



G-Cloud 15

Service	Public Transport Information Portal
Document	Service Definition

SERVICE DESCRIPTION

APPLICATION

Our Public Transport Information Portal is a Bus Service Improvement Plan (BSIP) aligned public information portal designed to improve user experience of understanding, using, and engaging with public transport.

The core concept of the system is to provide a humanised interface to complex public transport information and to demystify the process of understanding what services are available to the public across the spectrum of transport modes. This has been achieved through a Digital Service Standard aligned process of user research and design iteration with a wide range of bus users from those categorised as SEND users, elderly and disabled people, regular commuters, and private car users. The objective was to understand user needs and to help reduce the cognitive load associated with transport behaviour change.

The system has been co-created with the excellent Transport team at Essex County Council. Local Authorities and Transport Authorities can implement this system as the information backbone and public interface for BSIP implementations in alignment with the recommendations of the National Bus Strategy 2024. This system is part of a suite of Intelligent Transport solutions and systems offered by Ember including:

- MaaS Enabled Journey Planner – aligns with UK Government MaaS Code of Practice
- Feel Good Hub Active Travel – public/community promotion, engagement and behaviour change tool to support uptake of Active Travel
- Transport Services Management Portal – manage Transport Operators, SEND passenger listings & OTC Local Authority Notification process automation.
- Shottl DRT System – full service DRT management software

KEY FEATURES & FUNCTIONS

- White label – supports strong local network brand identity.
- NaPTAN & BODS integrated for real time transport and live bus tracking.
- Multiple 'Discover Your Public Transport Options' pathways and search options.
- Humanised lensing of transport options via your local bus stop
- Live bus location tracking, real arrival times and disruption alerts
- Bus stop street view, maps, routes, and timetables
- DRT Service map overlay
- Service information – WiFi, apps fares & payment methods.
- Timetables, ticket sales, concession, and travel pass applications
- Support for SEND transport services & DRT.
- Embedded Journey Planning, destinations, POI's, Journey Hubs, Park & Ride (third party or Ember MaaS Enabled Journey Planner)
- Supports promotion of Park & Ride, Travel Hub, and Micro-Mobility Services
- Park & Ride information, amenities, pricing, booking.
- Favourite results, services and pages
- Fully Accessible to WCAG 2.2. AA and optimised for mobile.
- Bus route static maps and user generated printable route maps.

Admin Features & Functions

- Highly intuitive CMS designed for use by non-technical users.
- Full control over all elements of the system including information pages, content, carousels, articles and landing pages.
- Create and deploy new pages based on pre-configured, brand guideline compliant templates.
- Automated SEO optimisation against selected keywords
- In-situ page editing and preview
- Create unlimited forms (e.g. travel pass application forms)
- CMS training provided by Ember.
- Multi-factor Authentication for admins

EXAMPLES

The following screen shot, functionality examples are from the Travel Essex implementation of this platform for viewing reference. Please note that all branding content shown in the examples below is either in the public domain, property of Essex County Council or sample content.

Figure 1 – Home Page

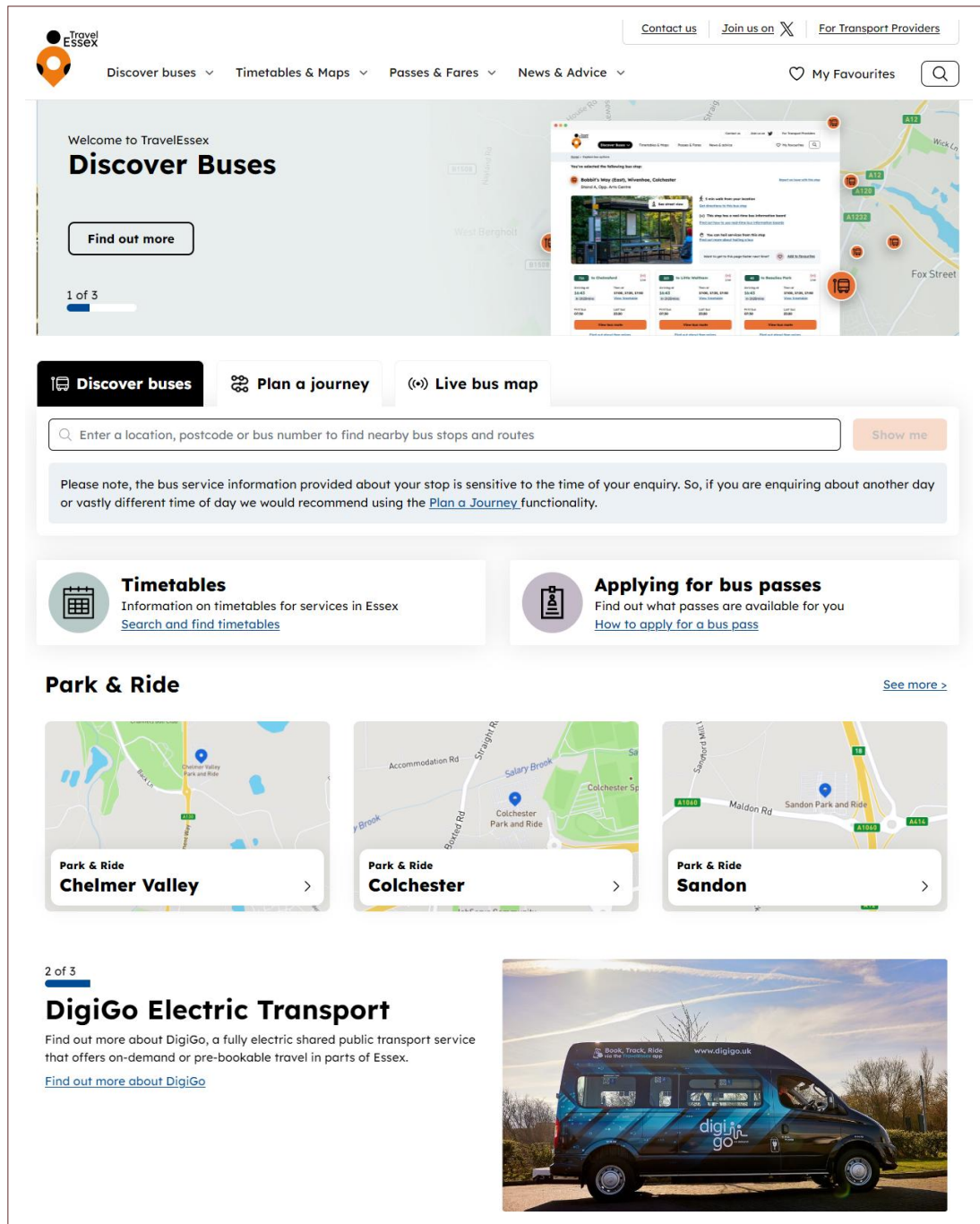


Figure 2 – Discover Buses



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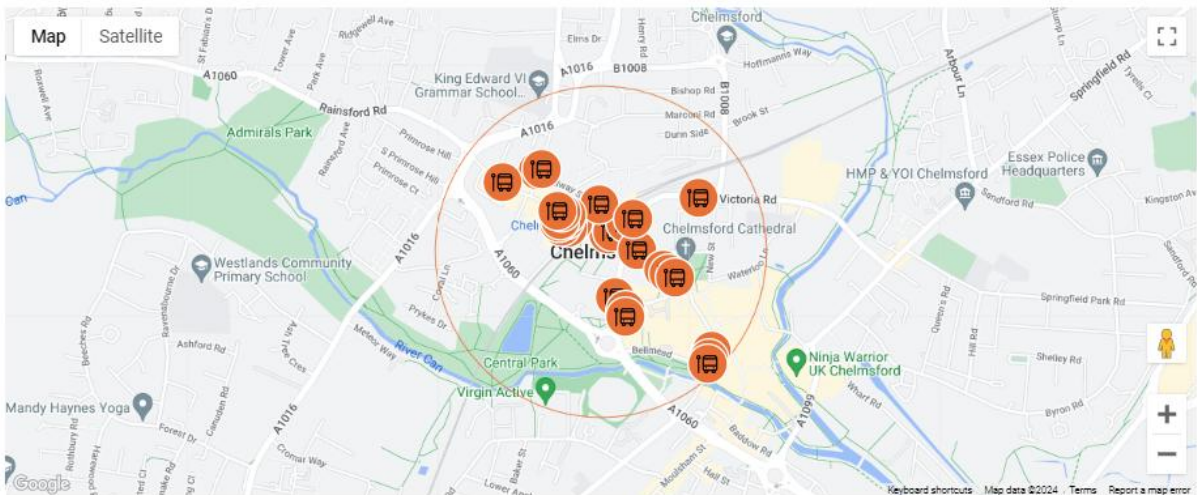
Discover buses

[Show me](#)

Please note, the bus service information provided about your stop is sensitive to the time of your enquiry. So, if you are enquiring about another day or vastly different time of day we would recommend using the [Plan a Journey](#) functionality.

Results for Chelmsford, UK

Click on a bus stop or bus to get more information



Did you find what you were looking for?

[Yes](#) [No](#)

Get the Travel Essex app

[Find out more about the app](#)

Figure 3 – Selected Bus Stop

You've selected the following stop:


Railway Station
Stand 12

[Report an issue with this stop](#)



 See street view

 1 min walk to your location
[Get directions to this bus stop](#)

Want to get to this page faster next time?

 [Add to favourites](#)

This stop has 25 services

C10 to Bus Station

Arriving at	Then in
14:09	14:29, 14:49, 15:11
19 mins	View timetable

First bus	Last bus
08:29	19:08

Poi's near this route :

-  Chelmsford Theatre [view](#)
-  Hot Box Live [view](#)
-  Chelmsford Library [view](#)

[View bus route](#)

[Find out about fare prices](#)

C1 to Hospital

Arriving at	Then in
13:52	14:07, 14:22, 14:34
2 mins	View timetable

First bus	Last bus
05:16	23:48

Poi's near this route :

-  Galleywood Library [view](#)
-  Chelmer & Blackwater Canal [view](#)
-  Chelmsford Museum [view](#)

[View bus route](#)

[Find out about fare prices](#)

31 to Bus Station

Arriving at	Then in
13:51	15:01, 16:16, 17:21
1 min	View timetable

First bus	Last bus
06:07	22:32

Poi's near this route :

-  Burnham Library [view](#)
-  Riverside Park Burnham on Crouch [view](#)
-  Southminster Library [view](#)

[View bus route](#)

[Find out about fare prices](#)

Figure 4 – Embedded Journey Planning

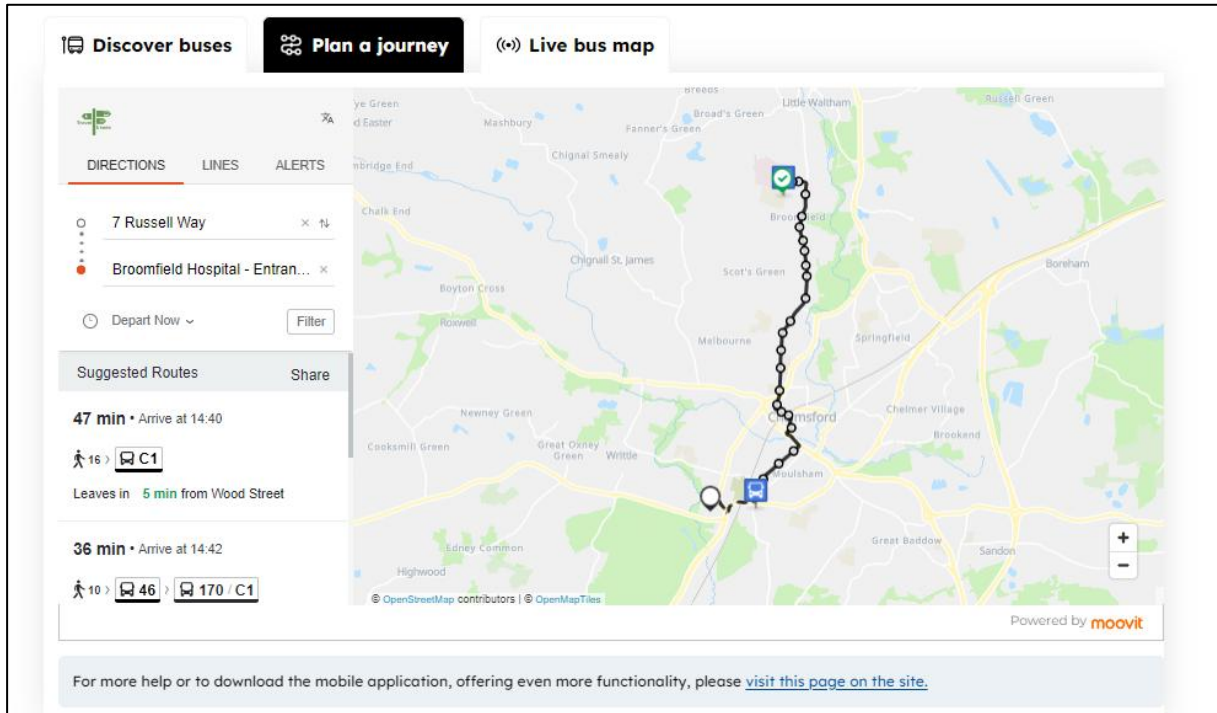


Figure 5 – Live Bus Tracking

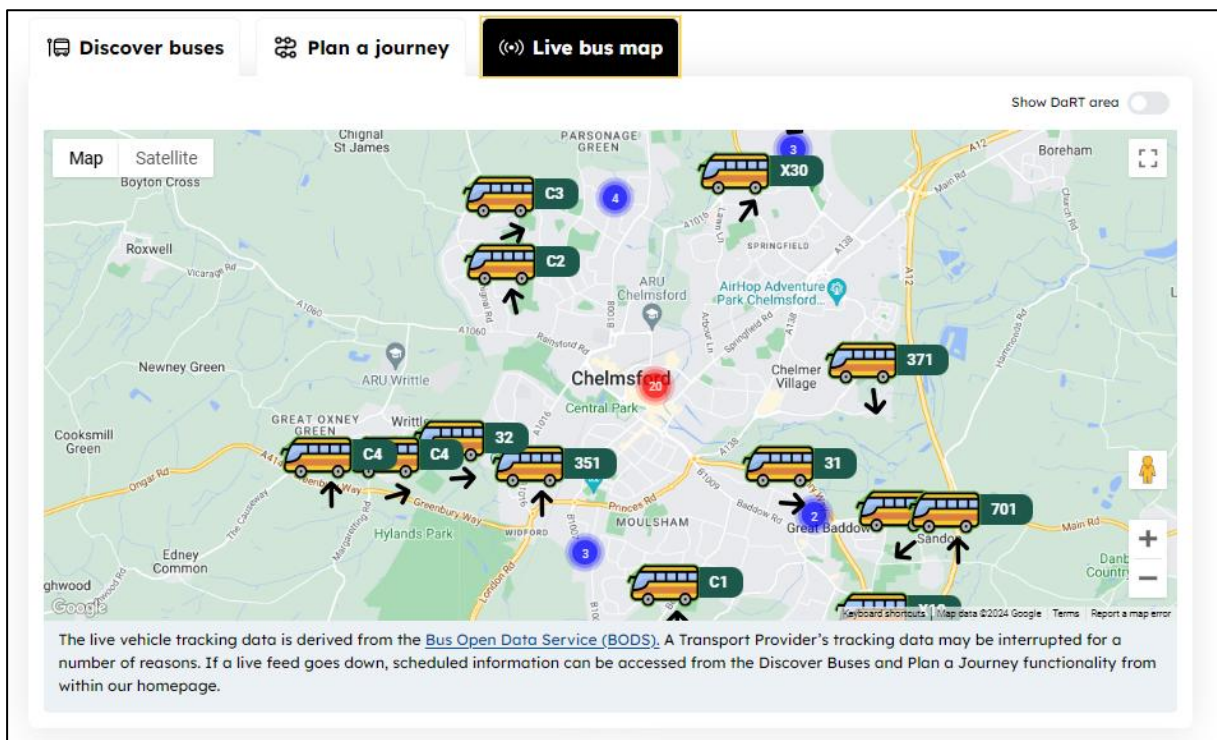


Figure 6 - Park & Ride: Routes, Amenities, Pricing, Booking

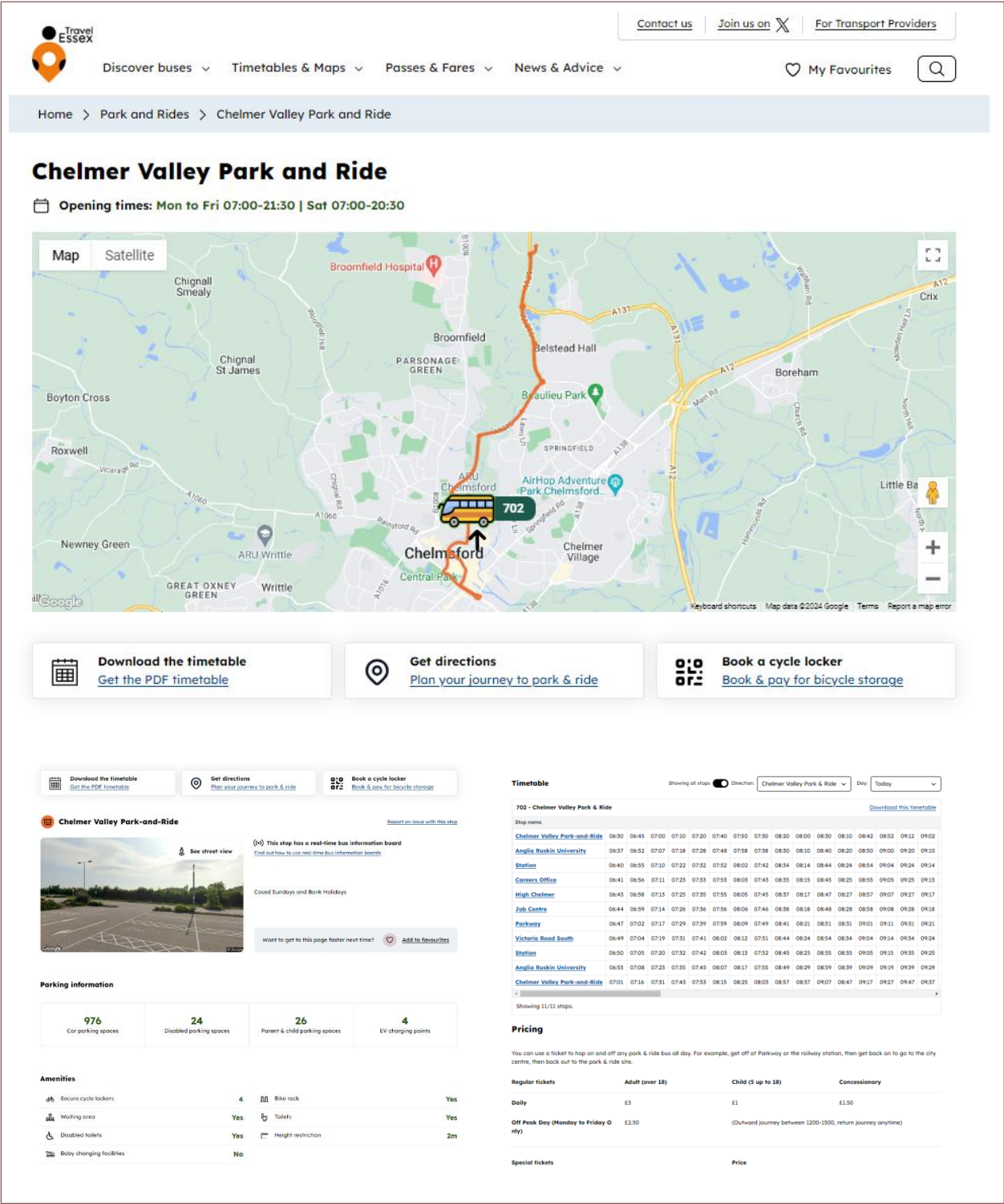


Figure 7 - Passes and Tickets



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About passes

For information on fares, tickets and bus passes, please see the relevant links below.

Please note: the single fare price cap (£2) will now run until **31 December 2024**. Before you travel make sure to check your route is eligible for the £2 single fare at [£2 bus fare cap - GOV.UK \(www.gov.uk\)](#). For our blog on it, [click here](#).



Colchester Borough Card

Colchester borough card

Unlimited bus travel in and around Colchester with selected Transport Providers.

[Read more >](#)



TravelEssex Saver bus ticket

Essex county council tickets

TravelEssex and SundayTravelEssex Savers offer unlimited same day travel throughout Essex.

[Read more >](#)



Older or disabled persons bus pass

Older or disabled person bus pass

Find out how to apply for a Concessionary Bus Pass [here](#).

[Read more >](#)



Scholar season ticket

Scholar season ticket



PlusBus

Other useful tickets

Figure 8 - DRT Information



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About demand responsive transport + Ugobus

Demand Responsive Transport (DRT) are flexible, on-demand and shared services operating in specific rural areas such as North Essex, Dengie Peninsula, and Central Essex. DRT passengers can specify their pick-up and drop-off location within each area and set their desired travel time. DRT services such as the DaRTs are bookable over the phone and passengers can pay on board. DigiGo DRT services can book/pay for a journey through the TravelEssex mobile app and over the phone.

Ugobus is Essex County Council's in-house fleet of over 80 accessible minibuses, offering tailored transport to meet specific accessibility needs and supporting local community transport provision.



DaRT Services

Operating in North Essex and the Dengie Peninsula.

[Read more >](#)



DigiGo Services

Operating a fully electric shared public transport service in Central Essex.

[Read more >](#)



Ugobus

Operating tailored transport throughout Essex, using Essex County Council's in-house minibus fleet and drivers.

[Read more >](#)

Did you find what you were looking for?

[Yes](#) [No](#)

Figure 9 - Fully Mobile Responsive

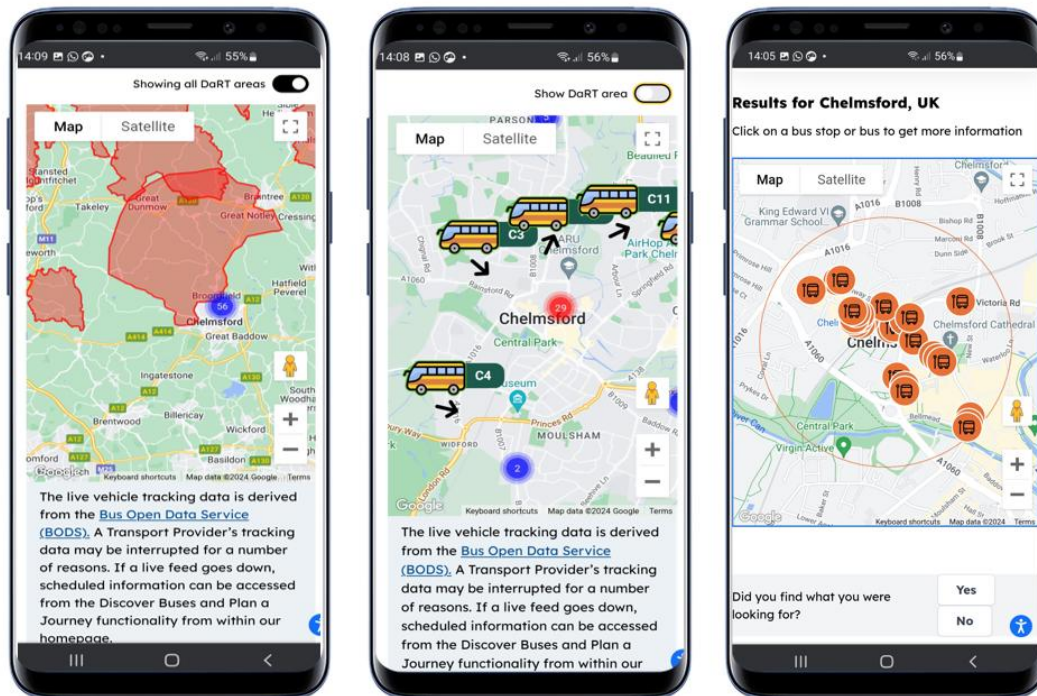
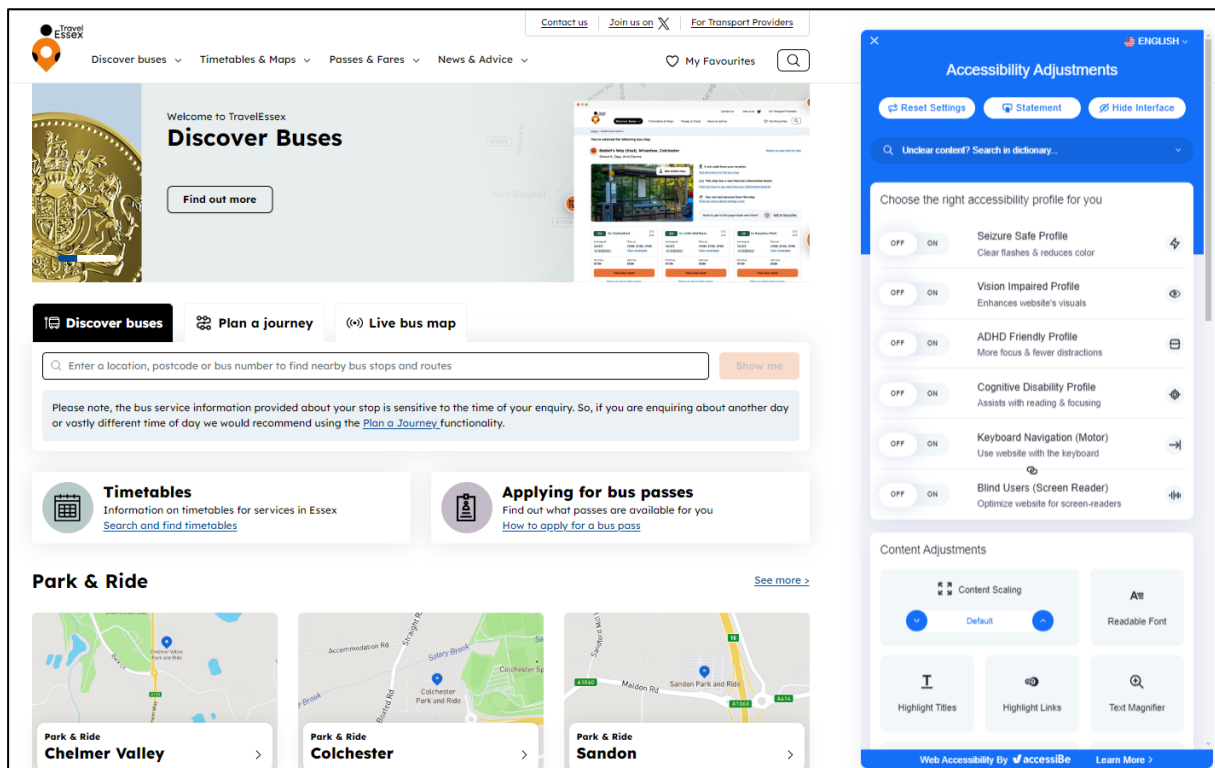


Figure 10 - Accessibility Support



ON-BOARDING

Ember provides the following onboarding, branding, localisation and configuration support based on our services rate card.

- Performance objectives and initiation session
- Localisation – configured and deployed for any community or local authority area.
- Technical configuration of all functionalities and reporting requirements
- Integration with other services and information systems
- Brandable in line with your branding guidelines and strong local brand identities
- Content planning, analysis, migration, and SEO optimisation support
- Data migration and import from legacy systems, databases, and CRM's.
- Dedicated Project Management allocated.
- Admin, reporting and CMS training.
- Report configuration & integration with client preferred BI systems.

OFF-BOARDING

The off-boarding process involves several steps to ensure a smooth transition and the secure handling of data in according with regulation and compliance. Here's a general outline of our off-boarding process:

- **Notification and Planning:** The client notifies Ember of their intention to terminate the contract and this begins the off-boarding process, Ember then acknowledges the request and initiates the necessary procedures.
- **Data Extraction:** Ember assists the client in extracting their data from the system which includes providing tools, access and guidance on exporting data in standard formats such as CSV or JSON.
- **Data Deletion and Disposal:** Once the client has retrieved their data, we then securely delete any remaining data from their systems according to established data sanitisation processes. This ensures that no sensitive information is retained beyond the termination of the contract.
- **Equipment Return or Disposal:** If any hardware or equipment was provided as part of the service, Ember arranges for the return or proper disposal of these assets in accordance with applicable regulations and best practices.
- **Contract Closure:** Ember and the client complete any necessary paperwork or administrative tasks to formally close the contract and terminate the service agreement.
- **Final Billing and Financial Settlement:** Any outstanding invoices or financial matters are resolved, and the client's account is settled according to the terms of the contract.
- **Feedback and Evaluation:** Ember look for feedback from the client regarding their experience with the service and the off-boarding process, this feedback helps improve our services and assists our Quality Management processes.
- **Follow-Up Support:** Embers may offer additional support or assistance to ensure that the client's transition away from the service is successful and any lingering questions or concerns are addressed.

CUSTOMISATION AND CONSTRAINTS

The system can be customised in the following ways:

- Off the Shelf
 - Hosted under your preferred domain in AWS or Azure

- Branded in alignment with brand guidelines
 - Configuration of all system communications and end points (email)
 - Localised content migration
- Integrations
 - Data import & export
 - Existing & legacy systems
- SLA
 - Support and response times can be configured to specific requirements
- Workflows & business logic
 - Can be adapted to meet requirements
- Additional functionalities
 - Can be implemented on request

SERVICE LEVEL

Our Service Levels support the quality of service that clients can expect, including response times, resolution times, and other key metrics.

As standard we typically guarantee 99% availability, our services are designed for high availability and based on our historic performance we expect the system to be available more than 99% 24/7. Under the terms of the annual subscription agreement, technical support is provided by our Service Desk which is operational for business hours from Monday to Friday.

Support Requests can be logged 24/7 via our customer portal or email during the service hours. Our commitment to service response levels are:

PRIORITY 1 (CRITICAL IMPACT)

Response Time: Within 1 business hour.

Resolution Time: Within 3 business hours.

Description: Priority 1 incidents are critical and have a significant impact on service availability, we commit to responding to Priority 1 incidents promptly, typically within one business hour and aim to resolve them within three business hours to minimise disruption and restore service functionality swiftly.

PRIORITY 2 (SIGNIFICANT IMPACT):

Response Time: Within 4 business hours.

Resolution Time: Within 1 business day.

Description: Priority 2 incidents have significant impact on service availability but may not be as critical as Priority 1 incidents. We commit to responding to Priority 2 incidents within four business hours and aim to resolve these within one business day of impact on service availability.

PRIORITY 3 (MINIMAL IMPACT):

Response Time: Within 1 business day.

Resolution Time: Within 4 business days.

Description: Priority 3 incidents have minimal impact on service availability. We commit to responding to Priority 3 incidents within one business day and aim to resolve them within four business days to address any issues on service stability.

These Service Levels ensure that clients receive timely support and assistance from our team based on the severity and impact of the reported incidents or service requests. By establishing clear response and resolution times for different priority levels we can maintain high service quality and satisfaction while effectively managing and prioritising support activities. We also provide access to an Account Manager and a dedicated support manager to facilitate communication and ensure a personalised support experience tailored to their needs.

Our full support and hosting agreement and terms are available during the G-Cloud clarifications process or on request.

TECHNICAL REQUIREMENTS

Access to our service is performed securely via a unique URL, ensuring encrypted data transmission according to industry standards. The only requirement is an HTML5-compliant browser like Edge, Chrome, Safari, and Mozilla Firefox.

For optimal user experience, use the latest stable browser release, although, the last two versions are also supported.

SUPPORT

Our support processes are designed to provide comprehensive assistance for our accessible services across all levels. We offer three tiers of support: Level I, Level II, and Level III. Level I support involves basic customer assistance and is typically managed by our clients themselves through our deployed helpdesk. For more technical issues, our Level II support team steps in, collaborating with Level I as necessary to resolve customer concerns. Level III support represents our most advanced tier, handling complex technical challenges that cannot be resolved at lower levels and needs engineering input.

Clients can report issues through our dedicated helpdesk accessible via our 24/7 online portal or email. Each reported issue receives a unique identifier for tracking purposes, ensuring accountability and transparency throughout the resolution process with monthly reporting on progress of issues. Our support team diligently monitors incoming tickets prioritising them based on severity and impact on business operations.

We adhere to predefined response times for each severity level ensuring timely resolution of issues to minimise disruption to our services and our goal is to provide exceptional support, delivering prompt and effective solutions to issues.

As part of the on-boarding process we provide detailed documentation and knowledge resources to empower clients in troubleshooting common issues independently of the support process.

Overall, our support processes are structured to deliver a seamless and responsive experience, allowing clients to focus on their core business activities with confidence in our technical support capabilities.

HOSTING

We can deploy our services in any hosting cloud provider, but our preferred hosting environment is Amazon Web Services (AWS), a leading cloud platform renowned for its scalability, reliability, and robust

security features. Leveraging AWS services, we ensure that our services operate within a secure and compliant ecosystem.

Data transmission within our AWS-hosted environment is encrypted to industry standards, guaranteeing the confidentiality and integrity of sensitive information during transit. AWS's adherence to stringent security protocols, including encryption at rest and in transit, provides an additional layer of protection against unauthorised access.

AWS maintains a comprehensive set of security certifications and accreditations, including ISO 27001, SOC 1/2/3, PCI DSS, and FedRAMP, demonstrating their commitment to meeting the highest security standards. By leveraging AWS's security credentials our services are deployed and operated within a platform that prioritises security and compliance.

In addition to AWS's built-in security features we engage independent third-party providers for regular external and internal vulnerability scanning ensuring proactive identification and mitigation of potential security risks within our AWS environment.

DATA GOVERNANCE

We have rigorous Information Assurance and Data Governance controls and process, safeguarding the confidentiality, integrity, and availability of the data we hold. We adhere to globally recognised standards such as ISO 27001 and Cyber Essentials Plus ensuring that our information security practices align with the highest industry benchmarks.

Our commitment to ISO 27001 signifies our robust framework for establishing, implementing, maintaining, and continually improving an Information Security Management System (ISMS). Our Cyber Essentials Plus certification demonstrates our proactive measures to protect against common cyber threats, providing clients with peace of mind regarding the security of their data.

SECURITY & BUSINESS CONTINUITY

We prioritise security and business continuity to ensure the uninterrupted operation of our services and the protection service data while maintaining our Service Level commitments. Our approach includes proactive security measures and comprehensive business continuity planning.

We adhere to stringent security protocols which includes regular assessments, vulnerability management, and robust access controls, aligning with industry best practices and standards such as ISO 27001 and Cyber Essentials Plus. This commitment to security ensures that our infrastructure remains resilient against threats and vulnerabilities, safeguarding the confidentiality, integrity, and availability of our clients' data.

In parallel, our business continuity plan is designed to mitigate risks and minimise disruptions to our services. We maintain rigorous recovery time objectives (RTO) and recovery point objectives (RPO), ensuring swift recovery and minimal data loss in the event of an incident. This enables us to uphold our service commitments and deliver uninterrupted support to our clients even in the face of unforeseen challenges or disruptions.