



BART Open Data

APTA Marketing & Communications Conference

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BART Marketing and Research

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

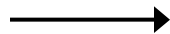
News, service advisories and more.

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"

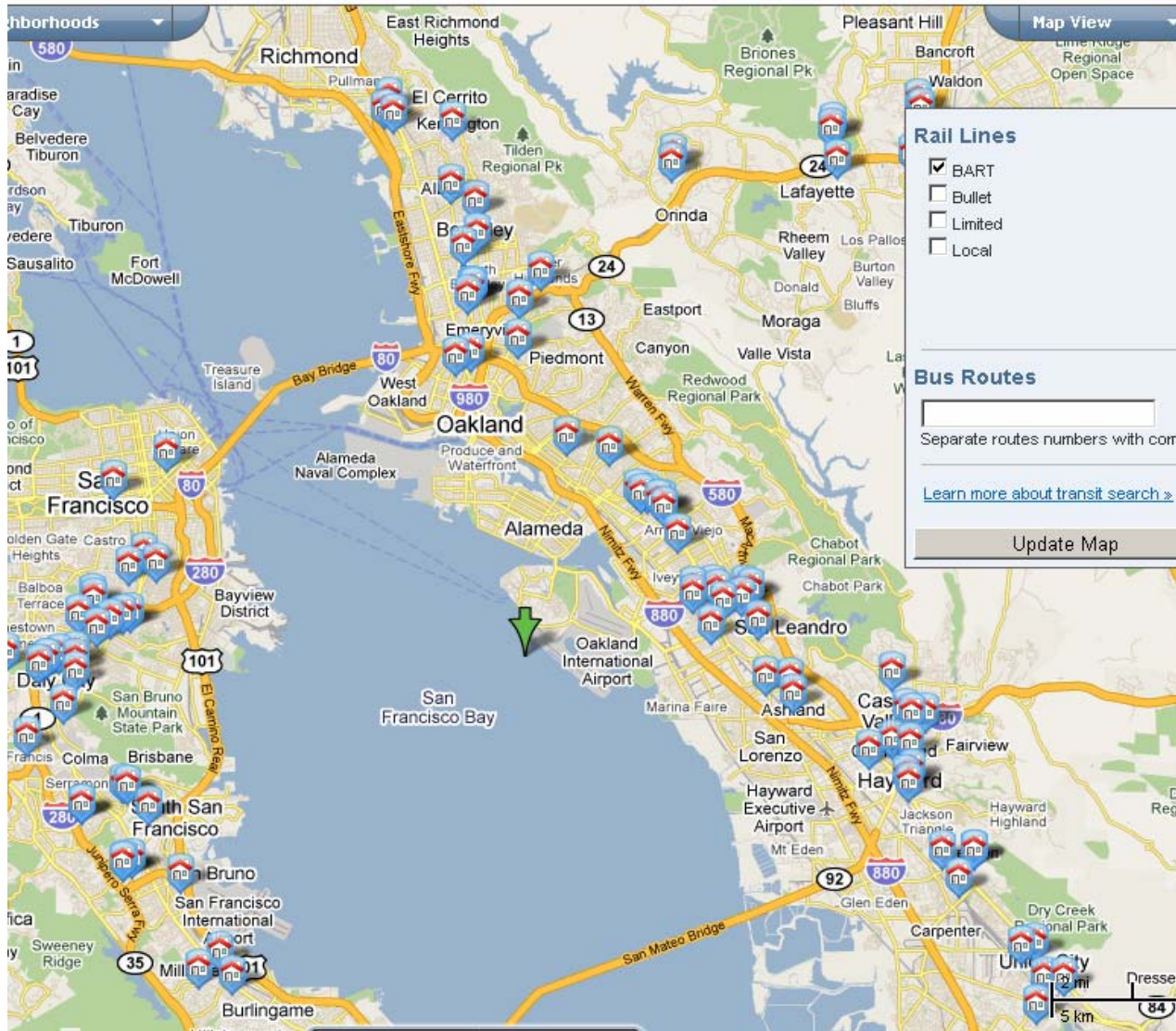
Apps Features



- 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: Houses

Square Feet: [] to []

Bedrooms: [] to []

Near Transit: 1 mile 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

Build your own BART apps

FREE DEVELOPER TOOLS AT
bart.gov/developers

bart.gov/developers

A small version of the BART logo.

BART... and you're there.

The graphic is a promotional banner for BART developers. 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 of the photo is a green banner with the text "bart.gov/developers". In the bottom right corner of the graphic is a small BART logo and the text "BART... and you're there."

BART App Center



Connecting customers to apps:

The screenshot shows the BART Developer App Center website. At the top left is the BART logo and the text 'Bay Area Rapid Transit'. To the right is a navigation menu with links for 'Home', 'Stations', 'Schedules', 'Tickets', and 'Rider Guide'. Below the navigation is a breadcrumb trail: 'Home > Schedules > Developer Resources > App Center'. The main heading is 'Developer App Center'. On the left 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 has a sub-heading 'See what others are creating with BART's public data'. Below this is a paragraph of text: '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!'. This is followed by another paragraph: '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!'. To the right of this text is an image of hands interacting with a map. Below the text is a section titled 'Free Apps'. Under this section, there is an example app listing: 'NAME: [BART Departures](#)', 'PLATFORM: Facebook', 'DEVELOPER: Platform Associates', and '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