



BART Open Data

APTA Marketing & Communications Conference
February 2010

Objectives



- Foster new and innovative services that directly benefit customers
- Avoid cost to support growing number of platforms
- Spread BART info as widely as possible/keep BART top of mind
- Tap into the time, resources, and vision of the developer community
- Create competition to see who can serve BART customers best
- Create perception that BART is more “open” and transparent
- Benefit from the “halo effect” of being involved in so many innovative third-party platforms and uses
- Build goodwill with a local developer community -- an important stakeholder segment in the San Francisco Bay Area

BART Open Data



1. The Real BART API

Real time data, schedules and trip plans, station area information, and more.

2. Simple ETA Feed

Raw Real Time Arrival feed for every BART station.

3. Open Format Schedules

Schedules and fares in the General Transit Feed Specification (GTFS).

4. Embedded QuickPlanner

Put a BART trip planner on your blog or company intranet.

5. DIY Real Time Displays

BART ETAs in your café, office lobby or anywhere else.

6. RSS Feeds

News, service advisories and more.

Platforms With BART Apps



2005

- bart.gov
- m.bart.gov
- Palm OS
- Pocket PC



2010

- bart.gov
- m.bart.gov
- On-demand SMS
- Opt-in SMS/email
- Twitter (@sfbart)
- Palm Pre
- Palm Pixi
- Facebook
- Android
- iPhone
- iPod Touch
- Google Transit
- Google Earth
- Mobile web
- Twitter (@traintext)
- Android
- Mac OS X Dashboard
- Blackberry
- Nokia
- Samsung
- SE J2ME

Blue = BART "official"

Apps Features



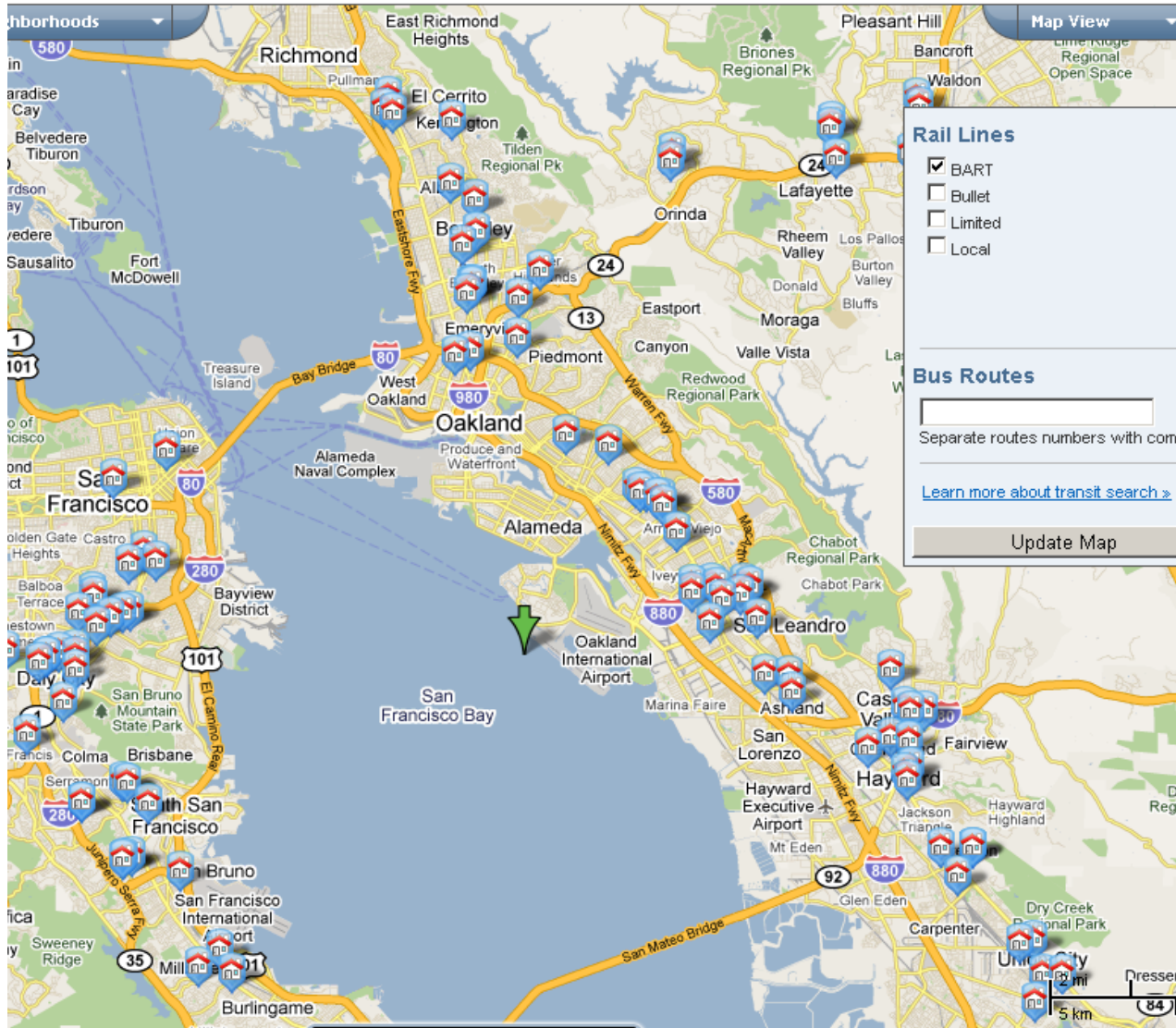
- Trip planners
- Real time departures
- Delay advisories
- Station information
- System maps / Google map overlays
- Social tools (e.g. message friends when taking BART)
- Cost of BART vs. driving
- SMS queries for real time information
- Remember preferred trips

san francisco bay area

+0 mi

Go!

Enter any city, neighborhood, zip, address, or listing number



Rail Lines

- BART
- Bullet
- Limited
- Local

Bus Routes

Separate routes numbers with commas

[Learn more about transit search >](#)

Update Map

Refine Your Search

[Email Alerts](#)

[Link to Page](#)

Price Range to

Home Type

Square Feet to

Bedrooms to

Near Transit from [Train Stations](#)

[Show More Search Options](#)

Search Results

Address	Price	Bd	Sqft	Days
☆ 574 VISTA GRANDE-	\$550k	3	1,020	0
☆ 34 Peoria St	\$499k	2	-	1
☆ 683 San Jose Ave	\$600k	2	1,366	1
☆ 147 Laidley	\$3.0M	4	3,256	1
☆ 342 Athens St	\$460k	3	1,312	1
☆ 567 567 London St	\$400k	3	1,406	1
☆ 1632 McDonald Way	\$1.4M	4	2,348	1
☆ 5312 MANILA AVE	\$635k	1	970	1
☆ 3308 San Jose Ave	\$380k	2	870	1
☆ 120 Irvington	\$525k	2	1,230	1
☆ 251 Flood	\$759k	3	1,607	1
☆ 117 Judson	\$625k	2	1,092	1
☆ 454 Edinburgh	\$499k	3	-	1
☆ 99 Niagara Ave	\$549k	3	1,968	1
☆ 819 Haight St	\$1.5M	3	2,260	1
☆ 645 Cross Ridge Ct	\$1.4M	3	2,205	1
☆ 75 Wool St	\$865k	3	1,275	1
☆ 98 Lakeview	\$798k	3	2,490	1

How To Spur Development



```
value="24TH">24th St. Mi  
value="ASHB">Ashby (Be
```

Developer resources

Creating an application or website and want access to BART schedule data? [Check out our Developer Resources](#) and we'll hook you up.



Third Party Apps

iPhone and Android and

How To Spur Development



- Google group (BART-developers)
- RSS feed
- Opt-in email list
- Car cards
- Electronic platform messages
- Meetups
- Transit Camps
- Blogger Breakfasts
- Research



BART App Center



Connecting customers to apps:

The screenshot shows the BART Developer App Center website. At the top, there is a navigation bar with links for Home, Stations, Schedules, Tickets, and Rider Guide. Below the navigation bar is a breadcrumb trail: Home > Schedules > Developer Resources > App Center. The main heading is "Developer App Center". On the left side, there is a sidebar menu with links for Overview, Real Time Arrivals, Service Advisories, Mobile Options, and Developer Resources (which is highlighted). The main content area features a section titled "See what others are creating with BART's public data". This section contains two paragraphs of text and an image of hands interacting with a BART map. Below this section is a "Free Apps" section, which lists the "BART Departures" app. The app details include: NAME: BART Departures, PLATFORM: Facebook, DEVELOPER: Platform Associates, and WHAT IT DOES: look up real time departures, message friends when taking a BART trip.

BART Bay Area Rapid Transit

Home Stations Schedules Tickets Rider Guide

Home > Schedules > Developer Resources > App Center

Developer App Center

- Overview
- Real Time Arrivals
- Service Advisories
- Mobile Options
- Developer Resources**

See what others are creating with BART's public data

BART was one of the first agencies in the country to open up [schedule](#) and [real time](#) information to developers. It all started way back in 2007, and ever since then a bunch of super-smart computer nerds have been working furiously to see who could make your BART trip even more convenient!

Now we're not endorsing anything here: BART doesn't sell or license these applications. So before you download you should probably search the reviews to make sure you get what you want. If you just want something "official" check out [BART's mobile option](#). Happy downloading!

Free Apps

NAME: [BART Departures](#)
PLATFORM: Facebook
DEVELOPER: Platform Associates

WHAT IT DOES: look up real time departures, message friends when taking a BART trip



More info on BART's open data initiatives:

Google group: groups.google.com/group/bart-developers

RSS updates: bart.gov/dev/schedules/updates.xml

Mailing list: bart.gov/news/alerts/

Email us: bart.gov/schedules/developers/devfeedback.aspx