



Demo in South Africa



**PluService – Stadium SA dissemination
Stellenbosch 16th February 2010**





Cape Town demo: the European partner



Pluservice: ITS for Passenger Transport





Cape Town demonstration



Scope and objectives of the European Commission funded project:

- International Cooperation between European and South African partners for the deployment of an ITS solution
- The ITS solution should be of help in the management of mobility during big events
- Provide a system that can be used effectively during the 2010 Soccer World Cup and beyond
- Leave a legacy in terms of technology and service





Cape Town demo: history and numbers



- During the Simba workshop in July 2007 Pluservice met the South African companies SAHA, MMIV and CSIR. They kept in contact and looked for cooperation activities
- In November 2007 the Call FP7-SST-2008-RTD-1 was published and it contained the Topic “ FP7 – SST – 2008 - 3.1.7 Large event mobility management (especially in big cities)” requiring a specific cooperation between Europe, South Africa and India (SICA topic)
- Pluservice and the South African partners proposed a demonstration activity in Cape Town and joined a consortium of partners that submitted the STADIUM proposal to the European Commission
- The project resulted the best proposed under that topic and was admitted for funding. Project activities started in May 2009.
- Stadium is a 4 year project and will receive in total 4 Million € funding (almost 700.000 euro funding for the SA demo)





Cape Town demonstration



**Partners involved
in the SA demo:**

PLUSERVICE

SAHA

mmiv
MultiMedia InnoVations

CSIR

Transport Operator:



- Peninsula Holdings (Ltd) is a company formed by all stakeholders of the Peninsula Taxi Association, minibus taxis owners operating in Cape Town





Cape Town demo: why Cape Town and why taxi industry



- **Cape Town** was chosen as a demo site since the partners had contacts with the local minibus **taxi industry**
- The **Demand Responsive Transport** to be demonstrated is suitable for minibus taxis: in Europe it is mainly deployed in urban context and with 15-20 seats vehicles
- The minibus taxi model offers a **case study** of flexible transport based on the mobility demand
- The Stadium project aims at experimenting the application of an **ITS** to the minibus taxi industry
- So we reach the European Commission goal to fund **research and application** in order to discover new solutions, deploy new systems and improve **International Cooperation**





Cape Town demo: the ITS solution



- Stadium partners supply the control centre and on-board equipment of the vehicles
- Stadium partners supply software and training for the DRT application
- Peninsula Holdings operates the call centre and advertise the service to the public





Cape Town demo: step 1

The Control Centre



Tracking and monitoring of the vehicles:

- The web based AVM Control Centre is already in place
- It allows the localization of vehicles of Peninsula in real time as well as historical reports and other features for the contact centre operator

Nr.	State	Id	A.	M.	Line	Employee	Last update
1	Orange	DRT001					16:11:11
2	Green	DRT003					16:10:59
3	Green	DRT005					16:10:22
4	Green	DRT002					16:10:12
5	Green	DRT004					15:36:37
6	Grey	DRT006					

Line	Dep.	Arr.	Emp.	Prov. Emp.	Prov. Vehicle	Shift
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Nr.	Point	Pickup/dropoff point	Passes	Cap	Note
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Cape Town demo: step 2

The DRT Contact Centre



The DRT system will be in place in the next weeks.

DRT principles:

- The prospective passenger place a request via a phone call to a call centre or via the internet on a web based application
- The DRT application books a place in an available vehicle and calculates the vehicle's route and schedule
- The call centre operator or web application confirms with the prospective passenger the details of the booking
- Requests are taken up to 15 minutes prior to the departure of the vehicle
- The schedule is issued to the drivers electronically with the calculated routes
- 'Live' requests can be handled and bookings are done on the appropriate vehicle that can satisfy the request while out on a route
- Passengers should disclose a name and ID when placing a request – this ensures the safety of the service





Cape Town demo: step 2 The DRT Contact Centre



The DRT in a picture:



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Cape Town demonstration



Next steps:

- Peninsula starts using the AVL control centre for the vehicle localization and starts analysing the demand
- Data about the mobility requests are analysed by Pluservice in order to customize the DRT system
- The Stadium project DRT implementation in Cape Town will be completed by March 2010 and tested in the following months





Cape Town demonstration



Thank you for your attention
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