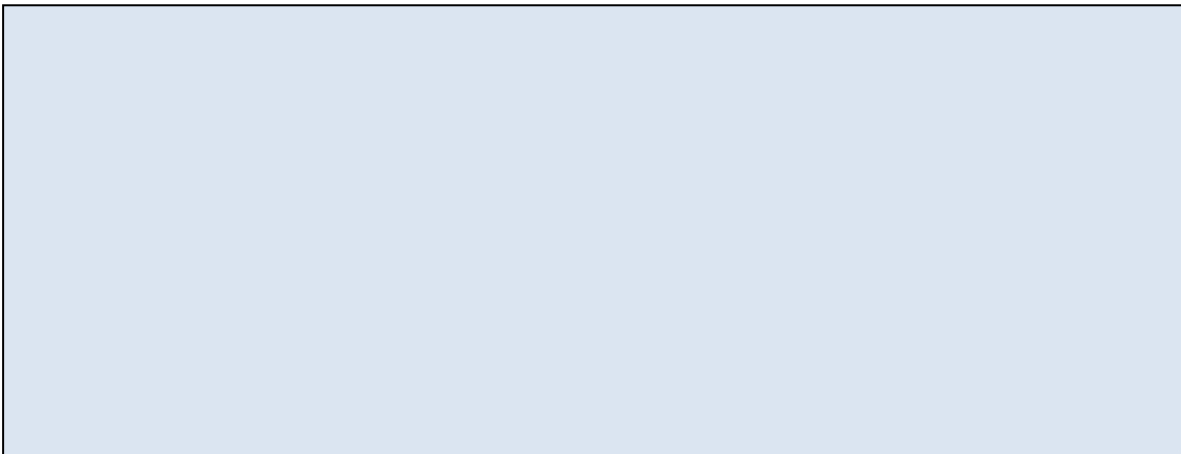
11.2. Co-design with citizens and individuals

How are you working with citizens and individuals to co-design your pilot?



11.3. The impact of co-design

How has this work changed your pilot – are you doing anything differently?



12. Transnational work

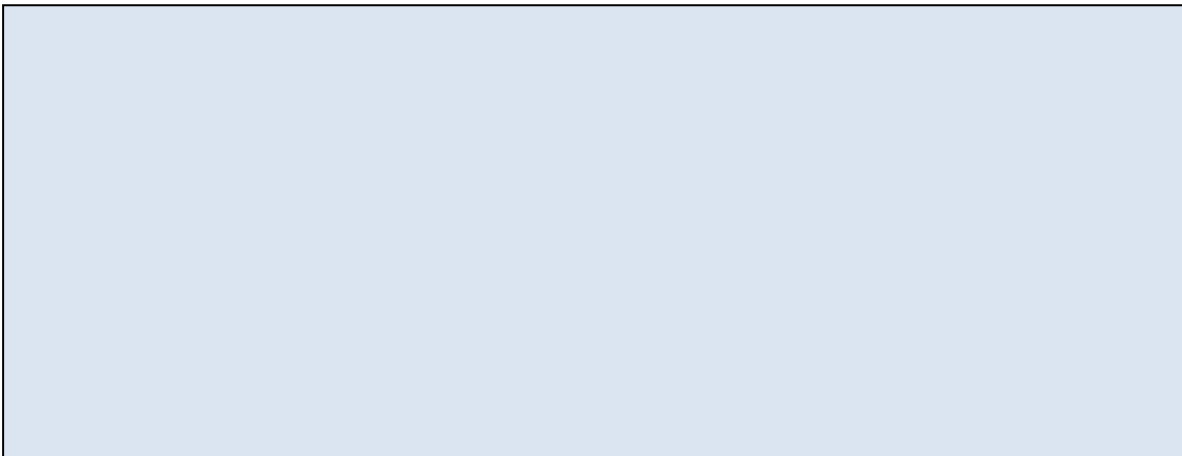
12.1. Transnational links

What other municipalities and pilots are you working with as you develop/deliver your local pilot?



12.2. Transnational learning

How are you incorporating transnational learning into the design/implementation of your pilot?



12.3. Transnational outputs

How will your pilot contribute to the project's transnational outputs? What transnational outputs will it contribute to, and what do you expect the contribution to look like?

