Open Standards for Data Canvas

Standard Name: General Transit Feed Specification (GTFS)

Organisation Name: Google

Vision: What if it was as easy to find public transport information as it is to find driving directions?

THE STANDARD
What does your standard offer? Is your standard for guidance, shared vocabulary or data exchange?

Common format for public transport schedules & associated geographic information that lets public transit agencies publish their transit data & developers write applications that consume that data in an interoperable way.

THE PROBLEM
What problem does your standard solve?

Finding transit directions in unfamiliar cities is difficult & information is not consolidated.

THE SOLUTION
Why is your standard the right solution for the problem?

GTFS uses a simple format & approach to make it easy to consolidate public transit info & integrate it into navigation products used by the public.

THE USE CASE
How will adopters use the standard to solve the problem?

A transit agency produce a GTFS feed to share their public transit information with developers, who write tools that consume GTFS feeds to incorporate public transit information into their applications.
GTFS feeds can be used in a variety of applications & processes including trip planning, timetable creation, data vis, accessibility, analysis tools for planning.

WHY?

KEY STAKEHOLDERS
Who is involved in developing the standard?

Google: Owner, developer and sponsor
Consumers: Transit Developers i.e. people or org using transit info
Producers: Transit Agencies i.e. org that run or manage transit services

EARLY ADOPTERS
Who will first use the standard?

Bibiana McHugh (Portland TriMet), Chris Harrelson (Google Maps)

ENGAGEMENT
How will you reach stakeholders and early adopters?

Workshops, Google Groups

WHO?

KEY IMPACTS
What changes do you expect once the standard is adopted?

A standard open format will make public transit information available to any developer, provide good publicity for transit agencies & a useful service to the general public.

MAJOR RISKS
What could go wrong? How will risks be managed?

Perceived lack of benefits to transit agencies — demonstrate universal use
Complex technical formats for files — keep a simple format
Closed licensing of transit data — focus on benefits of open data

KEY RESOURCES
What tools, funding, tech and other resources will be used?

Funding — Google, Transit Expertise — TriMet Portland, Open Format License — Creative Commons Attribution 3.0 License & Apache 2.0 License, Transit Developer — Google Maps

HOW?