BE OPEN: ADOPT A GLOBAL STANDARD TODAY
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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.
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
GLOBAL STANDARDS MAKE THE PIE BIGGER
Figure 5. Complex Data Flows Common at Transit Agencies

“Regional” GTFS WTF?
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—service 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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