σtpg transports publics genevois
Open data

from a transportation operator
to a mobility platform

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Is the future in the States?
Evolution of a public transportation company

Transportation operator => before => focus on users

Mobility operator => Now => focus on clients

Open data, etc …

Mobility plateform => Futur => focus on citizens (& futur clients)
Transports publics genevois & Geneva Region
Transports publics genevois

- Public company
- Subsidies from State of Geneva
- 1,800 employees (1150 drivers)
- 500,000 passengers/day
- 55 lines
Transports publics genevois

89 trolleybuses

104 tramways

221 autobuses
Transportation operator (before)

• Business: to carry the **users** from stop A to stop B

• Passager information: **static** timetable at the stops

• Client service: letter, phone

• What the passagers see of the company is the driver…
Transportation operator (before)

… and sometimes
Mobility operator (now)

• **Business**: a **client** for a trip from place A to place B

• **Reatime** Passager Information

• **Diversity**: Operator (share) of the Annemasse bus network & cablecar of Mont Salève, bike-sharing service (futur)

• **Interaction** with CFF, Geneva Airport
Mobility operator (now)
Mobility platform (future?)

- Business: the citizens (future client)

- Co creator: «I want to be part of the solution»

- We would like to say: «Why don't you do it?»

- Us: benefit from the innovation from outside without more IT resources

=> Open data
The data

- API « Next departures » in real time
- Passager stops and counting (for a week)
- Events : hackaton, swissnex, Lift, …,
- Licence : « open licence »
- Pricing : free till 5000 hits/day
- Documentation : in french and english

=> 2013 : First swiss transportation operator to open real time data
The data

Data.tpg.ch & www.urbandatachallenge.org

⇒ Lack of standards for format and licence

⇒ Need of a lot of events to maximize the impact
Open data tpg: the outcome

New services

Wann: «Next Departures» where you are & one click

=> On the App Store

=> Specific need: regular user

=> Made in Austria
Open data tpg : the outcome

New services

Parcours : « Next Departures » with one connexion.

=> On the App Store

=> Specific need : regular user with one connexion
Open data tpg : the outcome

Prototype

UnCrownded tpg : « Tired of crowds on board of TPG vehicles? Plan your trips better from today on! »

=> Android App

=> Made by students

⇒ Mix Crowndourcing & open data
Open data tpg: the outcome

Data experience for tpg

TransitVis: passengers in Geneva, San Francisco and Zürich

=> Ipad App

=> 3D visualization

=> Made in San Francisco
Open data tpg: the outcome

Benchmark

**Frustration Index**: KPI -Geneva, Zürich and San Francisco

=> Web site

=> Made in San Francisco

⇒ Interesting KPI
Open data tpg: the outcome

And more opportunities …

- Change how people see tpg (innovation)

  – Externality of IT services => less expensive

  – More fluidity for internal needs for data

  – Improve data quality (feedback)
Open data tpg : the outcome

And sometimes a bit of misunderstanding !!

Il pirate les données des TPG, qui le distinguent

par Françoise Lafuma - Un ingénieur s’était introduit dans le système des Transports publics pour créer une application. La régie a fini par lui dérouler le tapis rouge.
Third party

Open data services
Events

Data experience

Better information
Better satisfaction
More use

Accountability (benchmark)

Improve in intern
& better focus on client

Clients
New Services

Citizens
New Services

Third party

Prototypes
1. Another platform will get mobility data (scraping, crowdsourcing) with disruptive innovation. Ex: Uber, Google, moov it..

2. It will get new clients very quickly (with a subcontractor to operate)

3. Undermine the leadership on mobility for the public transportation operator

⇒ Challenge for a public transportation operator: to evolve to be a mobility platform (open data can help)
Open data

Mobile Widget on tpg open data
created by Nicolas
12 years old