Effective infrastructure management hinges on seamless communication and real-time information flow, despite complex coordination demands. The "Back to the Future" anniversary prompted reflection on how technology could improve infrastructure projects. Currently available technologies, when effectively coordinated and communicated, can significantly enhance project performance and transparency, particularly within Public-Private Partnerships (PPPs). Data-driven outcomes are crucial for PPPs, maximizing value, improving disclosure, fostering innovation, and boosting operational efficiency. However, consistent data collection and performance reporting remain challenging, as highlighted by the difficulties encountered with the Millennium Development Goals (MDGs) and the subsequent need for the Sustainable Development Goals (SDGs). A 2011 U.S. Department of Transportation study emphasized the need for aligned performance data collection in PPPs. Real-time data management can drastically improve responses to unexpected events. A case study analyzing a transport crisis during the 2015 Rugby World Cup illustrates how TravelAi's technology could have used real-time data to reroute stranded fans, minimizing disruption and improving communication. This exemplifies how big data, engaged customers, and collaborative partnerships can optimize infrastructure projects, ultimately benefiting citizens through improved service and value for money.