

# DEPARTMENT OF GEOGRAPHY

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## Data-Driven Public Transportation and Operations

This presentation will consider the opportunities and challenges to public transport arising out of increasing availability of open data and location-based services in cities. Such initiatives have the potential to foster a data-driven approach to planning and service delivery. Recent programs relating to data and technology in transit systems were implemented against a backdrop of changing societal preferences, economic circumstances and an increasingly strong role played by entrepreneurs providing digital city services. Using a combination of statistical modelling and machine learning for knowledge discovery, these topics and their interconnections will be discussed by considering the case of real-time bus arrival systems and their spatio-temporal effects on ridership. Technical and institutional challenges to delivering planning and operational solutions derived from data-driven approaches will be discussed.

**Friday, January 16, 2015**  
**3:30-5:00 p.m.**  
**Derby Hall Room 1080**



**THE OHIO STATE UNIVERSITY**

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