



Digital Transformation in Public Transport Operations

27 September – 1 October 2027
Madrid (Spain)



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Introduction

Digital transformation is reshaping how to design, manage, and optimize the public transport systems across modern cities. The Digital Transformation in Public Transport Operations course examines how smart transport technologies, automation, and data-driven systems improve operational efficiency and passenger experience. Participants explore how intelligent transportation systems, automation in control centers, and artificial intelligence support real-time decision-making. The course highlights how transport authorities integrate mobility data, predictive analytics, and digital platforms to optimize public transport networks. It also analyzes emerging mobility models such as connected mobility, integrated ticketing systems, and future smart mobility infrastructure. Participants gain a clear understanding of how digital innovation transforms public transport operations and supports sustainable urban mobility.

Targeted Groups

This Digital Transformation in Public Transport Operations training targets professionals seeking knowledge and skills:

- Public transport operations managers.
- Smart mobility and transport planners.
- Transport authority officials.
- Digital transformation specialists in transportation.
- Data analysts working in mobility systems.
- Urban mobility and infrastructure planners.
- ITS and intelligent transportation systems engineers.
- Operations control center supervisors.
- Government policymakers in transport development.
- Technology consultants supporting smart city transport projects.

Course Objectives

Participants will achieve the following objectives by completing the Digital Transformation in Public Transport Operations course:

- Understand digital transformation strategies in public transport systems.
- Explain the architecture of intelligent transportation systems.
- Identify key technologies supporting smart public transport operations.
- Evaluate automation tools used in transport operations centers.
- Understand the role of AI in transport demand forecasting.
- Interpret transport data analytics for operational optimization.
- Analyze digital ticketing and passenger information systems.
- Assess smart mobility platforms and integrated transport services.
- Examine predictive maintenance technologies for transport fleets.
- Evaluate real-time monitoring technologies for transit networks.
- Understand the use of IoT sensors in mobility management.
- Identify cybersecurity challenges in digital transport infrastructure.
- Analyze digital transformation strategies for transport authorities.
- Explore innovation models in future mobility ecosystems.
- Assess the impact of digital platforms on passenger experience.

Targeted Competencies

Participants will gain the following competencies during the Digital Transformation in Public Transport Operations program:

- Understanding smart transport system architecture.
- Interpreting mobility data analytics.
- Evaluating automation technologies in operations centers.
- Applying AI tools in transport management decisions.
- Analyzing real-time passenger information systems.
- Managing digital transport platforms and mobility services.
- Understanding integrated ticketing and payment technologies.
- Evaluating IoT applications in public transport operations.
- Supporting data-driven mobility planning.
- Assessing emerging technologies shaping future mobility systems.

Studying Scenarios

In this Digital Transformation in Public Transport Operations training, participants develop skills through the following scenarios:

- Analyzing a smart city transport control center integrating real-time data from buses, rail, and passenger information systems.
- Evaluating the implementation of AI-based predictive analytics to optimize bus route scheduling and reduce operational delays.
- Assessing automation tools used in transport operations centers to manage incidents and coordinate service disruptions.

Course Content

Unit 1: Digital Transformation in Public Transport Systems

- Overview of digital transformation in public transport operations.
- Evolution of smart transport systems in modern cities.
- Digital mobility strategies for urban transport authorities.
- Role of digital platforms in public transport management.
- Integration of mobility technologies into transport infrastructure.
- Digital ecosystems connecting transport operators and passengers.

Unit 2: Intelligent Transportation Systems and Smart Transport Infrastructure

- Core components of intelligent transportation systems.
- Real-time data collection from transport infrastructure.
- Use of sensors and IoT devices in public transport networks.
- Smart traffic management supporting public transport priority.
- Digital passenger information systems and mobile applications.
- Integrated ticketing systems and digital payment platforms.
- Data sharing platforms for multimodal transport networks.

Unit 3: Automation in Transport Operations Centers

- Structure and functions of modern transport control centers.
- Automation technologies in operations management.
- Digital dashboards for monitoring fleet operations.
- Real-time transport network monitoring systems.
- Automated incident detection and response systems.
- Service coordination through centralized mobility platforms.
- Decision-support tools for operations control teams.

Unit 4: Artificial Intelligence and Data in Transport Management

- Role of AI in public transport planning and operations.
- Predictive analytics for passenger demand forecasting.
- Machine learning models for route optimization.
- Big data platforms for mobility analytics.
- AI-based predictive maintenance for transport fleets.
- Data-driven decision-making in transport authorities.
- Integrating transport data from multiple mobility sources.

Unit 5: Future Mobility Systems and Smart Urban Transport

- Emerging mobility technologies shaping public transport.
- Integration of autonomous vehicles into public transport systems.
- Mobility-as-a-Service platforms and digital mobility ecosystems.
- Sustainable transport technologies supporting smart cities.
- Digital twin models for transport network simulation.
- Future trends in smart mobility and connected transport systems.
- Strategic planning for digital transport transformation initiatives.

Final Insights & Key Takeaways

Digital technologies are redefining public transport management by enabling intelligent systems, automated operations, and data-driven mobility planning. Organizations that adopt smart transport technologies and AI-powered mobility solutions will lead the transformation toward efficient and sustainable urban transportation.