

Taipei easy-traffic information app 'Fun Travel in Taipei'

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2012.11.6



Outline



- Outline of Taipei City
- Mission and Goals
- ITS development in Taipei



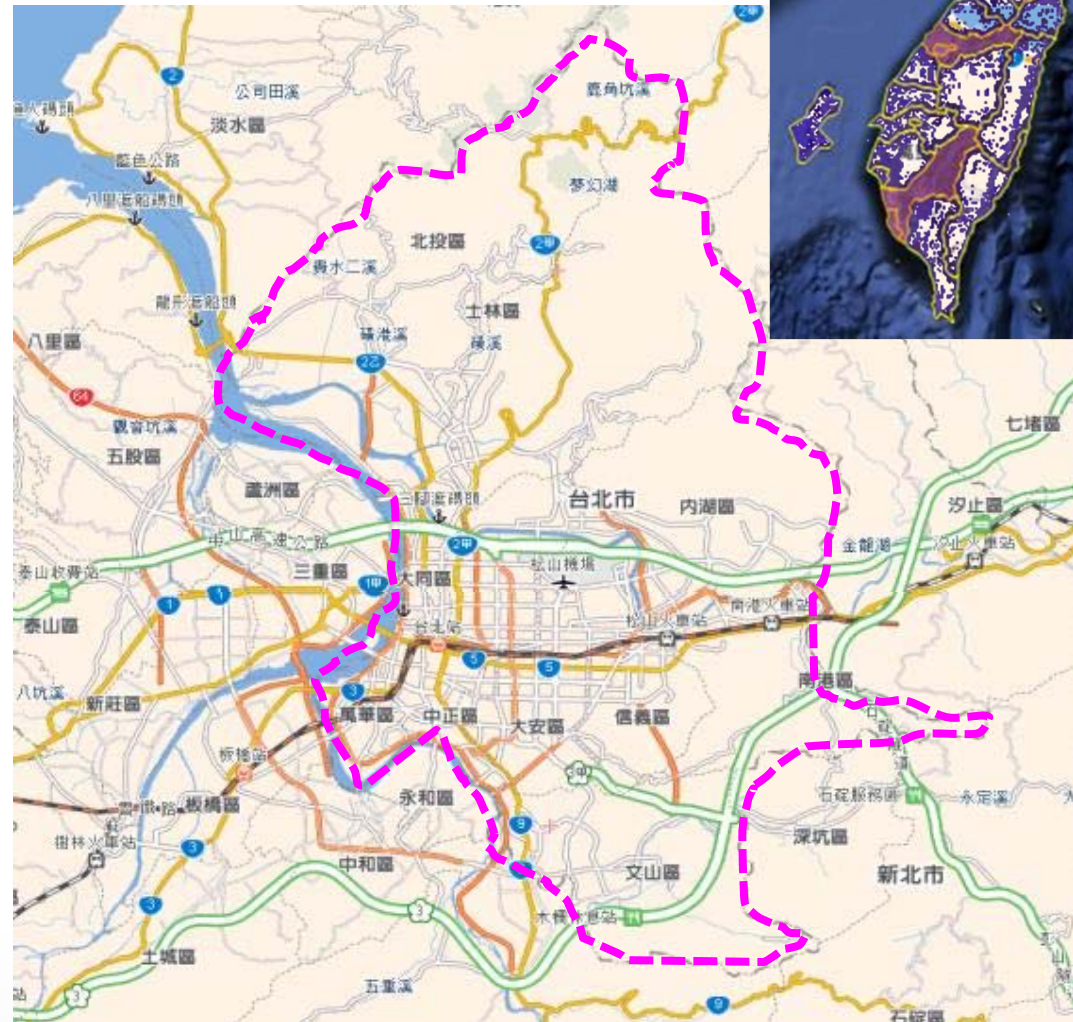
- ATIS developments
- Structure of FTiT
- Functions of FTiT



- Achievements
- Traffic info. access service
- Prospects

Outline of Taipei City

- **Population:**
 - 2.66 million
- **Area:**
 - 272 km²
- **Living Density:**
 - 9,753 person/km²
- **Road Area:**
 - 20.91 million m²



Outline of Taipei City

- Perspective of City Transportation



Outline of Taipei City

- **Traffic Characteristics of Taipei**

- **Daily Trip**

- 6.6 million trips/day

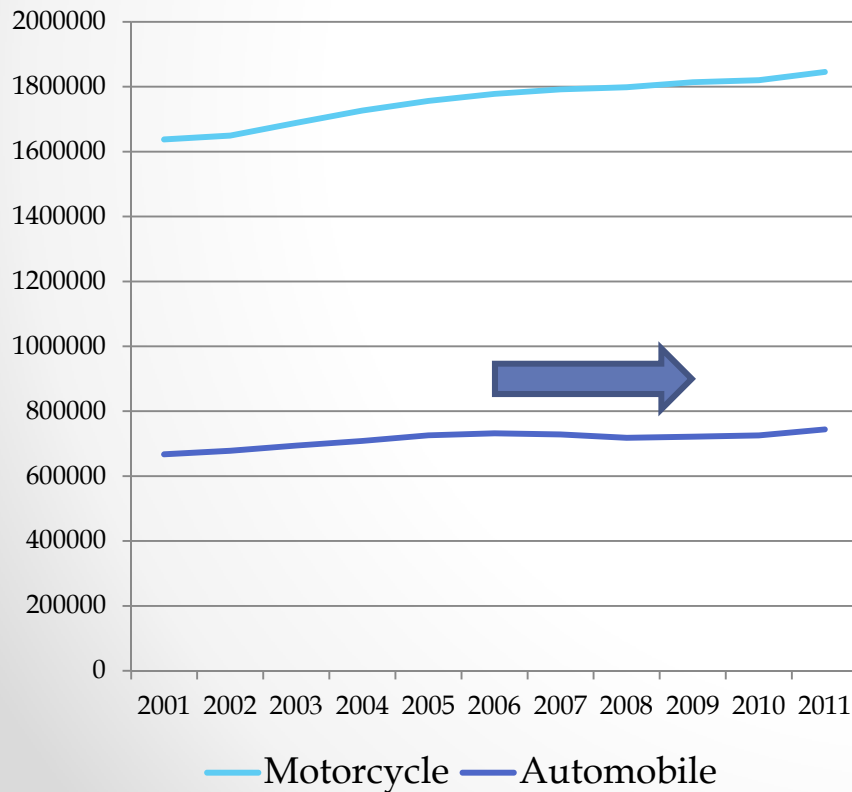
- **Modal Split**

Modal	Rate
motorization	42.5%
public transit	37.7%
walk	15.7%
bicycle	4.2%

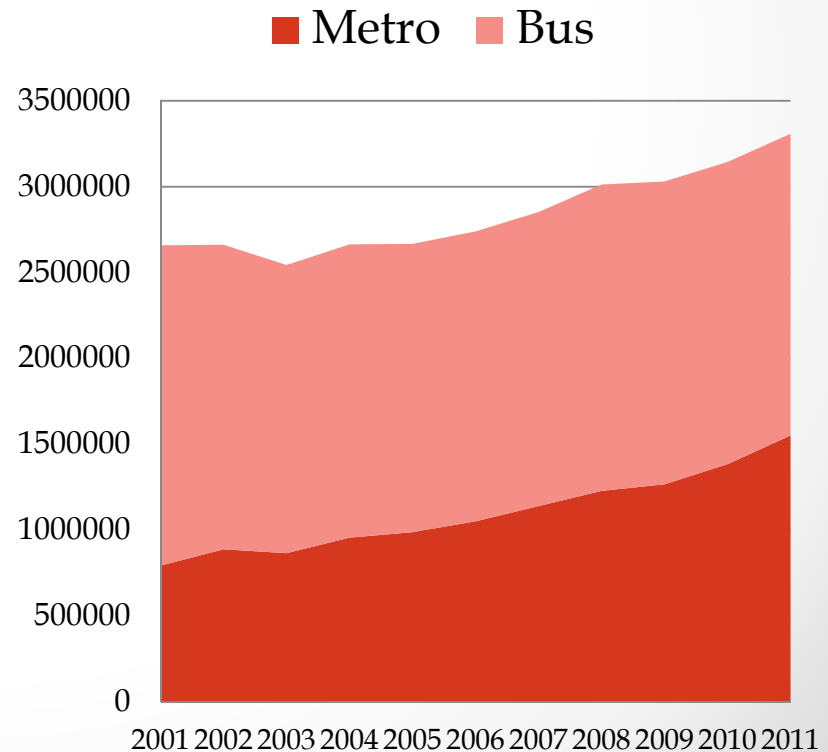
Outline of Taipei City

● Traffic Characteristic of Taipei

Number of Registered Motor Vehicles

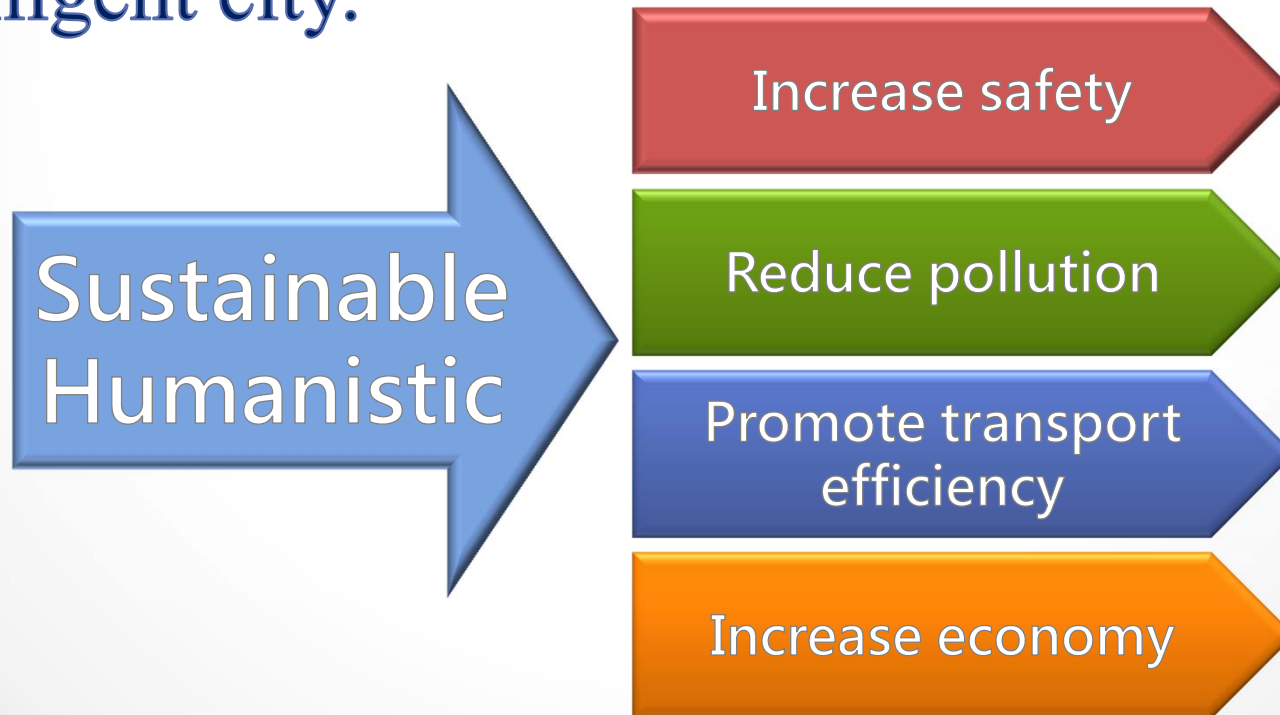


Average daily public transit volume (2001~2011)



Mission and Goals of ITS

- Based on sustainable and humanistic transportation, people, vehicle and road infrastructures are system-integrated to build a Intelligent city.



Mission and Goals of ITS



Mission and Goals of ITS

- ④ Established Intelligent Transportation System since 1991.
- ④ Traffic Manager - **ATMS**(Advanced Traffic Management System)
- ④ User Oriented - **APTS**(Advanced Public Transportation System) & **ATIS**(Advanced Traveler Information System)



ITS development in Taipei



Traffic Monitoring System

CMS: 149, VD: 710, CCTV: 260



Parking Information and Guidance System

Display LED: 129

CMS, QR-Code car-finding service



E-Bus System

Onboard Devices: 4,100, Intelligent bus stop: 607

5284("I love bus") 、 5284PDA 、 Phone Inquiry

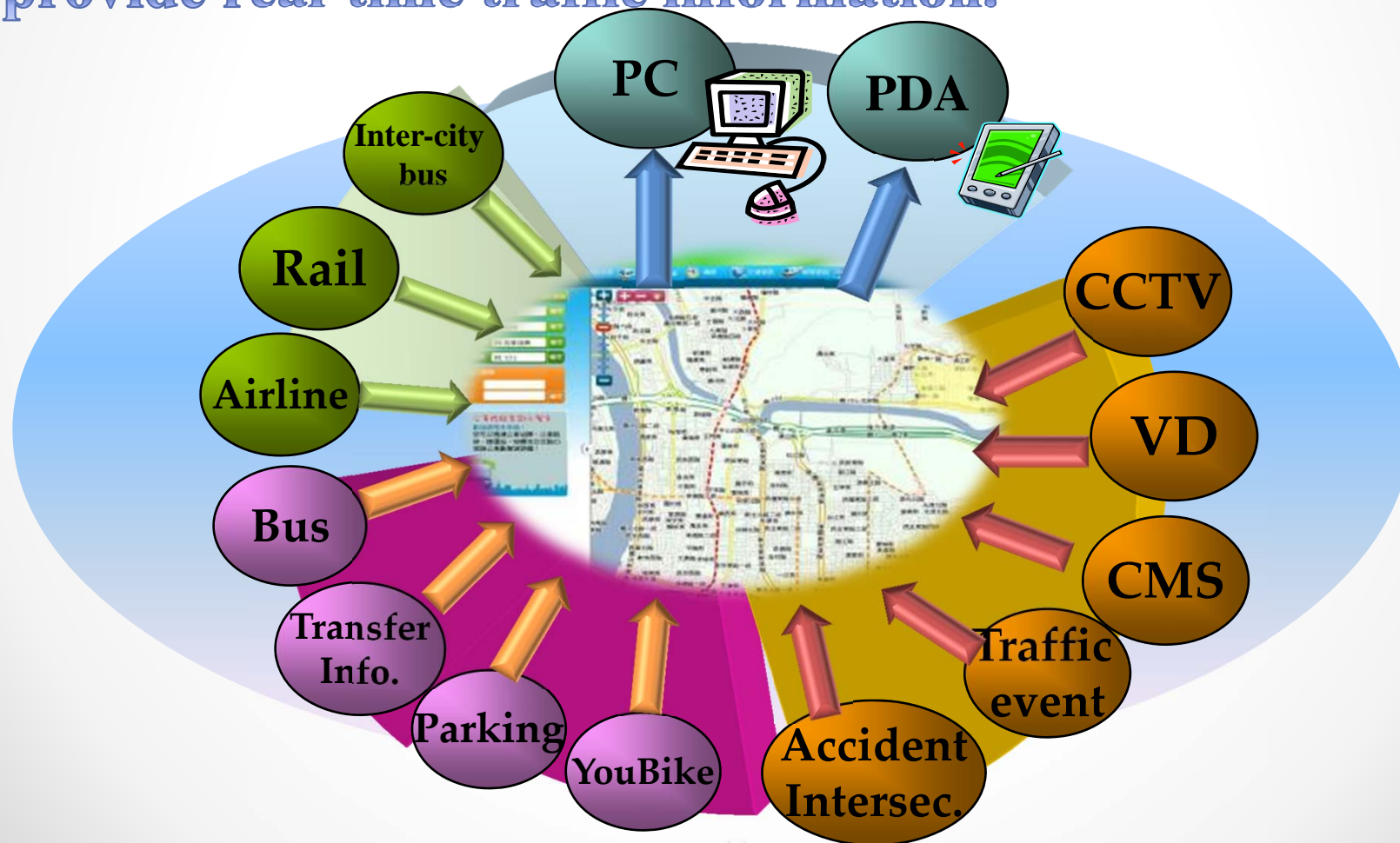


Multi-use of Easycard

- Senior Citizen & Handicapped Taxi Service
- YouBike

ATIS developments

- Integrating bus information, road information, and parking information, etc., we launched ATIS Web to provide real-time traffic information.



ATIS developments

◎ Perfect infrastructure

Smart City Plan

(tecnology, wifi, taipei free)

ITS infrastructure

(VD, CCTV, CMS, E-Bus)

Smart Phone

Fun Travel in Taipei

ATIS developments

Smartphone App

- 2010 Taipei International Flora EXPO:
Travel to Taipei Flora Expo (TtTFE)
- 2011: **Fun Travel in Taipei (FTiT)**
 - Integrated traffic info.
 - iPhone, Android
 - Windows Phone (English version coming soon)



2006 ATIS Web

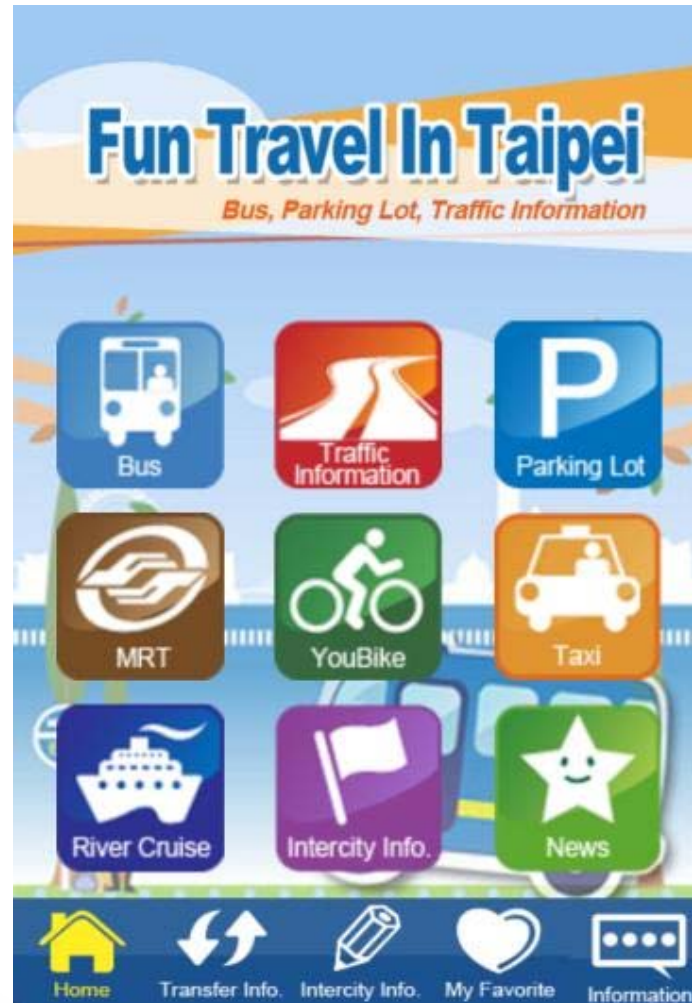


2010 TtTFE



2011 FTiT

Structure of FTiT



Homepage

Functions of FTiT



Bus

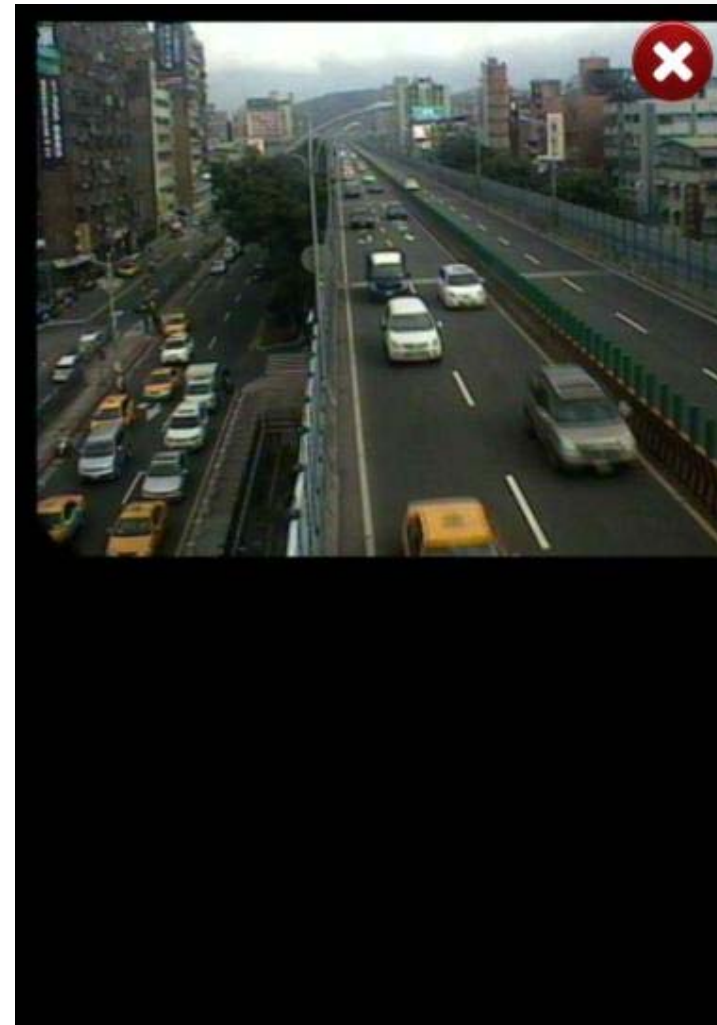


Transfer Info.

Functions of FTiT

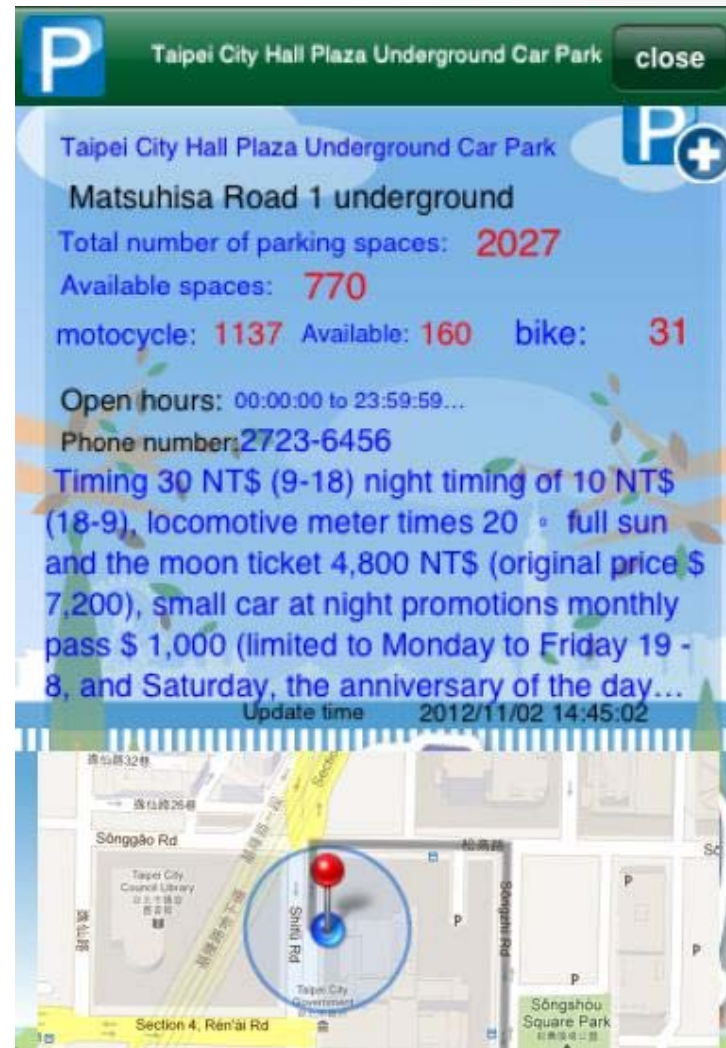


Traffic Info.



CCTV

Functions of FTiT



Parking Info.

Functions of FTiT

Fare & Travel Time Inquiries close

Start: Shilin
End: Taipei Zoo

Result:
Shilin Station --> Taipei Zoo Station

- * Transit Information : Shilin>Xindian Line>Taipei Main Station>Tucheng Line>Zhongxiao Fuxing>Wenshan-Neihu Line>Taipei Zoo
- * Travel Time Between Stations : about 40 minute(s)
- * Single-Journey Ticket : NTS 40
- * EasyCard : NTS 32
- * Senior, Charity and Escort Cards : NTS 16

Station Information close

Station name: Taipei City Hall
Station address: No. 2, Sec. 5, Zhongxiao E. Rd., Xinyi District, Taipei City 11071
Elevator location:
1. Exit elevator: Exit 2 (Intersection of Keelung Rd. and Zhongxiao E. Rd.)
2. Platform elevator: West of paid area on concourse level, near the Information Counter
Information Counter location: West side, concourse level

Exit information

Disabled Access	Exit No.	Location	Exit Facility Diagram
	Exit 1	Lane 15, Zhongxiao E. Rd. Sec. 5	
	Exit 2	Intersection of Zhongxiao E. Rd. Sec. 5 and Keelung Rd., near the Taipei City Hall Bus Station	

Station Information close

市政府站資訊圖
Taipei City Hall Station Information Map

MRT

Functions of FTiT



Taxi



River Cruise

Functions of FTiT

InterCity Info. Rail

交通部臺灣鐵路管理局
Taiwan Railways Administration, MOTC

From
 Taipei Keelung

To
 Taipei Nangang

Setting
 Date: 2012/11/15
 Time: 00:00 To 22:00
 Train Types: All Types

Search

Home Transfer Info. Intercity Info. My Favorite Information

City Info. THSR

Departure: Taipei
 Arrival: Tainan
 Date: 2012/11/02 (Fri)
 Time: 15:00 Departure

Submit (9)

Taipei SongShan Airport

Search Flight

Flight No.	Carrier	Class	Departure	Arrival	Status
980	DL	Y	15:00	16:00	OnBoard
110	DL	Y	15:00	16:00	OnBoard
111	DL	Y	15:00	16:00	OnBoard
112	DL	Y	15:00	16:00	OnBoard
113	DL	Y	15:00	16:00	OnBoard
114	DL	Y	15:00	16:00	OnBoard
115	DL	Y	15:00	16:00	OnBoard
116	DL	Y	15:00	16:00	OnBoard
117	DL	Y	15:00	16:00	OnBoard
118	DL	Y	15:00	16:00	OnBoard
119	DL	Y	15:00	16:00	OnBoard
120	DL	Y	15:00	16:00	OnBoard
121	DL	Y	15:00	16:00	OnBoard
122	DL	Y	15:00	16:00	OnBoard
123	DL	Y	15:00	16:00	OnBoard
124	DL	Y	15:00	16:00	OnBoard
125	DL	Y	15:00	16:00	OnBoard
126	DL	Y	15:00	16:00	OnBoard
127	DL	Y	15:00	16:00	OnBoard
128	DL	Y	15:00	16:00	OnBoard
129	DL	Y	15:00	16:00	OnBoard
130	DL	Y	15:00	16:00	OnBoard
131	DL	Y	15:00	16:00	OnBoard
132	DL	Y	15:00	16:00	OnBoard
133	DL	Y	15:00	16:00	OnBoard
134	DL	Y	15:00	16:00	OnBoard
135	DL	Y	15:00	16:00	OnBoard
136	DL	Y	15:00	16:00	OnBoard
137	DL	Y	15:00	16:00	OnBoard
138	DL	Y	15:00	16:00	OnBoard
139	DL	Y	15:00	16:00	OnBoard
140	DL	Y	15:00	16:00	OnBoard

Home Transfer Info. Intercity Info. My Favorite Information

Transfer... Taipei City Hall...

Transportation Company: Capital Bus

TaipeiCity-National Highway No.5-Yilan

November 2012

Su	Mo	Tu	We	Th	Fr	Sa
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	1
2	3	4	5	6	7	8

00:00 - 23:00

Send Cancel

Home Transfer Info. Intercity Info. My Favorite Information

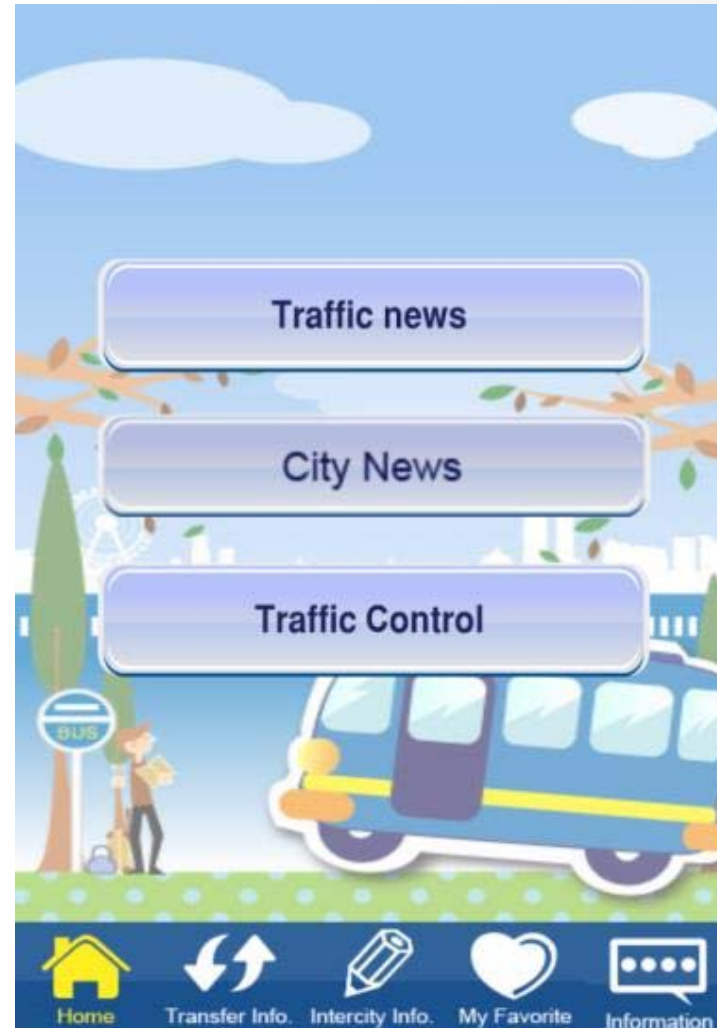
System provides Timetable & Search within the next 30 days. Results are for reference only. Interactive Voice Response Service. Please dial 4066-0000 during system.

Intercity Info.

Functions of FTiT

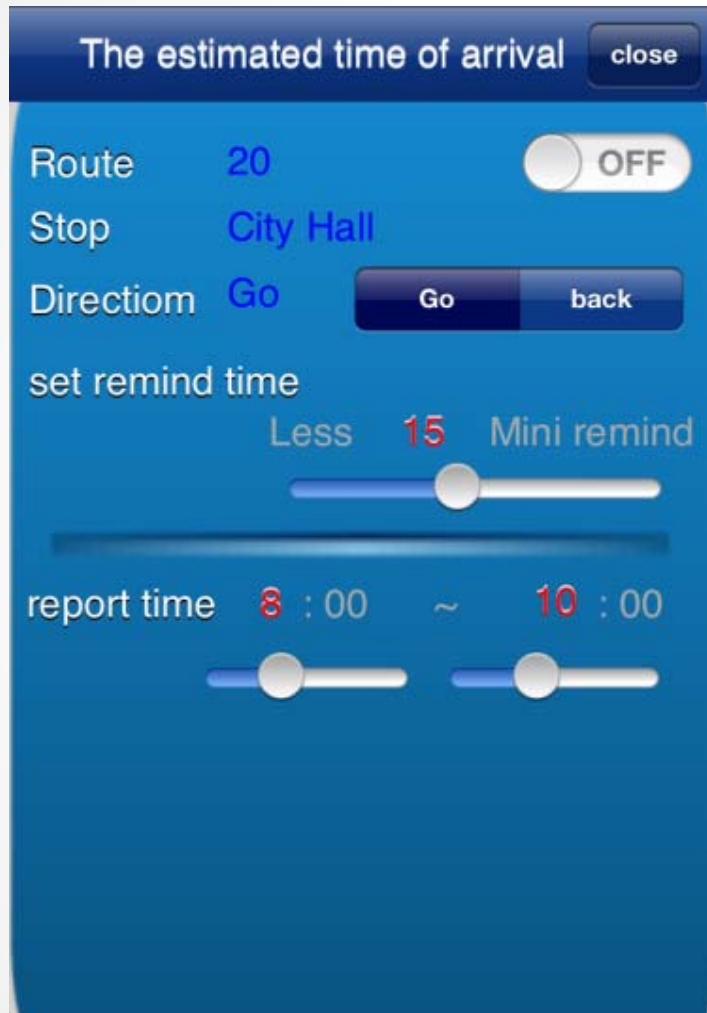


YouBike



News

Functions of FTiT

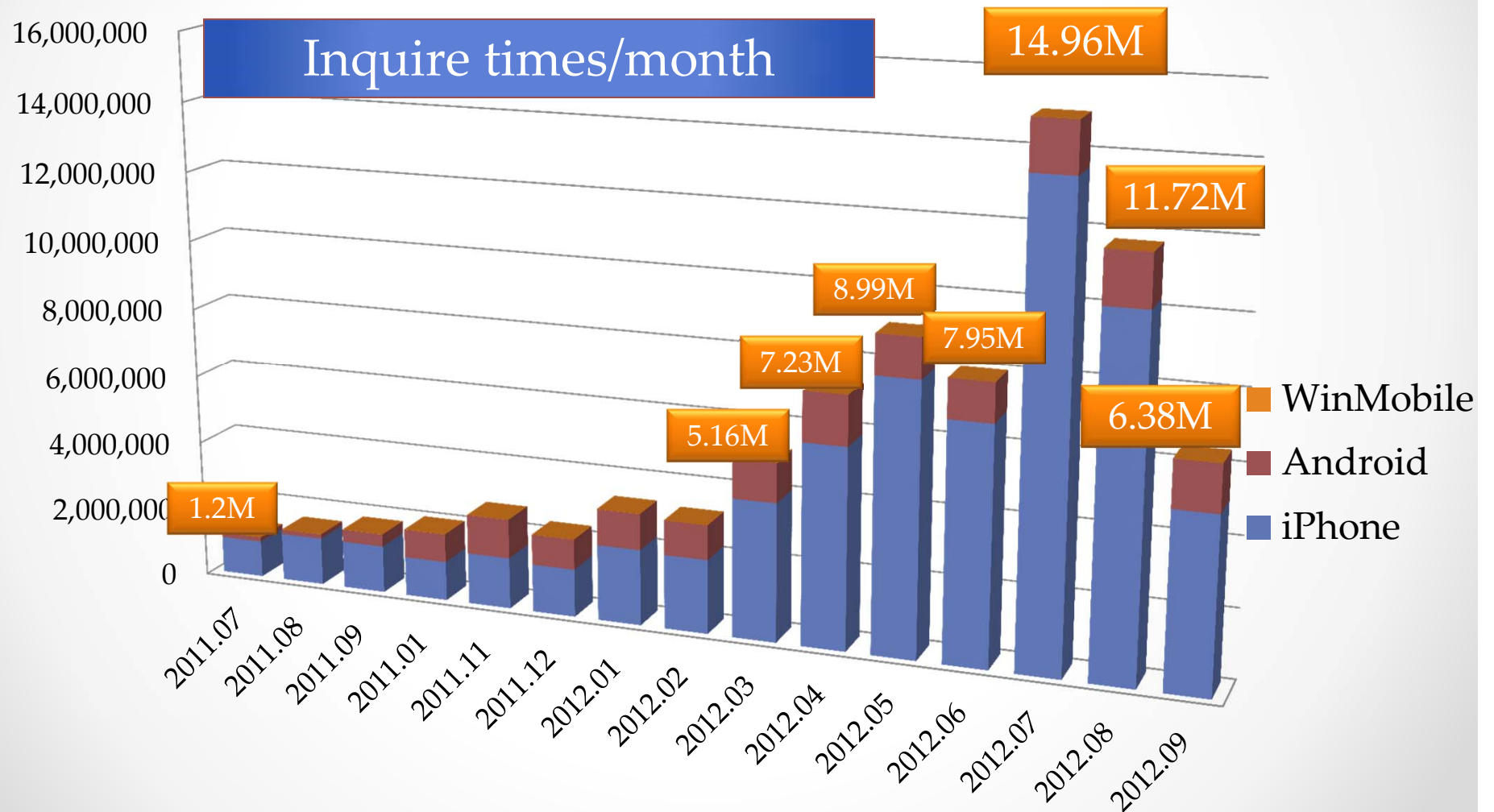


Alert



My Favorite

Achievements



Achievements

◎ **No.4** of hot free App,
No.1 of Travel App in
Apple App Store

◎ Reported on TV and
Magazines



Traffic info. access service

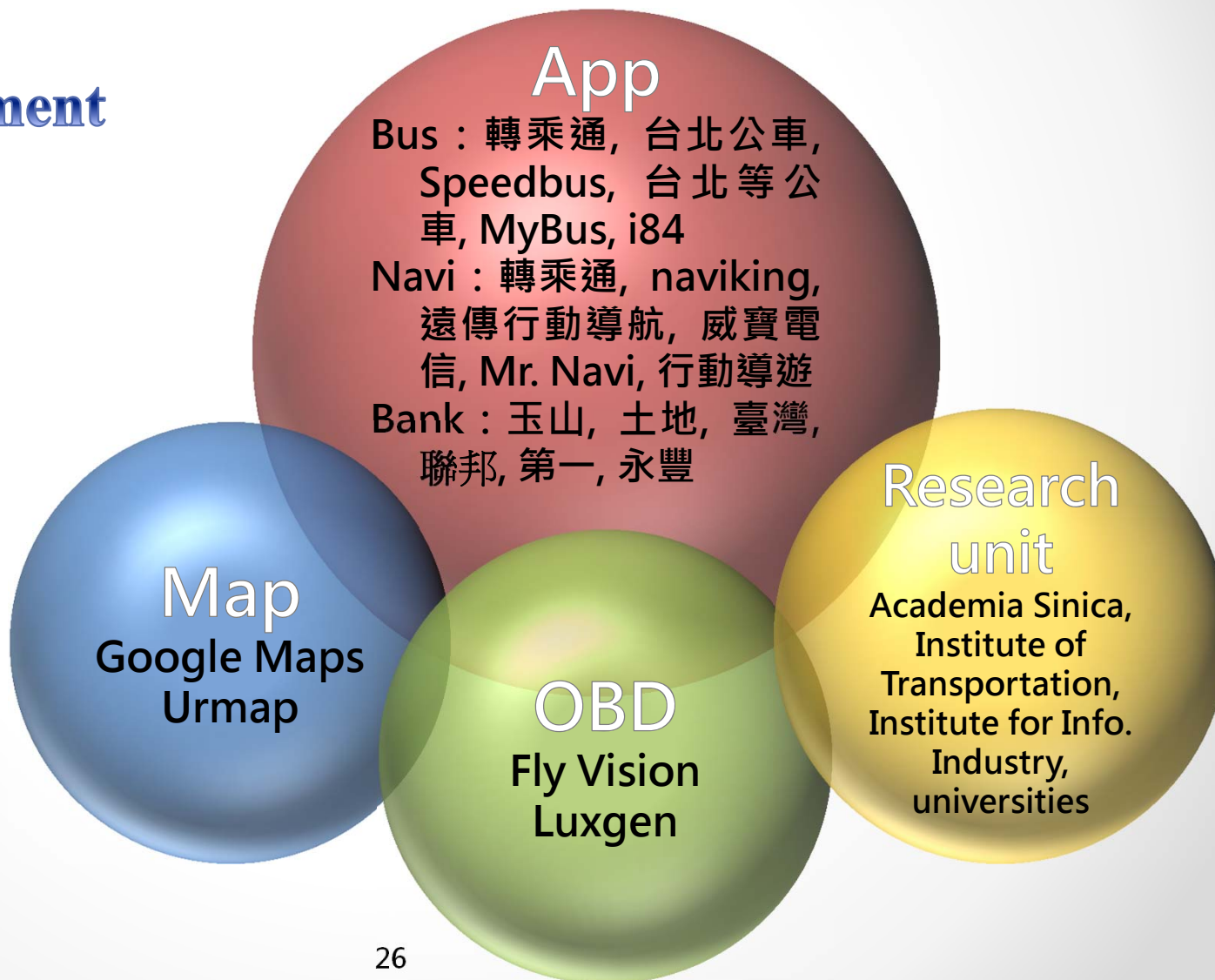
- ④ Affording free traffic info. access service from 2009.02
- ④ **Parking:** Parking info., real-time available space
- ④ **Traffic control:** Traffic speed, CMS, VD and CCTV
- ④ **Bus:** Bus stop, route, bus position, arrival time
- ④ **Accident:** occurred time, position and category



Traffic info. access service

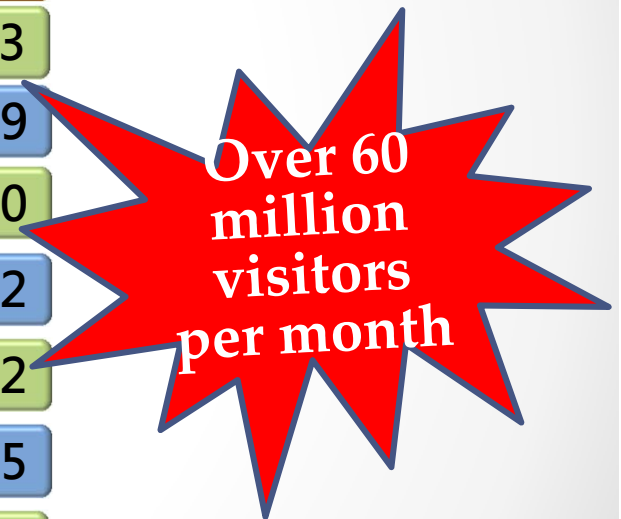
◎ Main achievement

- ◎ **72** organs
- ◎ **66** products



Traffic info. usage

Inquiry Way		Sep., 2012
Interface	Parking	494,763
	Traffic Control	1,940,658
	Bus	31,863,537
Total		34,298,958
Fun Travel in Taipei		6,387,353
Taipei City ATIS WEB		36,399
Parking information and guidance Web		7,050
iTaipei Parking		34,462
Traffic Control Center Web		5,322
5284 system Web		6,380,075
Voice Inquiry of Bus Information		40,147
5284 system Mobile Device		10,860,925
Total		23,751,733
Sum		58,050,691



Over 60 million visitors per month

Prospects

- ④ Providing time-seamless multi-modal service
- ④ Promoting green transportation



Thanks for your attention



http://its.taipei.gov.tw/atis_index/b.html

Please Download “Fun Travel in Taipei”

