

transit.

**How we created a rider-powered transit tracker.**

...to make Montreal's transit a bit more reliable.

# The problem with Montreal public transit

Nobody knew when their bus was coming!

**Montreal was the only city in North America without real-time transit data. So we decided to generate the data ourselves.**

## How?

GO: a real-time crowdsourcing feature. Instead of getting vehicle positions from the agency, we'd get our users to supply vehicle positions themselves.

## The challenge

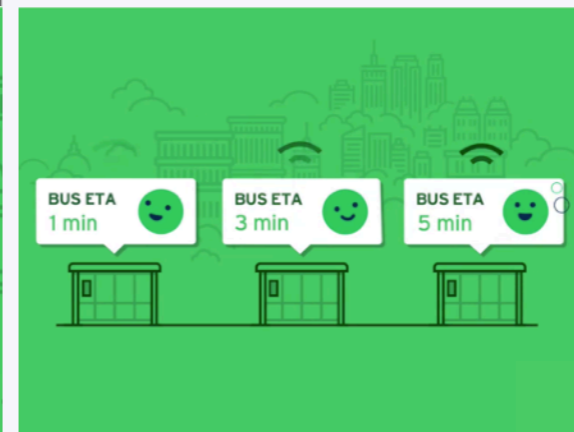
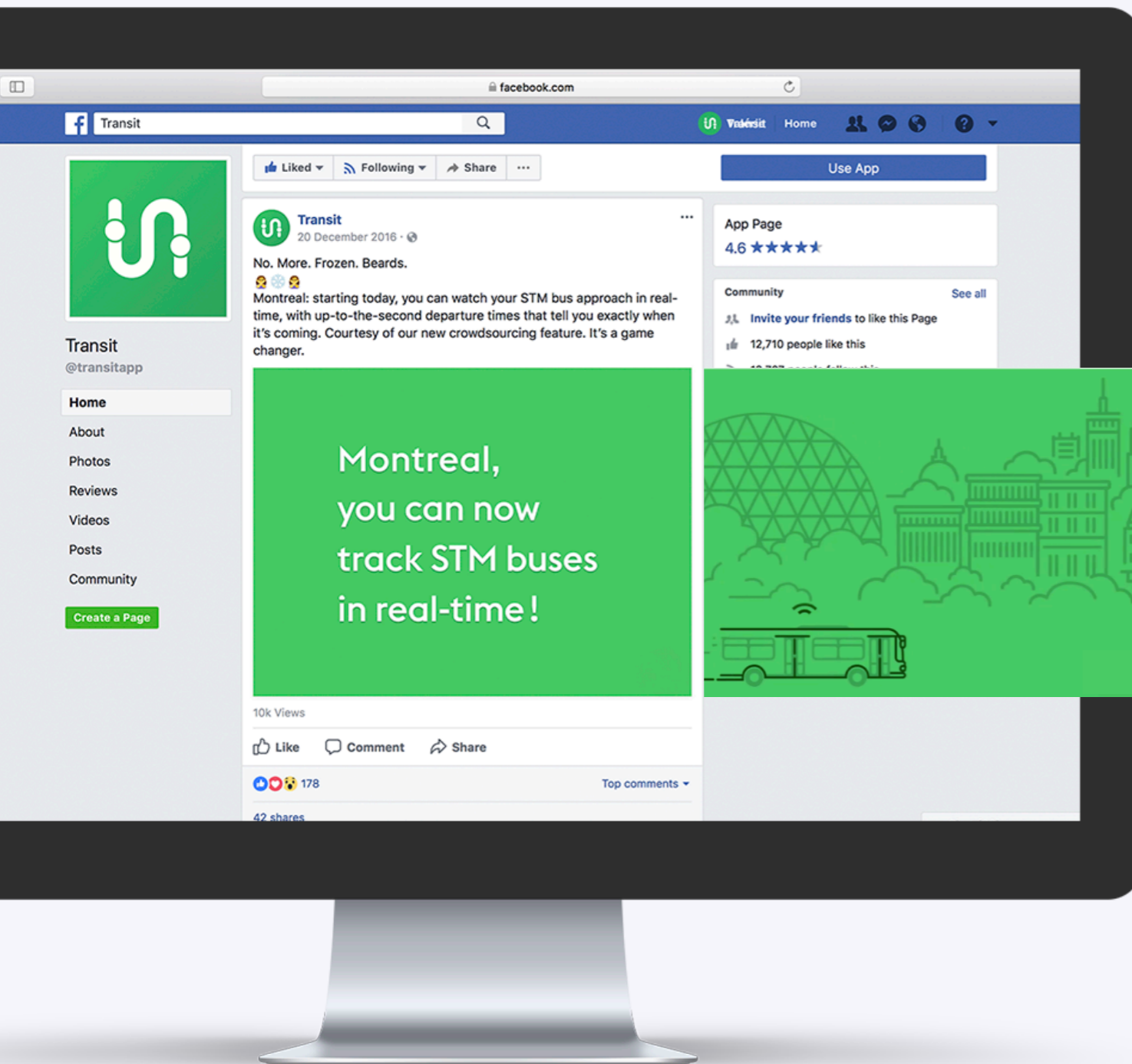
How do you get users to voluntarily share their position with others while riding the bus?

## The answer

A comprehensive user education campaign—including in-app promotion, online promotion, and press outreach.

# Step 1: make a sexy video.

Shared on Facebook, Twitter, and Instagram. Watch it [here](#).



Everyone wins.  
Thanks to you.

# People loved it.

They *really* loved it.

**100k+**  
video views

**500+**  
likes

**100+**  
shares

[Blowing up on twitter \(see more here\).](#)

**Brooks Seymore**  
@SingleItemStore

Following

Replying to @transitapp

The folks behind @TransitApp have been doing really cool stuff for years but this is really cool. Definitely an app to check out.

**Transit @transitapp**  
Finally.  
Montreal: you can now track your bus's position in REAL-TIM...  
0:35

5:05 PM - 20 Dec 2016



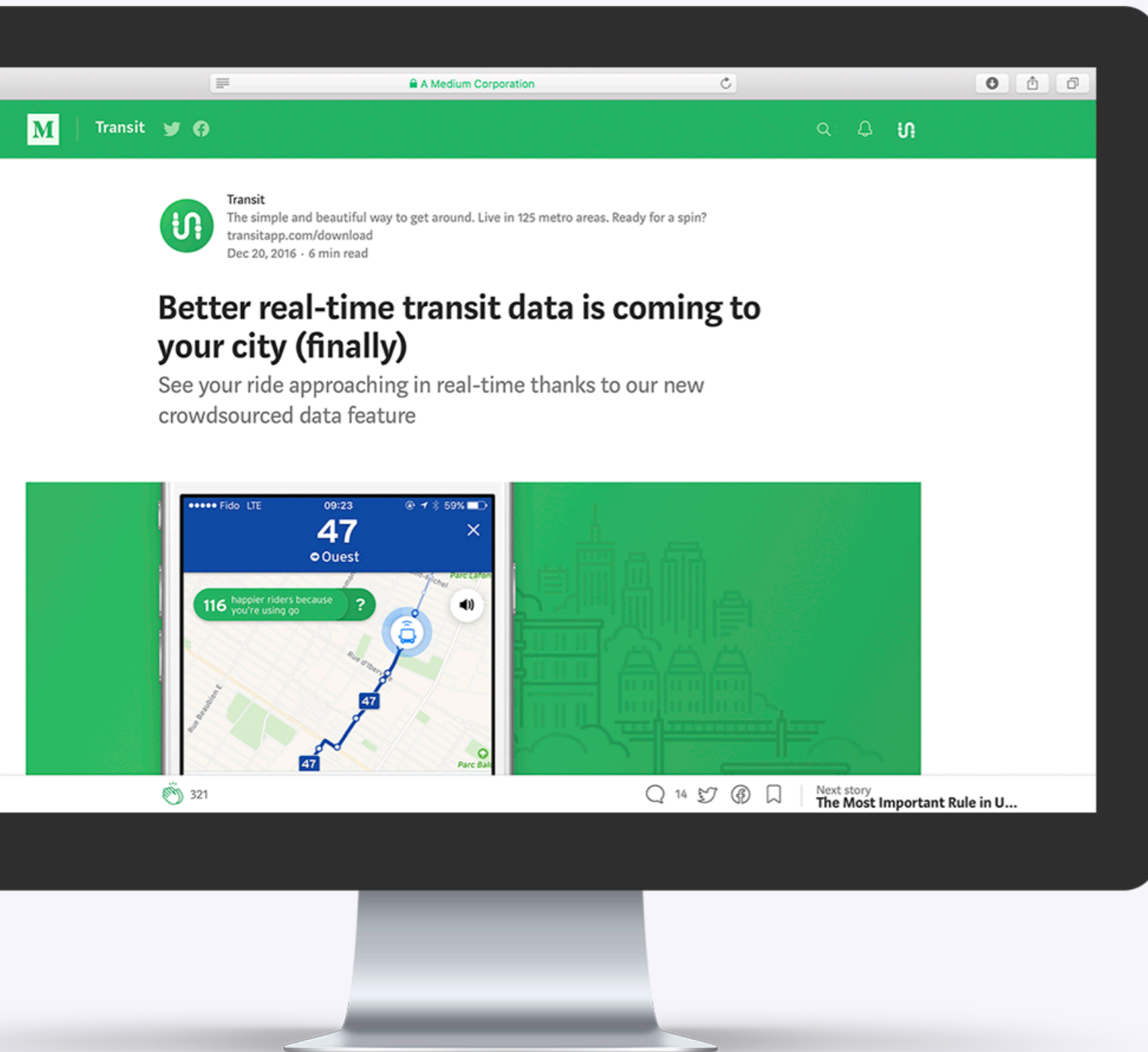
**Alex Buchanan** shared **Transit's** post.  
20 December 2016 · 🌐

Crowdsourced public transit data is arriving to Montreal today via the Transit app. Outstanding, innovative and locally made, and the app is free. I highly recommend it to everyone. It even shows Uber data within it. The user interface is innovative and brilliant.

This sort of application has the potential to promote and increase usage of public transportation by making it a better experience.

# Step 2: write a fancy blog post.

Published on Medium. Read it [here](#).



722

Facebook shares

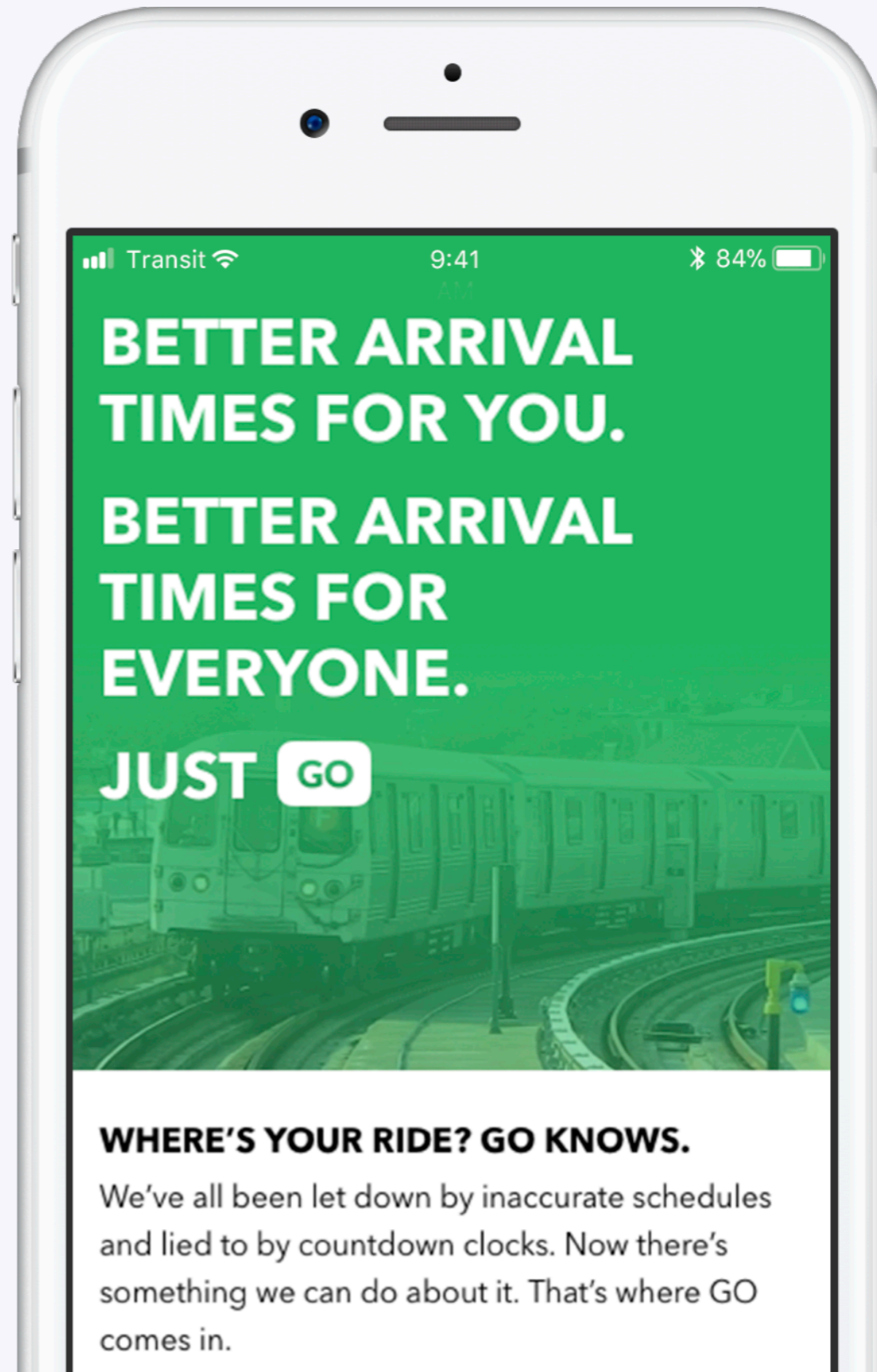
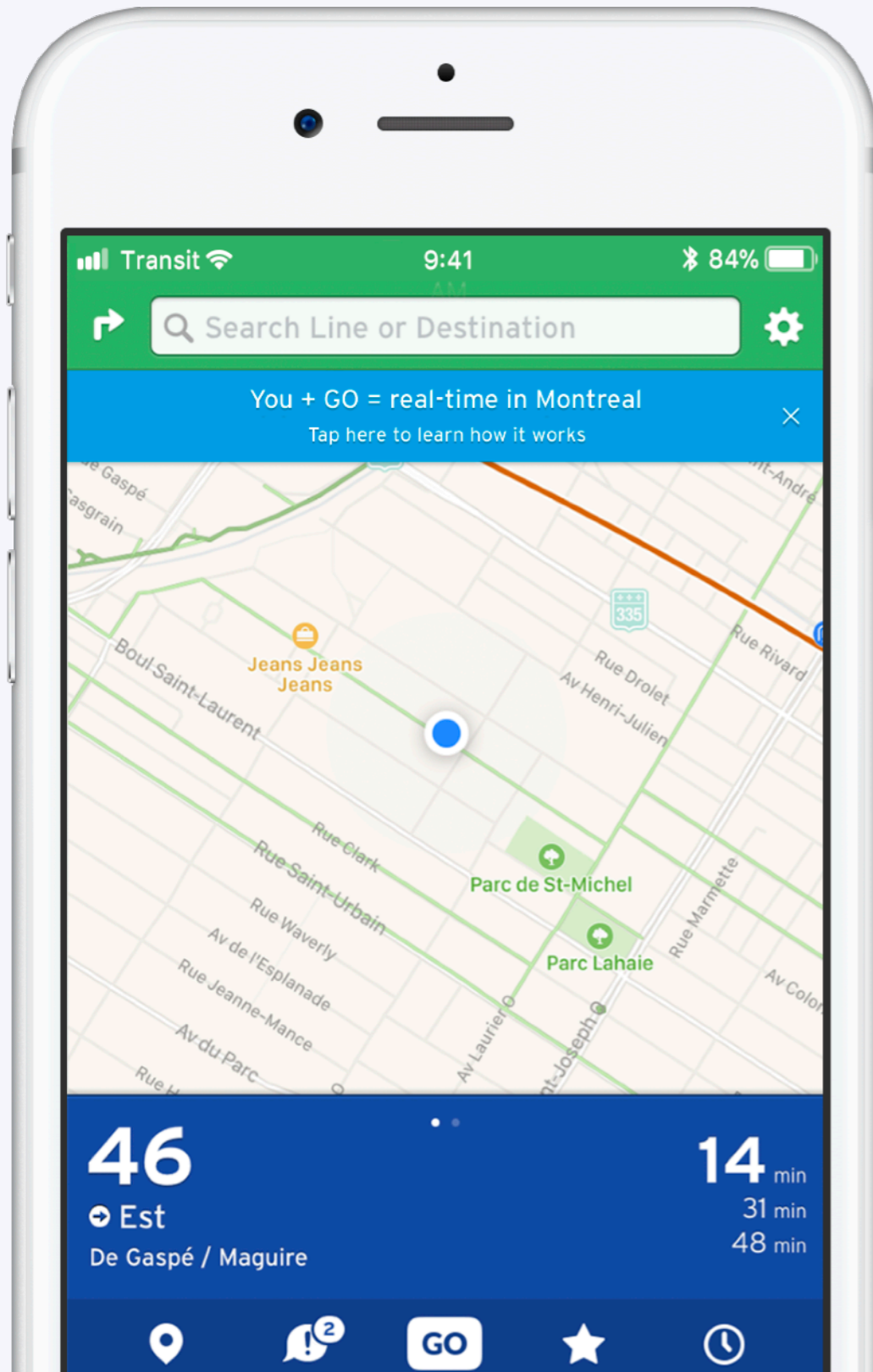
25,000+

views



# Step 3: engage existing users.

Banners. Gamification. Push notification.



# Step 4: press, baby!

Coverage: TechCrunch + Montreal Gazette + MTLBlog = millions of readers.



[Techcrunch](#)

[Montreal Gazette](#)

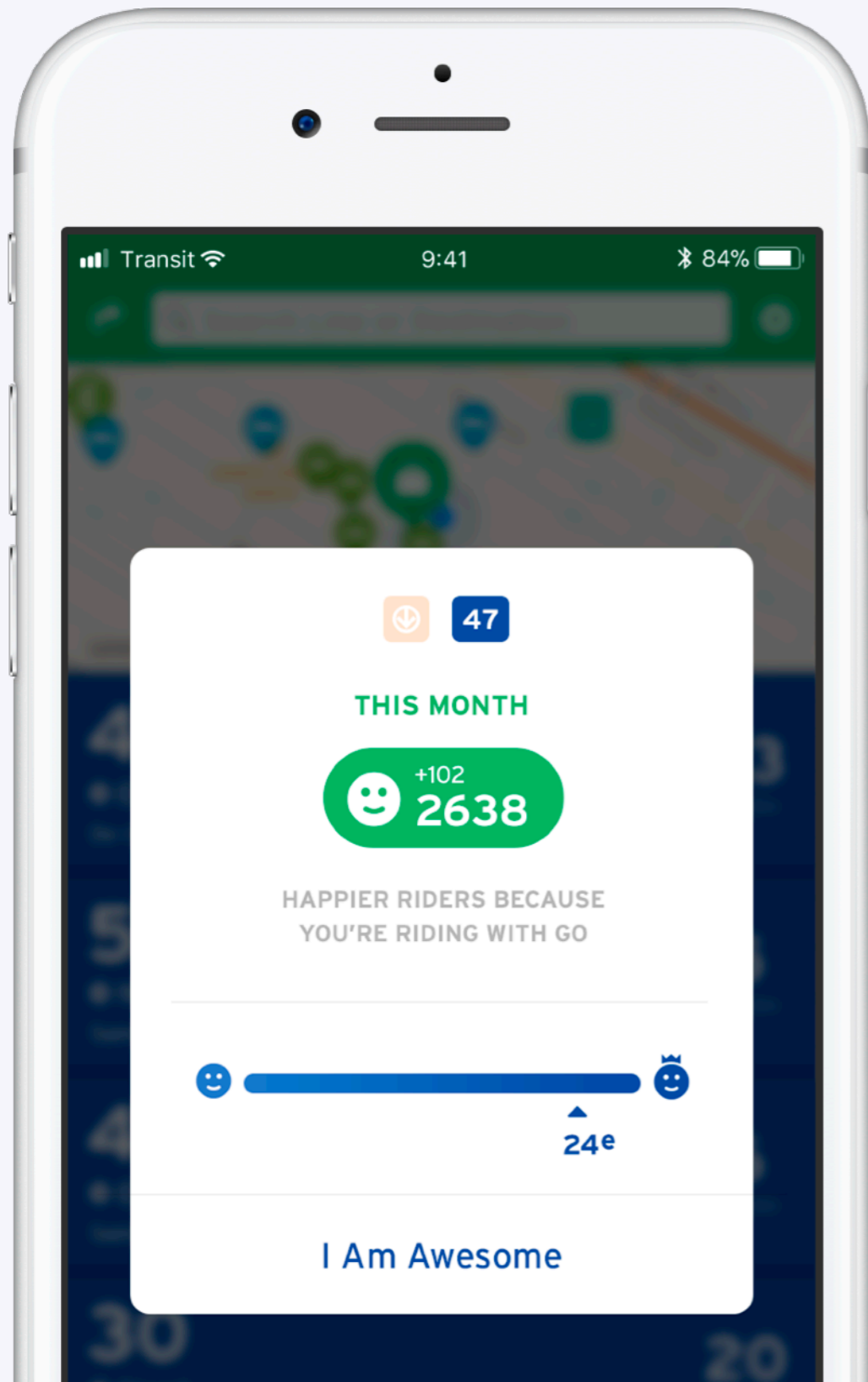
[MTL Blog](#)

[La Presse \(Fr\)](#)

[Cantech Letter](#)

[The Transit Wire](#)

## Step 5: revolutionize transit in Montreal.



# 326,853

crowdsourced trips in MTL  
in the past year