

Lappeenranta open data and public transport

Why and what to do?

The innovation

- “Not inventing the wheel again”
 - Benchmarking proved processes to achieve value in a different market
 - Helsinki (& Tampere)
- Lappeenranta city public transportation information portals
 - Open database
 - Mobile app
 - Web app
- Lappeenranta City Open Data project ?

Comparison

Lappeenranta

Wilima route guidance

- Not user friendly
- Only in Finnish

No open database

- Need to request data from right civil servant

Helsinki

Reittiopas RG

- Extremely easy to use
- Fast and intuitive
- Swedish, English, Russian and Slang

Full HTTP Get interface

- Available for business purposes also

Data we need – as in data that should be open

- Coordinates
- Geocoding (POIs, stops and addresses)
- Reverse geocoding
- Bus number
- Routing
- Stop timetable
- Weather

Optional:

- Cycling, walking and skiing routes
- Bus real time location

Open database

- Opening the public transport data creates a platform for business and usability
 - o May have a condition that application of data must present useful functions for the public
 - o And maybe restrictions for business use (not too harsh)
- Opening different databases from the city altogether
 - o Creating possibilities for entrepreneurs, companies and citizens
 - o E.g. Healthcare (not restricted data), utilities, waste management, tourism
- Plus it's all 'free' for the city
 - o Creates revenue from taxes

Value proposition

- What does the city have to lose?
 - Open data project not expensive
 - Especially if benchmarked thoroughly
- What can the city achieve?
 - Good publicity
 - Greater usability of public transport
 - Other possible outcomes from contributors
 - Savings with better services (win-win)
 - Revenue from taxes



Questions