

Data, It's How You Get There

**2016: The year Your Choice
joined the data set**

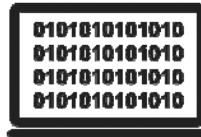
- 1) Give and Take of Multi-Modal Trip Planning
- 2) Crowdsourcing – Our Collective Travel Data



Passenger Information 1999: From the Transit Agency – To You



AVL – 1980
GPS – 1995



PIDS – 1999

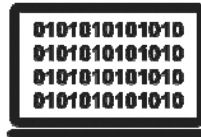


You – 2000

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AVL – 1980
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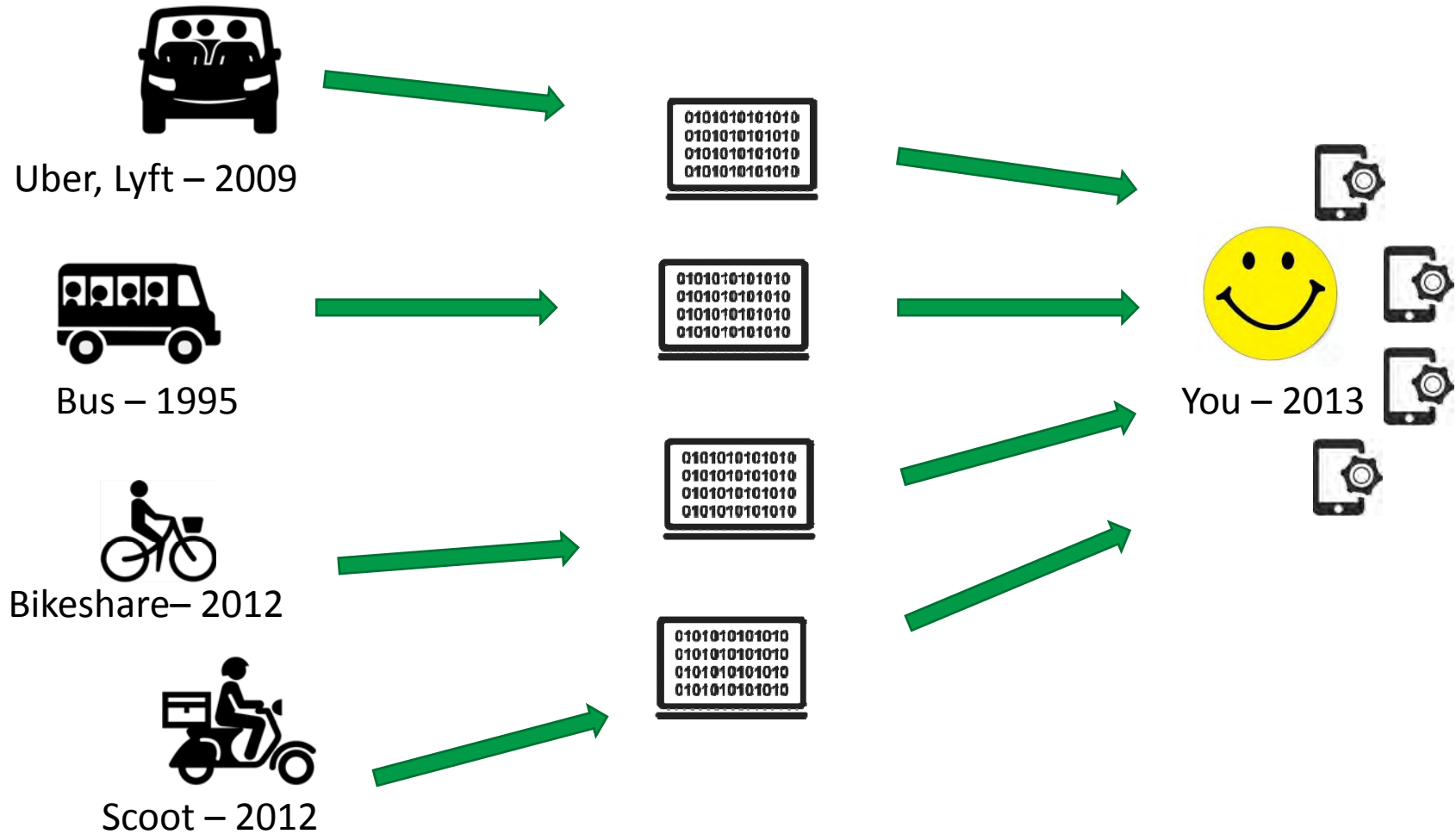
PIDS – 1999



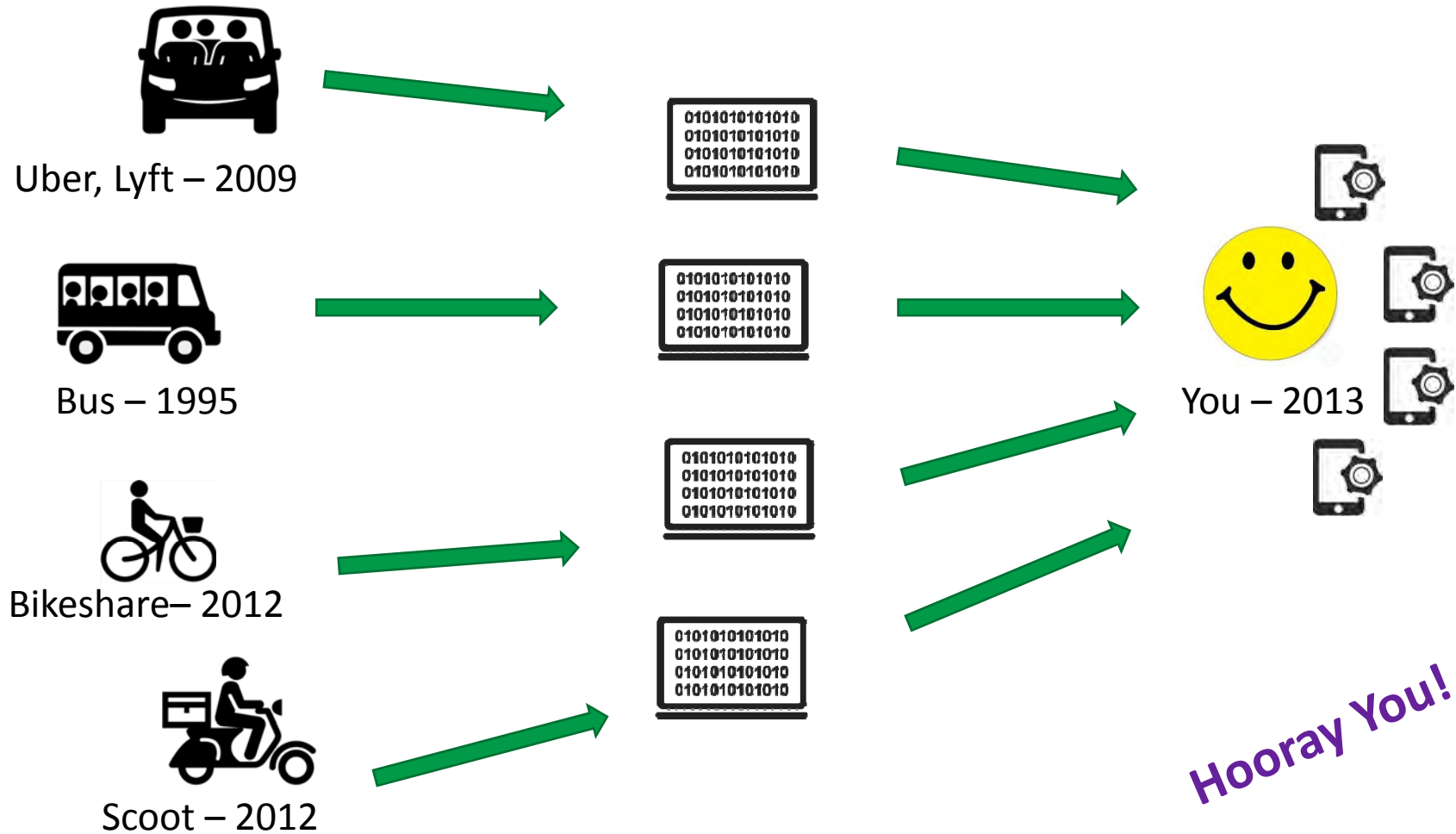
You – 2000

Hooray Nextbus!

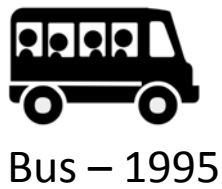
Passenger Information 2013: From Multiple Modes – To You



Passenger Information 2013: From Multiple Modes – To You

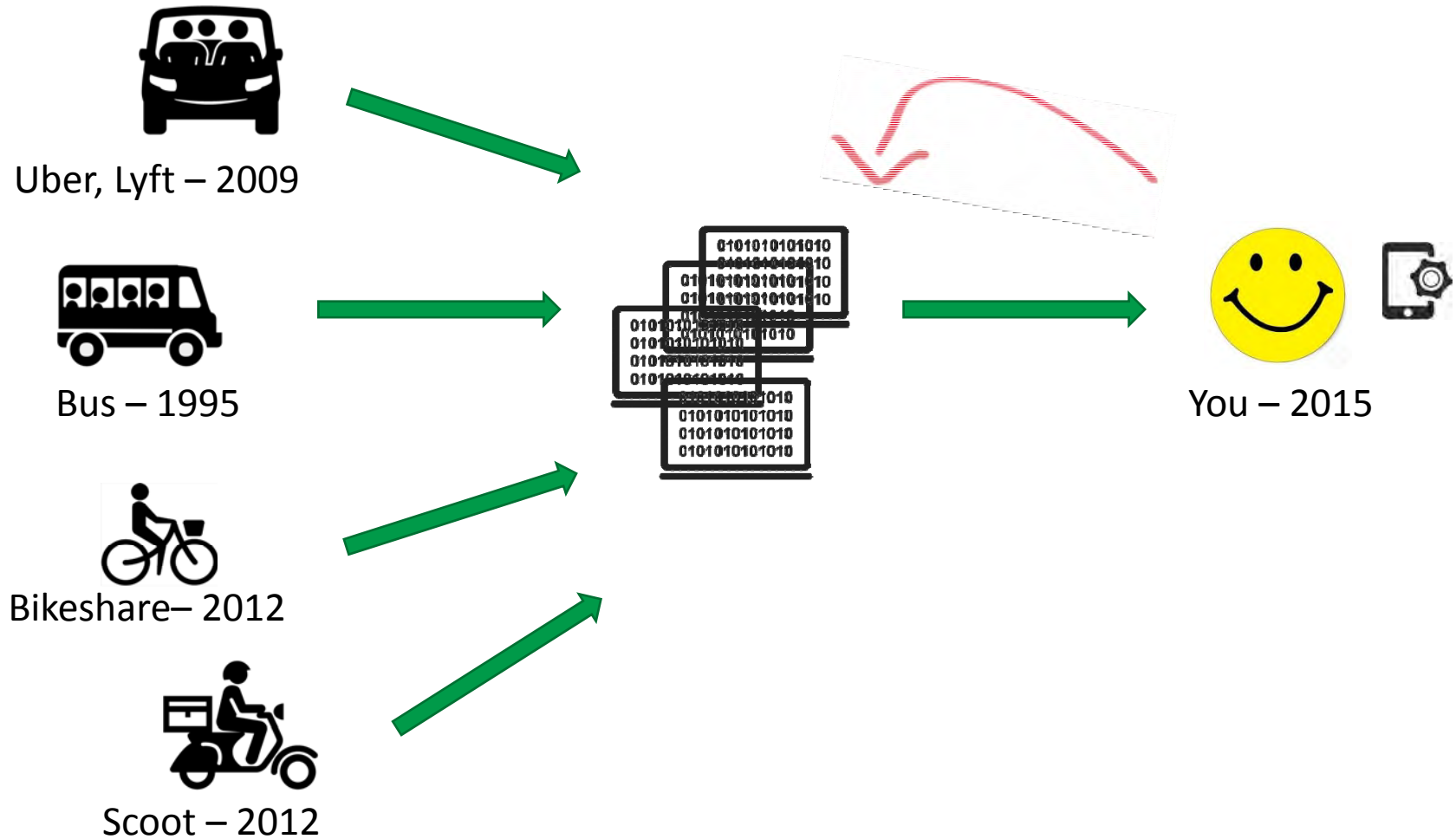


Passenger Information 2015: Multi-Modal Trip Planning – You Take



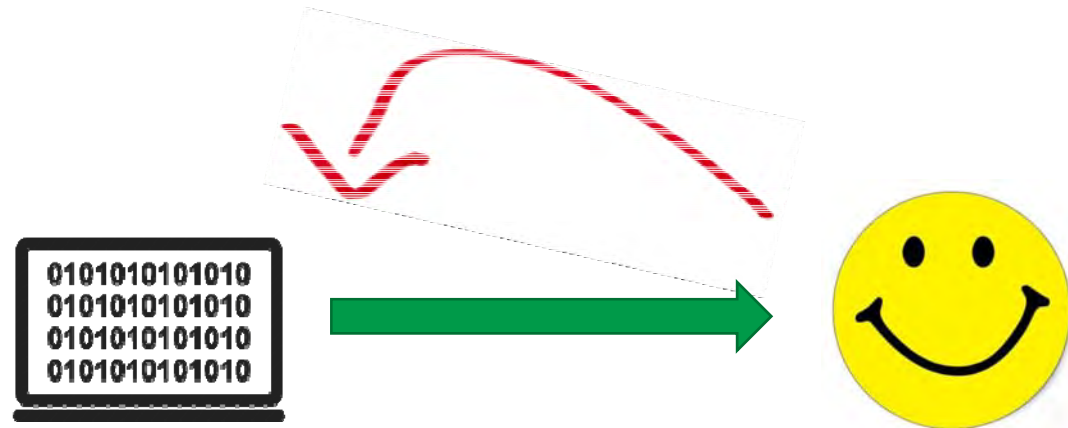
*Hooray RideScout,
Swiftly, Google!*

Passenger Information 2016: Multi-Modal Trip Planning – You Give Back



Multi-Modal Trip Planning – Give and Take

- You take multi-sourced trip planning data
- In return, you give back your travel choice . . . and context

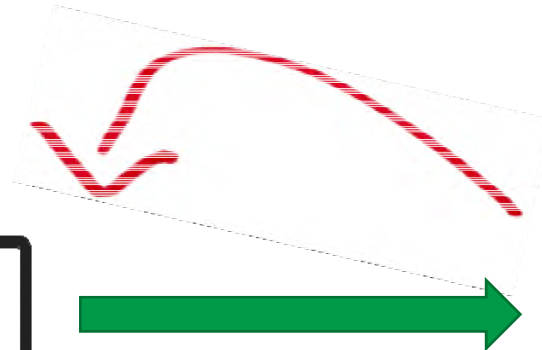
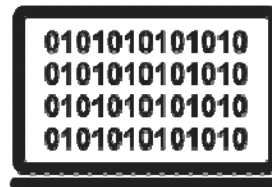


Multi-Modal Trip Planning – Give and Take

- You take multi-sourced trip planning data
- In return, you give back your travel choice . . . and context



Hooray Us!
Crowdsourcing



Multi-Modal Trip Planning – Give and Take

- Origin, Destination (Give)
- Preferred or historical mode choice
- Time of day
- Modes available
- Cost by mode
- Wait time by mode
- Predicted Travel Time by mode
- Walk distance to pick-up
- Weather conditions
- Individual mode choice (Give)



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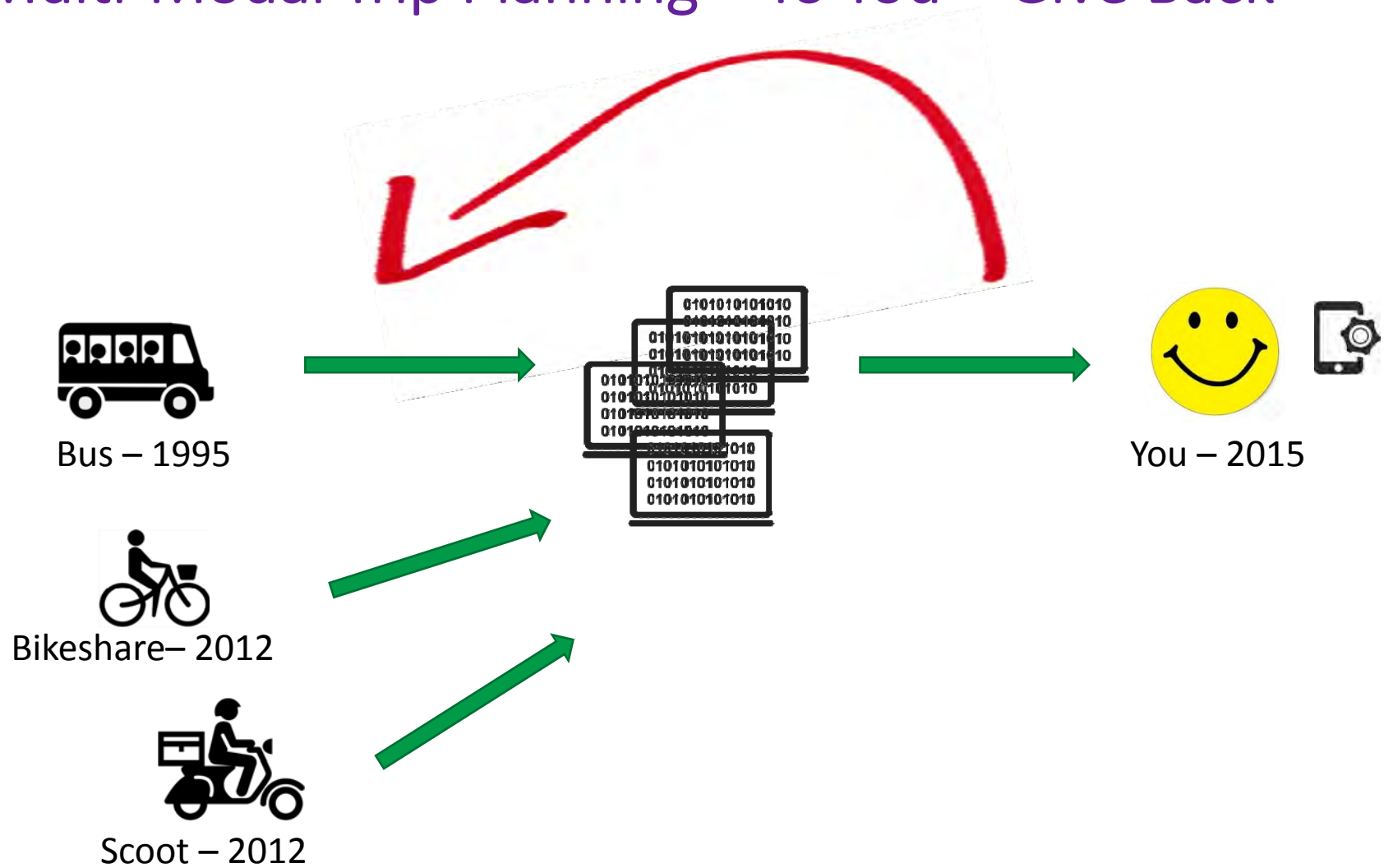


Multi-Modal Trip Planning – Give and Take

- You take multi-sourced trip planning data
- You give your travel choice . . . and context
- You give your location . . . and keep giving it

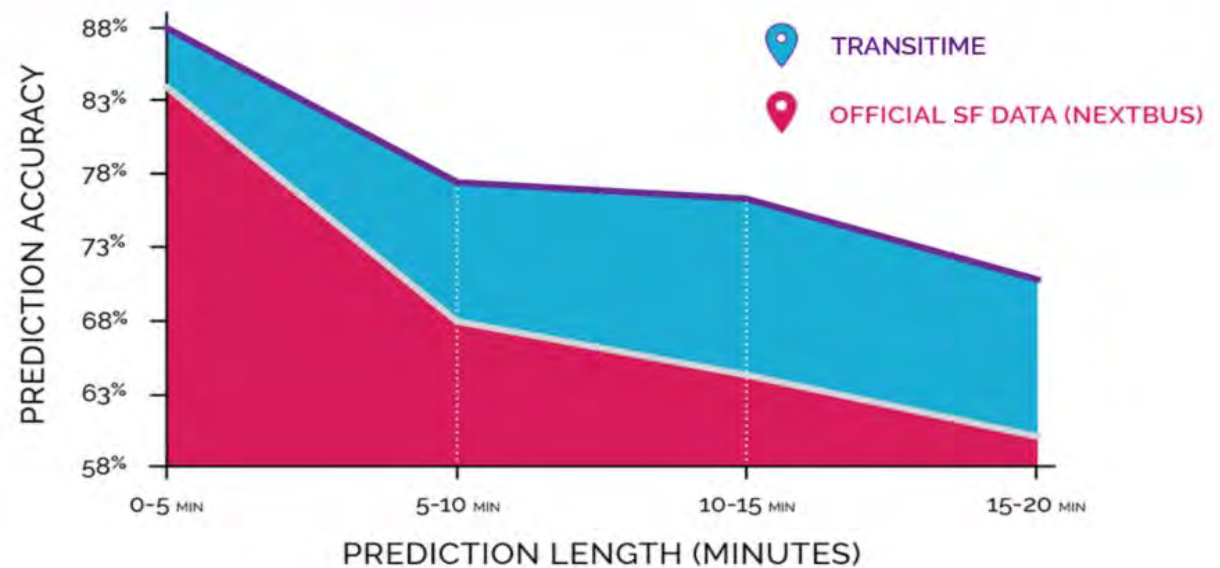


Passenger Information 2016: Multi-Modal Trip Planning – To You – Give Back



Crowdsourcing – Our Collective Travel Data

- What if mode choice isn't the end of the data set, but the beginning?
- Swiftly: “Improving the quality of real-time predictions, by adding information from your phone”



Crowdsourcing – Our Collective Travel Data

Historical

- Quality of the trip
- Performance to the prediction
- Locals Preferred Alternative

Real-time, Social

- Travel Delays
- Nature of incidents
- *Weird* Uber Driver



Ownership, Access, and the Role of Public Agencies

- 1) Information from/about the public –
but not public information
- 2) Government Agency as data *market maker*
2016 MBTA “Best Trip Planning App”
- 3) Transit Agency’s Purchasing Power:
Control over fare collection

Mergers, Investments, and Product Releases of 2016

Moovel

- Globe Sherpa merged with RideScout to form Moovel (under Daimler Chrysler, owner of car2go)

April 2016

- TriMet Tickets App (Moovel RideTap SDK) integrates TriMet, Lyft, and car2go

May 2016



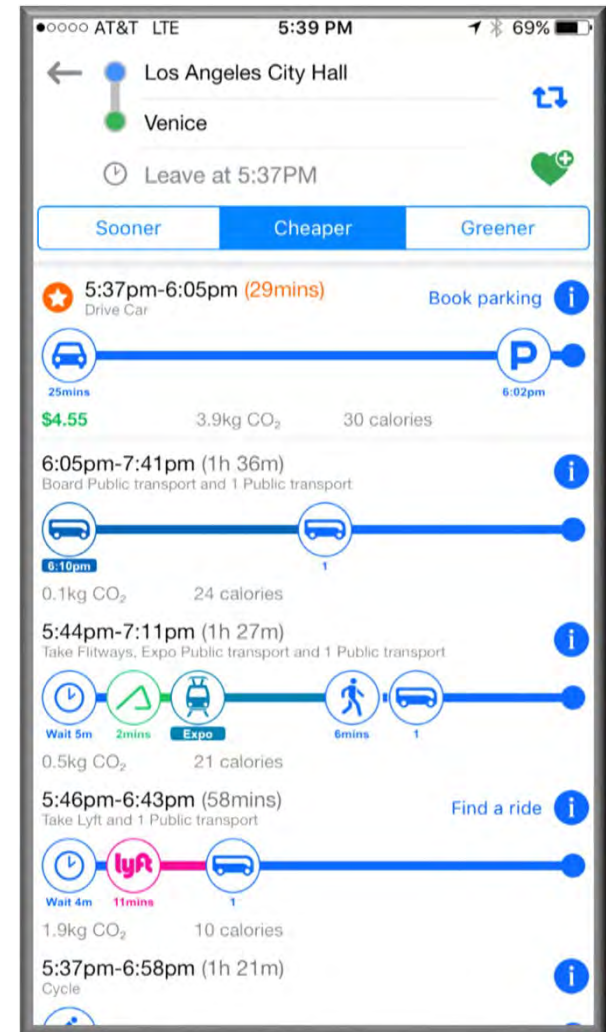
Mergers, Investments, and Product Releases of 2016

Xerox

- Toll collector and fare system developer launches GoLA

January 2016

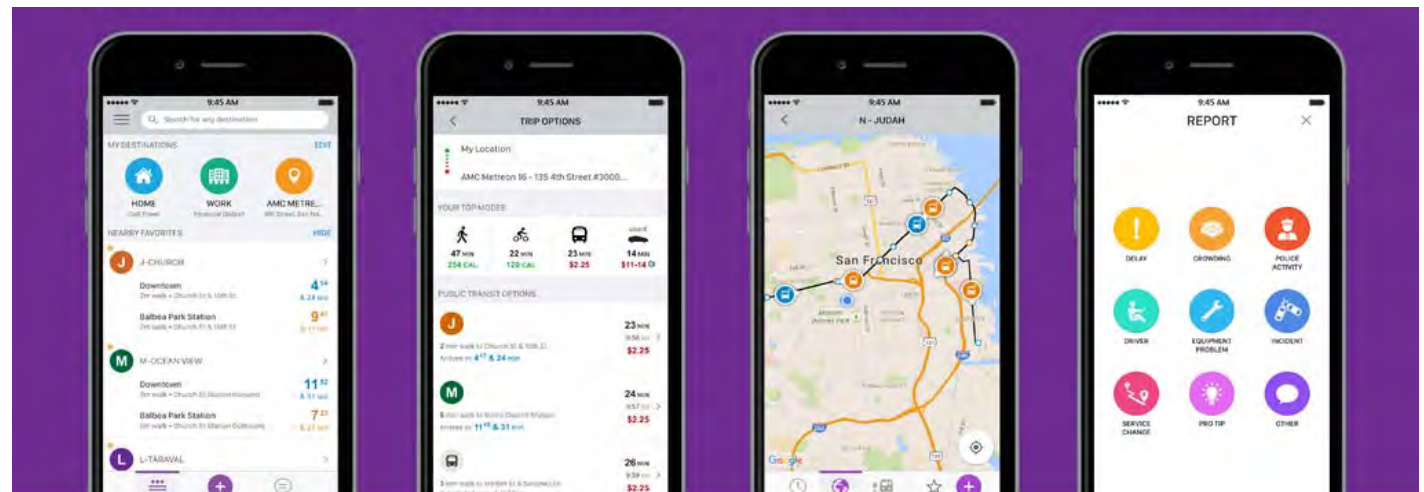
- Multi-Modal trip planning personal (car, walk, bike), shared (ZipCar, bikeshare), ride hailing (Lyft, Uber, etc.) and public (bus, subway, train, etc.) options
- Integrated payment “coming soon”



Mergers, Investments, and Product Releases of 2016

Swiftly

- SF-based startup (former Nextbus CTO) expands in SF and launches in other Cities
January – August 2016
- Better predictions and data analytics for Transit Agencies is key offering



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