

Citymapper and GoSESTRAN

Compare and contrast

Objectives



- promote integration of traditional collective transport modes, with personal and innovative ones
- help residents, workers, leisure visitors, rural communities, elderly people, disabled people and more vulnerable people make the most of their transport system and the emerging journey hubs across the region
- make it easier to combine, book and pay for travel across the SESTRAN region
- support transport operators to create a more efficient and sustainable transport network that optimises journey hubs as key interchanges



Citymapper

- Citymapper has a clear mission that it shouts loud and proud: “make cities easier to use”.
“Billions of humans move around cities daily. However cities are complicated, congested, environmentally unsound, and economically stretched. We’ve spent a decade building some of the greatest technology in urban mobility that addresses these challenges. Proven and showcased by our popular and awarded consumer products, loved and used by millions. Available in all the major cities of the world, with the highest quality mobility data. Our technology is licensed to businesses and mobility operators to run smarter multimodal cities.”

SEStran Regional Transport Strategy and vision to develop “A regional transport system that provides all citizens of South East Scotland with a genuine choice of transport which fulfils their needs and provides travel opportunities for work and leisure on a sustainable basis.”

Journey planner routes for...



- Walk
- Cycle
- Public Transport
- Local taxi
- Community Transport
- Demand Responsive Transport
- Car
- Bewegen bike hire
- Enterprise car club
- Co-wheels car club
- Intermodal via:
 - Journey Hub
 - Park & Ride
 - DRT interchange



Citymapper

- Walk
- Cycle
- Public transport
- Uber
- Car

Journey planner features...



- Price comparison for all journey options
- Young Scot/Concession discount reflected in price comparison
- Real time public transport info*
- Local journey hub map*
- Emissions estimate
- Book trains and taxis

*developed in project



Citymapper

- Audible guidance
- Real time public transport data
- Calorie estimate

- For £2.99/month
 - Remove ads
 - Price comparison
 - Intermodal journey plans
 - Audible turn by turn instructions
 - Rain warning

Benefits to public sector



- Control of functionality (e.g. accessibility, support local/voluntary transport providers)
- Control over what is included and how it is presented
- Control of where promoted
- Data insights on how people are using it/what for/where traveling



Citymapper

- Zero cost to public sector (private business model)

What about Google Maps and Traveline Scotland?

	Traveline Scotland	Google maps	GoSESTRAN
Bus Planner	X	X	X
Train Planner	X	X	X
Taxi planner		X	X
Car planner		X	X
DRT			X
Community Transport			X
Car Club planner			X
Bike hire planner			X
Walking/Cycling planner		X	X
Multi-modal (Public Transport)	X	X	X
Intermodal (via hub/P&R)			X
Static timetables	X	X	X
Pricing information	Public transport only	Uber/Gett only	X
Personalisation (price reflecting age and discount/free travel entitlement)			X