BE OPEN: ADOPT A GLOBAL STANDARD TODAY
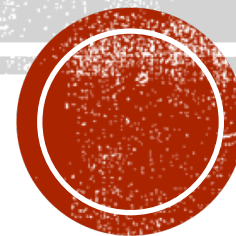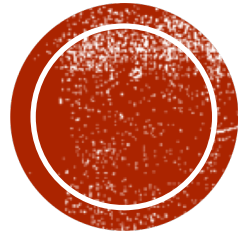
UBER IS CLEANING OUR CLOCKS

WHY?

- Uber tells you when your ride is arriving.

- You can purchase seats for your friends or family.

- You know your approximate trip time.

- Uber makes it easy to pay.

- You are guaranteed a minimum level of service.

- You can purchase deliveries, or bike, or scooter trips.

- Uber's services bring its customers joy.

HOW?

- Uber is successful because it provides and **creates more** satisfaction by managing the service using data.

- Uber is on your phone – a point made by my 13-year old son.

- It has attracted billions of dollars in investment.
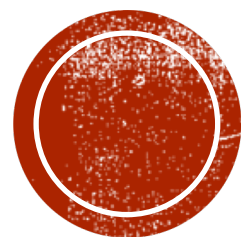
THE STORY OF DATASF

LIBERATE THE DATA!

- Datasf.org is San Francisco's amazing program to reify the use of data.

- Gather, clean and publish datasets wherever possible as open data

- Create a culture of flexible, cost-effective data infrastructure citywide over time

- 466 published datasets

- Working its way through the entire city

- Data Academy training courses for City Employees

- Decent and fun change management

- These people are heroes

BUT

- Publishing idiosyncratic data does not make it useful.

- DataSF is viewed as a cost center, not as a revenue center, by many.

- Using DataSF requires SF-only, bespoke connectors.

- Prevents 3rd parties from being interested in providing services that spark joy.

- What?

AN EXAMPLE

- In San Francisco, we use an old system of street mapping based on lines that connect intersections (CNNs).

- This is not bad per se, but because permits in SF are issued using this system, location accuracy is limited to block lengths, rather than addresses.

- Street addresses themselves are increasingly insufficient for the world we live in.

- Commonly, for instance, one needs to know where "the door" or "the pole" is.

- We should **be open** and adopt a global standard!
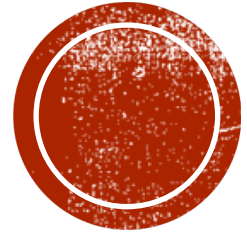
USING GLOBAL STANDARDS CAN PUT YOU ON THE MAPS

GLOBAL OR BUST

- In today's sophisticated and highly mobile economy, meeting global standards is no longer optional—it's a necessary condition for being competitive.

- Going global breaks down borders.

- Going global helps resist "vendor lock-in"

- Transportation should adopt global standards for payments, trip planning and any other global standard that emerges to reduce costs and increase ridership.

- Why would you spend money on something less?

AN EXAMPLE

- GTFS is the global standard for transit schedules and related geospatial info
- GTFS is extensible
- GTFS got transit onto the phones carried by ~72% of Americans.
- GTFS is like English, only better, because it's also Spanish and Chinese.

BUT

- Adoption is incomplete.

- There are many issues with the quality of compliance.

- Which undermines the standard and consumer trust.

- If you can't see transit on the maps, does it exist?

- Uber can be seen on Google maps, on Apple maps, on Citymapper, on Uber, on Transit, on Masabi, 300 trillion phones and counting…

- How about you?

EVERYONE CAN ARRIVE AND JUST TRAVEL ON TfL...

Global contactless cards used on London's bus, Tube and rail services.

● Visitors from countries and territories recorded*
● Top ten non-UK countries recorded*
● Twenty newest countries recorded*

* as of 6 Jan 2017

EVERY JOURNEY MATTERS
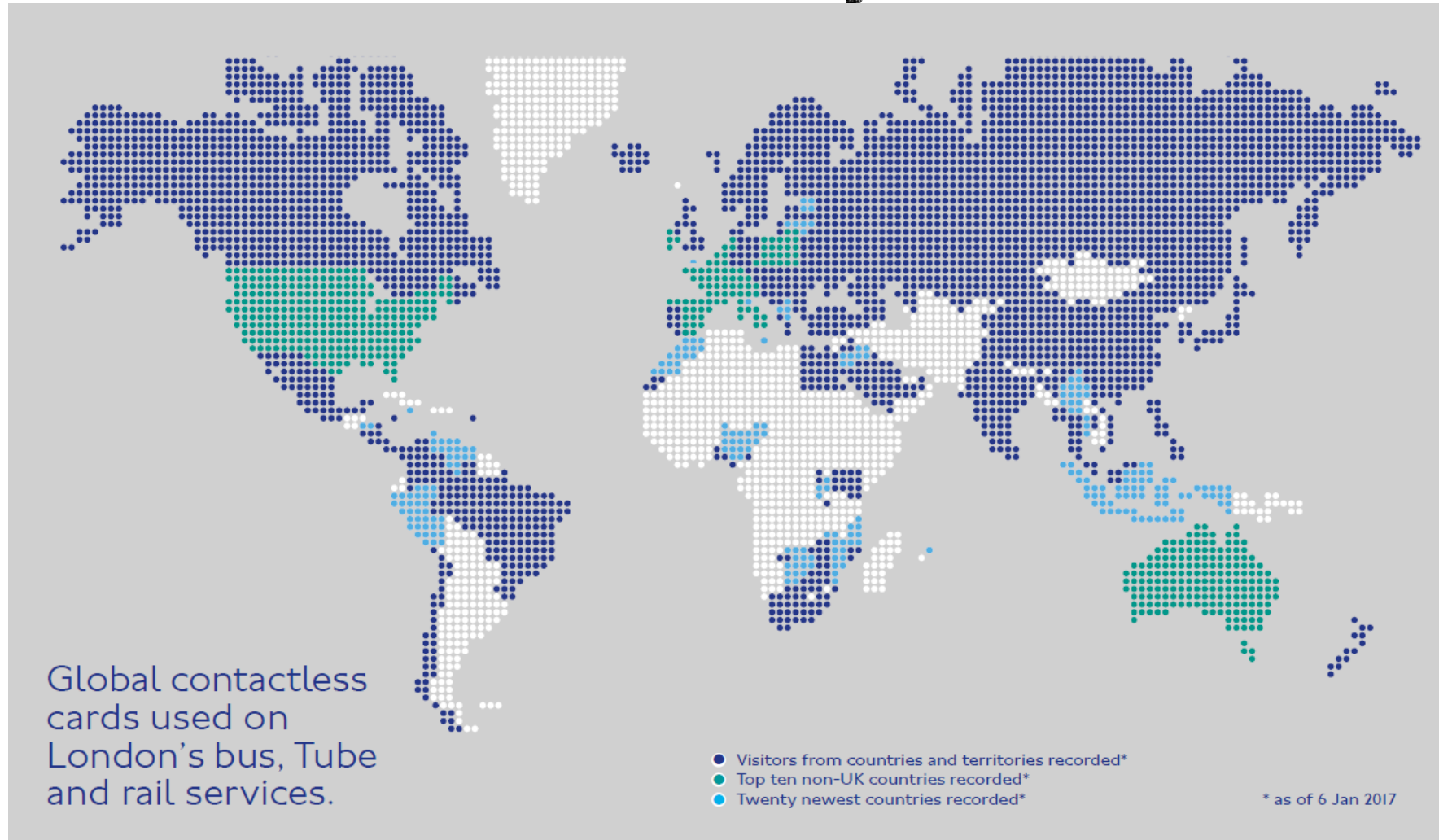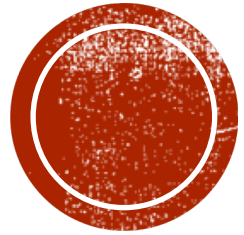
GLOBAL STANDARDS MAKE THE PIE BIGGER

Figure 5. Complex Data Flows Common at Transit Agencies

Legend

Manual Data Entry	Internal CT System
System Data Export	Internal CT Module
External System	Internal CT Process
External Agency	Public Facing CT System

"Regional" GTFS WTF?

Historical CAD/AVL → HASTUS ATP

Bus Stop Inventory (Route Sequence Files)

Schedule Updates

Schedule (Sound Transit XML export)

Schedule (ATIS Export)

HASTUS ← Next Bus Signs

Sound Transit

ArcGIS

Schedule (APTS Export)

Schedule (Website Export)

ATIS (CT Schedules)

Regional GTFS

Preplanned Diversions (Construction and Events Supervisor)

APTS Mobile Plan

Unplanned Service Changes (Dispatch Input/ Actions)

3rd Party Apps (Google, Bing, Etc.)

King County Metro

Next Bus Signs

APTS StopInfo

APTS ← ITCS CASR

Other Regional ATIS Trip Planners

Regional ATIS Schedule Data

SIRI ← APTS RTPI Server Tables

APTS RTPI Data Supply

Manual Alert Entry #1)

Manual Alert Entry #2)

Manual Alert Entry #3)

CT ATIS Trip Planner (all regional schedules)

IVR System (BusFinder by Phone)

BusFinder for Desktop

BusFinder for Mobile ← CT Website

Gov Delivery

Twitter

Courtesy of Community Transit

ATTENTION! ATTENTION! ATTRACT ATTENTION

- The ability to adhere to standards reduces risk, and encourages investment of money and expertise.

- Adopt a global standard today.

- Bring your customers joy.

EAT YOUR OWN DATA...

- You can use data to route around problems.

- You can use data to communicate problems.

- You can use data to liberate hardware.

- You can use data to provide good service.

- You can use data to get more riders and spend less money.
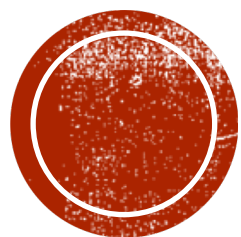
- Armed with data, you can get help, and funding.

DATA MEANS BUSINESS

- Accurate information allows people to make decisions, even if—especially if—sservice isn't perfect: repeat business depends on trust

- The MTR in Hong Kong bases the compensation of its entire executive team on the on-time performance of its trains, and on the availability of its escalators.

- "A developed country is not a place where the poor have cars. It's where the rich use public transportation." Enrique Peñalosa

- ".. low-income people do not owe us a transit system." Michael Manville, UCLA

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