SOCIAL TRANSIT

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Young People & Transportation

• The Millennials are the largest demographic cohort in the United States
• According to an APTA report, following economic and environmental concerns, **community benefits** are the biggest reason Millennials choose transit.

*Photo by Alexey Matveichev*
Opportunities for Transit

- APTA recommends public transit offer “tools/games” that deliver on the things [millenials] are already looking for.”
- SocialTransit supports the social side of public transit

SocialTransit bridges between interest in public transit, mobile technology, and community engagement.
Overview

• SocialTransit is a mobile app built to alert riders when their friends use the same transit vehicle.
• SocialTransit matches transit schedules, GPS coordinates, and online social network users to provide a transit-focused social media package.
• SocialTransit has the potential to dramatically change the way we engage with transit.
Step 1

- SocialTransit connects to users’ online social networks (Facebook, Twitter, Google, etc.)
Step 2

- SocialTransit matches users’ physical and temporal location in relation to the transit system using GTFS data
Check in with SOCIALTRANSIT?

I’m already on board

I’m waiting at the station
Is this your train?

Yes, check me in!

No, I’m on a different train

No, I’m at a different station
You’re checked in!

You have friends on board!

Cailean Carr
Newark Penn

Helen Ho
Elizabeth

Danny Yoder
Newark Penn

Peter Harrison
Metuchen

Dorothy Le
Penn Station NY

Chris Kok
Metropark

Send a group message
Is this your train?

Yes, check me in!

No, I'm on a different train

5:51 pm NEC from New Brunswick

Share this check-in with your friends!

“I'm riding the train with 4 SocialTransit friends!”

Share
Features

• **Game-design techniques** are increasingly used to increase customer loyalty and engagement

• How do you build a check-in game for hundreds of constantly-moving vehicles?

• SocialTransit solves this problem by allowing app-users to check into moving vehicles.

SocialTransit supports a social environment for increased transit use
Challenges

• Not all transit stops have wireless connectivity but coverage is improving.
• SocialTransit will not work as well when transit is behind schedule but real-time check-in data can provide useful information about delays
Budget & Implementation

<table>
<thead>
<tr>
<th>Task</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>Server Development</td>
<td>$13,200</td>
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<tr>
<td>UI Design</td>
<td>$8,800</td>
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<tr>
<td>iOS Development</td>
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<tr>
<td>Android Development</td>
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<tr>
<td>QA/Testing</td>
<td>$4,400</td>
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<td>Web Hosting (two years)</td>
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<tr>
<td>Marketing Campaign</td>
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<td>Contingency (10%)</td>
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<td><strong>Total</strong></td>
<td><strong>$71,940</strong></td>
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</tbody>
</table>

- Twenty-four week implementation in three phases
  - Planning
  - Development
  - Promotion
Conclusion

• SocialTransit benefits transit users and operators
• SocialTransit strengthens the community of transit advocates
• SocialTransit could increase ridership
• It’s relatively cheap!
• It’s fun!

Social Media + Transit = SOCIALTRANSIT
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