

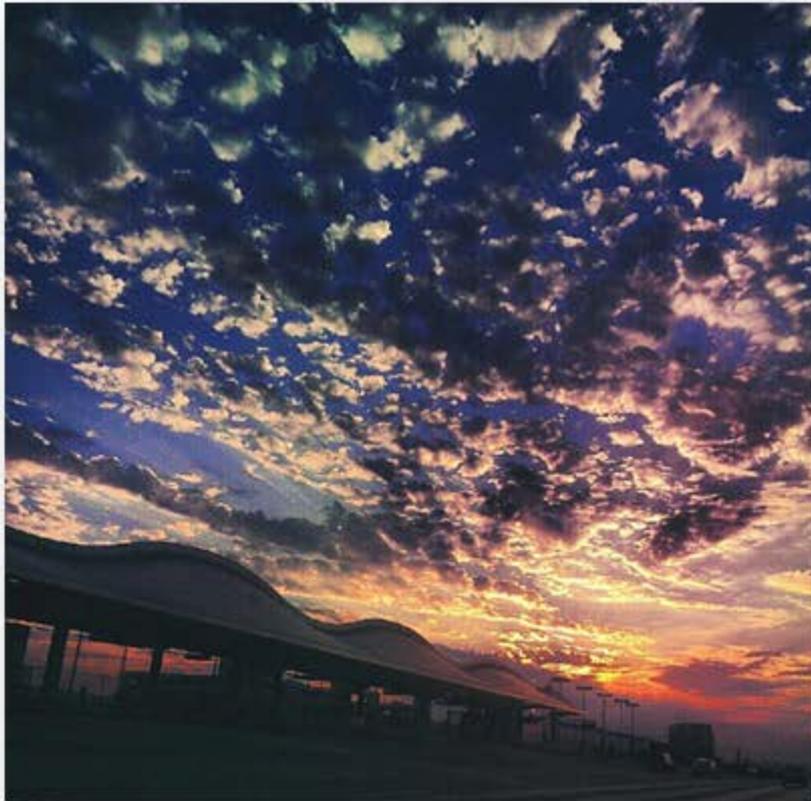
The Open Data Ecosystem:

Creating Value with Open Transportation Data



T3 Open Data Policy Guidelines for Transit
Timothy Moore, Web Services Manager / BART
December 5, 2013

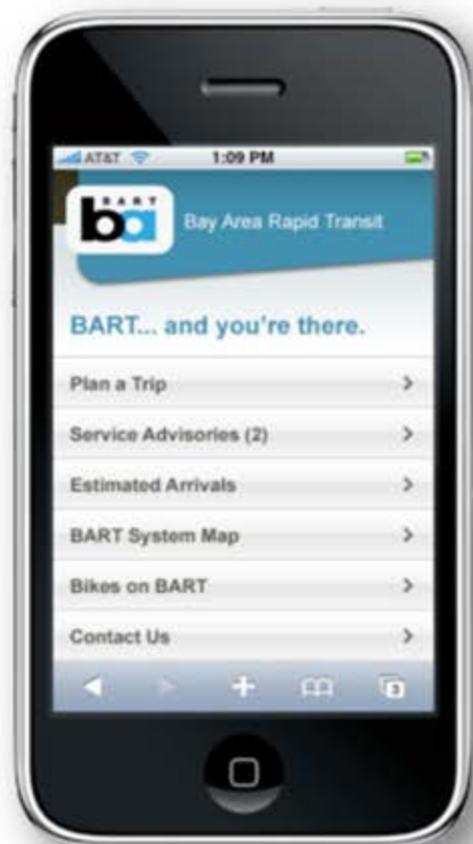
COMING UP...



- BART's open data initiatives
- Value for developers
- Value for agencies
- Examples
- Supporting the ecosystem

Pixelina via Instagram

WE'VE PICKED OUR SPOTS



- Web (bart.gov)
- Mobile web app (m.bart.gov)
- Email / text subscriptions (bart.gov/alerts)
- On-demand text (bart.gov/sms)

twitter 

facebook

OPEN DATA FILLS THE GAPS



- 115 apps and services
- 2,700 developers in network
- 40 million monthly API calls
- “1% time”

bart.gov/apps

APPS PER RIDER



BART

Portland

Boston

Chicago

NY

**Avg. Weekday
Riders (000's)**

421.8

322.3

1,314.7

1,716.9

12,071.1

**Number
of Apps**

115

109

66

41

109

**App / Rider
(000's)**

1/3.6

1/5.7

1/19.9

1/41.8

1/110.7

Sources: APTA 3Q2013 Public Transportation Ridership Report and agency websites, November 2013.

Note: iOS and Android apps are counted once (not once per platform).

15 YEARS OF SHARING



craftsquatch / Etsy

1998: Schedules (.csv)

2005: Embedded QuickPlanner (iframe)

2006: Do-It-Yourself Display (.htm)

2007: Delay, Elevator Advisories (RSS)

2007: Schedules (GTFS)

2008: Real Time ETAs (XML)

2010: Trip Plans, station info (API)

2011: Real Time ETAs, advisories (GTFS-RT)

2012: App Map + Geospatial (KML)

bart.gov/developers

VALUE FOR DEVELOPERS

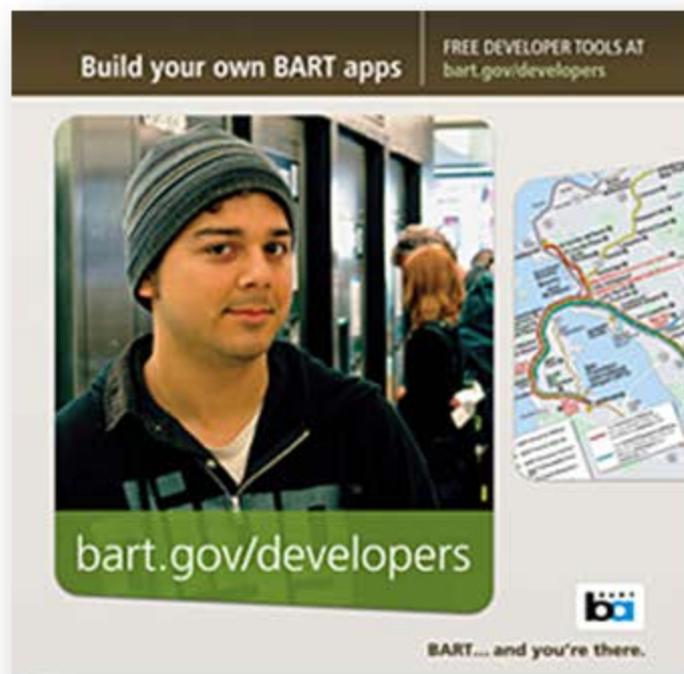
Focus on new functionality

Easier to combine / mash up

Add-value to an existing play

Some revenue potential
(beyond the Agency's reach)

Pride, fun, competition, experience



Build your own BART apps

FREE DEVELOPER TOOLS AT
bart.gov/developers

bart.gov/developers

bART

BART... and you're there.

The image is a promotional graphic for BART developer tools. It features a dark brown header with the text 'Build your own BART apps' and 'FREE DEVELOPER TOOLS AT bart.gov/developers'. Below the header is a photograph of a young man wearing a grey beanie and a dark jacket, looking towards the camera. To the right of the photo is a map of the BART system. At the bottom left, there is a green banner with the text 'bart.gov/developers'. At the bottom right, there is the BART logo and the slogan 'BART... and you're there.'

VALUE FOR AGENCIES



- Cost savings (City of SF: \$1 million/yr¹)
- Labor reallocation (BART: 1 FTE)
- Increased ROI from existing web services
- Scale, improved market reach / time to market
- Empowered customers (choice, competition)
- Innovation and “trickle up”
- Increased awareness of your service
- Positive perception: openness / transparency

(1) https://twitter.com/Jay_Nath/status/216584138457743360

MARKET FORCES

Competing to see who can serve customers best



(44 choices)



(5 choices)



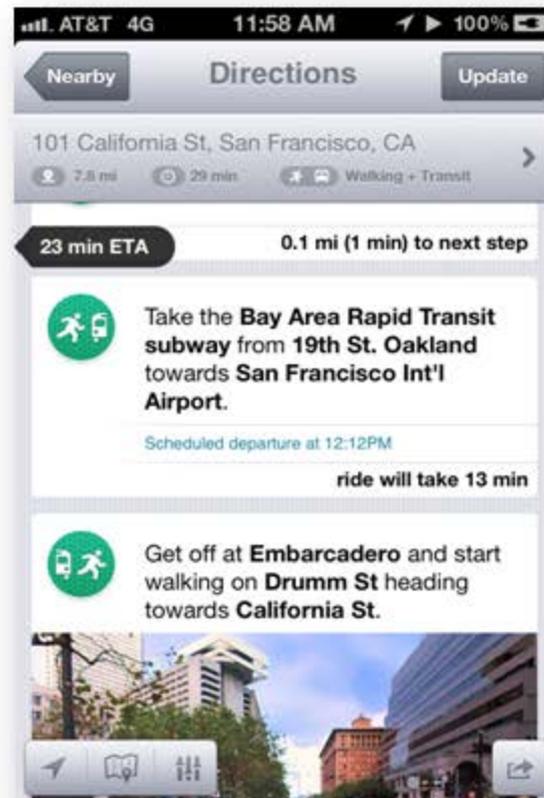
(42 choices)



(11 choices)

web/other

(27 choices)



BEYOND APPS: SERVICES

(Search real estate listings by BART line)

The screenshot shows the ESTATELY website interface for searching real estate listings in the mission district, san francisco. The search filters are set to "mission district, san francisco" with a radius of "0 mi". The filters include:

- Property Type: Houses , Condos , Townhouses
- Beds: 1 to 6+
- Baths: 1 to 5+
- Text Search:
- Price drop in last:
- Mass Transit within: 750 feet
- Rail Lines:
 - daly city to dublin/pleasanton
 - millbrae-daly city to richmond
 - dublin/pleasanton to daly city
 - richmond to daly city-millbrae
 - daly city to fremont
- Bus Routes:

The search results on the left show four listings:

- 692 CLIPPER ST, San Francisco, \$1.8M, 4 Beds, 4 Baths, 2,500 Sqft, 2 Days
- 1052 DE HARO ST, San Francisco, \$899k, 2 Beds, 1 Bath, 1,334 Sqft, 6 Days
- 2130 Hamison St, San Francisco, CA, \$649k, 1 Bed, 2 Baths, 505 Sqft, 12 Days
- 718 SAN BRUNO AV, San Francisco, \$699k, 2 Beds, 2 Baths, 1,324 Sqft, 18 Days

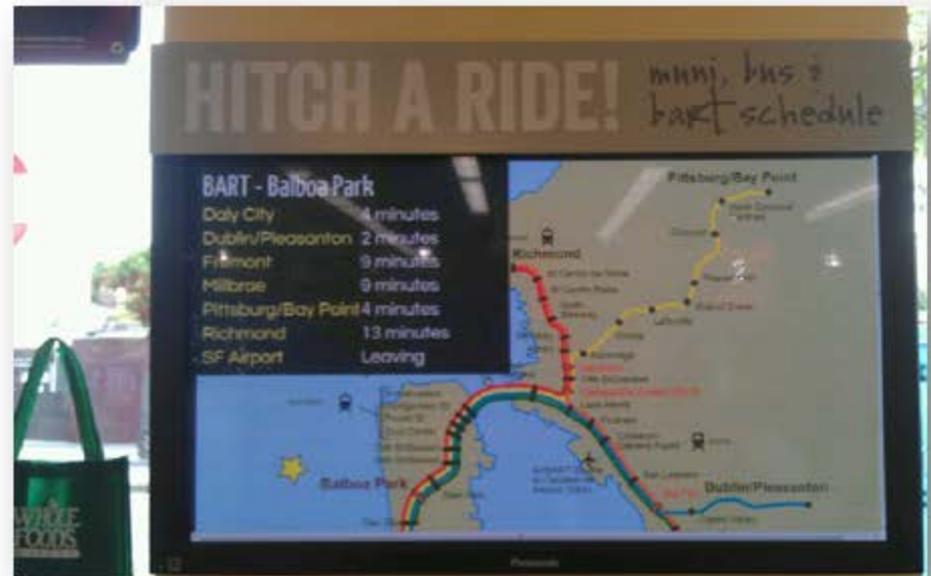
The "End of Results" message is displayed at the bottom of the results list. The background shows a map of the mission district area.

BEYOND APPS: DISPLAYS

(No Capital or M&O costs to BART)



25-foot display at Westfield Mall on Market St., SF



50-inch display at Whole Foods on Ocean Ave., SF

SUPPORTING THE ECOSYSTEM



Thank you!

@timomio



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