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## Lord Mayor, Minister, Guests and Delegates

For those of us involved in sustainable transport, recent advances in technology have opened up opportunities that never existed before. Opportunities to communicate and dialogue better with public transport customers. Opportunities to improve service delivery. And opportunities to support and encourage individuals who may be thinking of more cycling and walking.

And each day these opportunities are growing with the ever increasing penetration of smartphones, the explosion in the use of social media, the roll-out of contact-less banking cards and the development of near field communications technology.

Where one time the car user was at the technical leading edge now the public transport user is the one using the clever technology tools. And we shouldn't forget how important lifestyle perception is in making choices.

When the National Transport Authority was set up in December 2009 little did I realise how new technology would help us so much in creating better and more integrated public transport.

In December 2011 we launched the Leap card. It is an integrated smartcard for travel on public transport in the Eastern region of the country. It was launched with an electronic purse that could be topped up for use on bus, rail and light rail.

The public response was immediate and very positive. We are now at over 270,000 cards issued and 21 million journeys which is 20% of all journeys in the region. We aim to reach 350,000 cards by the end of the year when we will have products, individual operator capping and multi-operator capping available. Also we will start out rolling the card out to our other cities starting with Cork at the start of 2014.

In June 2012 we launched a national, inter-modal, all-operator, journey planner. To underpin this journey planner we built the first ever public transport database. It includes 120 operators, 750 routes, 10,000 stops. Recently we added in 2,000 rural transport services that are provided throughout the country by community transport groups.

In the last 9 months we received over 17 million requests for journeys or information. Interestingly over 80% of the requests came from our smartphone apps. There have been over 90,000 downloads of our apps.

Like the Leap card we are rolling out additional features on our journey planner. I am pleased to announce that we are now integrated with Northern Ireland's journey planner to create a cross border journey planner. Also we have made an agreement with Google so that all our journey planning data will soon be accessible through Google transit. And a cycle planner for Dublin will go live at the end of the Summer.

When people are making public transport journeys they want accurate and live timetable information.

The real time information project started trialling in 2011 and since then has grown and has become an incredibly popular feature for bus customers. Within the next few days we are going to launch a new national real time app that will include all the public transport operators who have this information whether bus, rail and light rail.

All your real time apps in one tap!

Taxis are a large industry in Ireland. It is predominantly made up of self-employed single operators. Our regulatory role is only as good as our enforcement of compliance with regulations.

Technology plays a huge role in this. It spans from real time integration of our licensing system with the Revenue Commissioners to our taxi drivers logging in their vehicle linkage in real time to our on-the-street compliance officers using an app to check licence history. We need to act smart to manage such a large and diverse industry.

Recently we launched an app for taxi customers to check the driver of their taxi. It has the facility to report to us on non-compliant drivers and the facility to email a friend with the journey details. It has proved a hit with customers. We are already at 40,000 app downloads.

I don't have enough time to cover all the areas that technology is opening up for us. I would just mention a few active operational areas—bus performance analysis, bus priority at traffic

signals, rural transport management, near field communications for our Leap card, and helping those with disabilities to order wheelchair accessible taxis.

We have developed a consumer facing website called Transport for Ireland where as a customer you have access to all your travel requirements and all our future technological developments will be accessible from this site.

But that is only part of the answer.

Half the population of Ireland is on Facebook. There are over 600,000 twitter users with over 1 million tweets every day.

Gaining consumer insight, developing clear messages and using creative technology are key to re-positioning public transport, cycling and walking so that we meet the ambitious national targets for sustainable travel in our society.