OPEN SOURCE AND OPEN STANDARDS IN URBAN TRANSPORTATION

Meeting of the Minds
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A CHANGING TRANSPORTATION WORLD
Rides (in millions)

Q1 '16: 29.0
Q2 '16: 36.5
Q3 '16: 44.3
Q4 '16: 52.6
Q1 '17: 70.4
Q2 '17: 85.8
Q3 '17: 103.1
Q4 '17: 116.3
Q1 '18: 132.5
Q2 '18: 146.3
Q3 '18: 162.2
Q4 '18: 178.4

Source: Lyft S-1 filing
WHAT’S COMING?
THE OPEN MOBILITY FOUNDATION

- Digital infrastructure to help cities manage public space for the public good
- Data standards and open source software
- Public/private collaboration that encourages responsible growth of new mobility services
- Cross-sector relationships and a shared vision for mobility
A NON-PROFIT, OPEN SOURCE FOUNDATION

Public/private partnership to create **common standards** for digital governance that transform the way cities manage transportation in the modern era and **support a business ecosystem**.
OUR MEMBERS

Complete list: openmobilityfoundation.org/members
MOBILITY DATA SPECIFICATION

AN API CONNECTING MOBILITY COMPANIES WITH LOCAL GOVERNMENTS

- >90 cities around the world
- Marketplace of tools for cities built on MDS
- Accelerates launch of mobility services
HOW WE WORK

● Led by cities w/ strong private sector governance participation

● Working groups and GitHub repositories open-to-all

● Technology built through public and private sector collaboration

● Open-source licensing and governance
BENEFITS OF OPEN

- Competitive ecosystem for providers and software companies
- Lower barrier to entry for mobility providers
- Choice for local government and reduced vendor lock-in
- Money spent on outcomes, not software licensing
OPEN STANDARDS TO SHAPE MARKETS

- Motorists pay for on-street parking right in Google Maps
- Consumer convenience
- Who “owns” the integration that make it possible?
- Cities can use open standards and open source to shape market outcomes
CLOSED MODEL: LOCK-IN, LIMITED COMPETITION

City locked in to parking vendor. Switching parking vendors leads to residents losing functionality.

Only one choice of mapping app with integrated payment. Carmakers pressured to embed Google.
Cities have choice of vendors. Can switch without breaking integrations.

Consumer can choose app or use built-in infotainment to pay for parking.
CONNECT WITH US

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