Where Traveler Information Meets Social Networking

The Emerging Role of User Generated Content
RGS Consulting International Inc.

Since 1993, RGS Consulting has undertaken work for both private- and public-sector clients in the following practise areas:

- Business Process Improvement & Implementation Management
- Enterprise Architecture Planning
- Feasibility Analysis & Business Case Development
- Human Factors Consulting (Change Management and Impact Assessments)
- **Community-based Web Site Planning and Development**
- IT Systems, Organization, & Infrastructure Planning
- Network & Security Infrastructure Planning, Procurement, & Implementation
- Performance & IT Service Management
- Strategic Procurement Consulting
- Technology Selection & Integration Management

Enabling business value through technology innovation
Recent ITS Experience

**ITS Planning Projects:**
- Regional Telecommunications Plan (PM)
- Smart Corridors Study (PM)
- Paratransit Service Review (PM)
  - **eRevolution (eCommunications) Strategy**

**Other Planning Projects of Interest:**
- TL Regional Detectorization Strategy

**ITS Implementation Projects:**
- 98 B-Line AVL/TSP/PID
- Main Street Showcase TSP/PID
- Bridgeport Corridor TSP/PID
- Automated Passenger Counting System
  - **iMove Advanced Traveler Information System & Regional Condition Reporting System**
- HandyDart Paratransit Scheduling, Reservations, AVL System
- Highway 97 TSP Project

RGS Consulting International Inc.
iMove Backgrounder

• In 2007, TransLink (South Coast British Columbia Transportation Authority) launched iMove, an Advanced Traveler Information System (www.i-move.ca)

• Designed in 2005-06 & built in Canada with federal, provincial and regional government funding. Deemed a ‘model deployment’ by Transport Canada.
Separate tabs for each mode of transportation

Real-time posting of incidents, construction and congestion

Regional Trip Calculator

Individual and group camera feeds

Border and Municipal DMS Sign Displays

Familiar Google Map Interface

www.i-move.ca

... so what was so advanced in 2006?
So what’s changed?

• The Web Changed
  – when iMove was designed in 2006, the industry had little/no knowledge of social networking:

• Our Customers Changed

• Distribution Channels Changed

• The Value of Transportation Data Changed

• We Changed!
The Web Changed

Types of Engagement

- **Adoption** (Low Engagement)
  - Bookmarking
  - Tagging
  - Adding to Group

- **Social** (Highest Engagement)
  - Adding Friends
  - Networking
  - Create Fan Community

- **Attention & Reputation** (High Engagement)
  - Upload (UGC)
  - Blogging
  - Fan Community Participation
  - Create Mash-Up
  - Podcasting
  - Vlogging

- **Collaborative Filtering** (Medium Engagement)
  - Rating
  - Voting
  - Commenting
  - Endorsing
  - Favoriting

© Wiredset

Customer expectations progressing
"No, you weren't downloaded.  
Your were born."
# Delivery Changed (and keeps changing)

## Customer
- In-vehicle navigation
- Real-time updates
- Trip planning
- Road congestion information
- Transit schedules

## Devices
- Computer
- GPS
- Cell phone
- In-vehicle navigation

## Channels
- Twitter
- iMove

## Data
- 60% of the ‘Net Generation’ regularly use Public Transit
- Data

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### Delivery Changed
- Changes in delivery schedules
- Changes in road congestion
- Real-time updates
- Trip planning
- Road congestion information
Distribution of Customer Information

- TransLink ‘Next Bus’
- Information available by:
  - SMS
  - Facebook
  - Web (iMove)
  - Mobile Web
  - RSS (coming soon)
Google Transit
We Changed!

• By 2010 Gen Y will outnumber Baby Boomers....96% of them have joined a social network
• 1 out of 8 couples married in the U.S. last year met via social media
• Years to Reach 50 millions Users: Radio (38 Years), TV (13 Years), Internet (4 Years), iPod (3 Years)...Facebook added 100 million users in less than 9 months...iPhone applications hit 1 billion in 9 months.
• If Facebook were a country it would be the world’s 4th largest, between the United States and Indonesia
• 2009 US Department of Education study revealed that on average, online students out performed those receiving face-to-face instruction
• 1 in 6 higher education students are enrolled in online curriculum
• % of companies using LinkedIn as a primary tool to find employees....80%
• The fastest growing segment on Facebook is 55-65 year-old females
• 80% of Twitter usage is on mobile devices...people update anywhere, anytime...imagine what that means for bad customer experiences!
• Generation Y and Z consider e-mail passé...In 2009 Boston College stopped distributing e-mail addresses to incoming freshmen
• The #2 largest search engine in the world is YouTube
• There are over 200,000,000 Blogs
• 54% = Number of bloggers who post content or tweet daily
... and we’re still changing!

- Because of the speed in which social media enables communication, word of mouth now becomes world of mouth.
- If you were paid a $1 for every time an article was posted on Wikipedia you would earn $156.23 per hour.
- Facebook USERS translated the site from English to Spanish via a Wiki in less than 4 weeks and cost Facebook $0.
- 25% of search results for the World’s Top 20 largest brands are links to user-generated content (UGC).
- 34% of bloggers post opinions about products & brands.
- 78% of consumers trust peer recommendations.
- 25% of Americans in the past month said they watched a short video...on their phone.
- 24 of the 25 largest newspapers are experiencing record declines in circulation because we no longer search for the news, the news finds us.
- In the near future we will no longer search for products and services they will find us via social media.
- More than 1.5 million pieces of content (web links, news stories, blog posts, notes, photos, etc.) are shared on Facebook...daily.
Transportation Data is King!
- but where does it come from?

- **Traffic Cameras** – Road Authorities, Agencies, Private Broadcasters
- **Lane Control Status** – Road Authorities
- **Tolling Facilities** – Road Authorities, Contractors
- **Congestion Monitors & Detectors**
  - Road Authorities, Agencies, Broadcasters
- **Bus Movement Data** – Transit Operators
- **Traffic Incidents** – Public Safety Agencies, Transit Operators, Broadcasters, Public
- **Weather** – Environment Canada, Broadcasters
- **Construction** – Municipalities, Agencies, Road Contractors
- **Schedule Delays** – Transit Operators, Marine, Airlines
- **Your Customers !** – SMS, Twitter, IVR – User generated content (UGC)
Authoritative Information

• As Road, Transit and Public Safety agencies, you have always relied on ‘authenticated data’ to manage your systems and inform the public.

• The rapid growth of ‘User Generated Content’ holds great potential for public agencies to leverage and to improve timeliness of information delivery.

• The Net Generation will trust information from their ‘peers’ more than they trust institutional information streams.
Anybody driving from cottage country - is hwy 400 or 27 jammed?

6:44 PM Aug 16th from TwitterBerry

SeanMoffitt
accident with road blockage at S Semoran Blvd & Lake Margaret Dr
7 minutes ago from API

general disturbance at 6141 S Semoran Blvd
16 minutes ago from API

suspicious incident at 3838 S Semoran Blvd
about 3 hours ago from API

general disturbance at 2948 S Semoran Blvd
about 6 hours ago from API

vehicle b&e at 5964 Bent Pine Dr
about 6 hours ago from API

trespasser at 5625 Hickey Dr
about 7 hours ago from API

vehicle b&e at 6004 Bent Pine Dr
about 9 hours ago from API

theft at 6016 Bent Pine Dr
about 11 hours ago from API
Public Meeting Thursday for study on Eastern Bypass that would join I-74 w/ IL 6 in Peoria, IL area. Info here http://www.easternbypass.com/
about 4 hours ago from web

Pick up your free copy of the new state highway map at the IL State Fair! http://bit.ly/ulCmd
10:52 AM Aug 18th from mobile web

Gov Quinn's administration announces the beginning of a $23M project along the I-55/I-70 & IL 162 interchange near Troy http://bit.ly/105Lkc
7:42 PM Aug 17th from web

Be sure to stop by IDOT's display in the Governor's Tent at the Illinois State Fair this wknd & next week. Info on Green Initiatives & more!
9:40 AM Aug 14th from web

7:06 AM Aug 13th from web
M11 Cambridgeshire | Southbound | Heavy traffic: On the M11 southbound between junctions J11 and J10, there are currently delays of 15 mi. 

8 minutes ago from twitterfeed

A47 Norfolk | Westbound | Heavy traffic: On the A47 westbound between the junctions with the A1064 and the A1042, there are currently del.

8 minutes ago from twitterfeed

A47 Norfolk | Eastbound | Heavy traffic: On the A47 eastbound between the junctions with the A1064 and the A12, there are currently delay.

8 minutes ago from twitterfeed

A421 Bedfordshire | Northbound | Heavy traffic: On the A421 northbound between the junctions with the M1 and the A5134 Bedford West, the.

33 minutes ago from twitterfeed

A421 Bedfordshire | Southbound | Heavy traffic: On the A421 southbound between the junctions with the A5134 Bedford West and the M1, ther.
Subway in Washington D.C. expanding cell phone and internet service http://ow.ly/kA5m How does it sound?

about 1 hour ago from HootSuite

New transit system in Miramichi, N.B. making the city more attractive to students and senior citizens http://ow.ly/kA2j

about 2 hours ago from HootSuite

Residents in suburbs of Chicago are favouring denser communities near transit for the future http://ow.ly/kzYE

about 3 hours ago from HootSuite

Rapid transit set up to take people straight from ferry terminal to downtown Vancouver, including part on the #CanadaLine http://ow.ly/kzP3

about 4 hours ago from HootSuite

Fort Erie to offer daily transit service for students and workers going to Niagara Falls http://ow.ly/kqWy

about 17 hours ago from HootSuite

Transit art and how it can improve your health http://ow.ly/kr1B

about 20 hours ago from HootSuite
The New Demographic

• Customer expectations for information:
  – ability to contribute to information (I just saw an incident, I want to tell everybody);
  – access to syndicated information (regardless of the source, the information can be distributed through a broad spectrum of media);
  – I have the ability to enhance this information and resyndicate (you just told me there is an incident, I know more about the incident, I can add this information and pass it a) back to the source and b) along to my network)

... so how do we meet these rapidly growing expectations?
Blended Information Sources

- Authoritative Information
  - Data – formal partnerships
  - Data – Agency internal sources
  - Data - UGC

- Microblogs (twitter)
- Social Networks
- Owned web (eg. iMove)

Information may be updated by users and fed back into the system.
Your web content can even be syndicated – rss, widgets, ‘share this’
I see an accident at Cambie & Broadway

I tweet #accident, 2 cars, southbound

The geolocation feature of twitter places my tweet on a traffic map and you see details on mouseover

More tweets come in – all updates are viewable via link from first report – goes to a twitterfeed related to the geolocation updates

Accident reported at 13:20:45 23/08/09 – two cars southbound, pedestrian injured ... more details
Your Challenge
Your Opportunity

• User generated content will continue to become richer as social media and mobile technologies mature.

• Improvements in voice recognition and geolocation technologies will remove the current stigma regarding mobile texting.

• Traffic reporters, motorists, transit passengers and the public at large will become valuable information generators.

... resulting in a truly ‘advanced’ next generation traveller information system
Thank You!

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