



FOR IMMEDIATE RELEASE
March 25, 2014

CONTACT: Tom Flannigan
415.749.4900

Bay Area Bike Share Announces Open Data Contest

Community Challenged to bring Bay Area Bike Share Data to Life

SAN FRANCISCO – Bay Area Bike Share is announcing the [Bay Area Bike Share Open Data Challenge](#) in partnership with [Stamen Design](#), a San Francisco-based design studio specializing in maps and data visualization.

The Challenge makes data from nearly 150,000 bike trips publicly available, and encourages designers and programmers to visualize the data in informative, beautiful and surprising ways. Entries may include maps, animations, interactive websites, or static graphics, and should reveal new or interesting trends or patterns.

The contest launches today, March 25, and is open to anyone 18 and over. Submissions are due by April 25 at 11:59 p.m. (Pacific Daylight Time) and can be submitted at <http://bayareabikeshare.com/datachallenge>.

The Challenge is the first partnership between Bay Area Bike Share and Stamen Design, and will be kicked off at [Stamen Design](#) on Tuesday, April 1, from 7 to 10 p.m. Come hear from the organizers, decipher the data, network with others and get started on data visualization. Space is limited, so reserve a spot now at <http://bayareabikeshare.com/datachallenge>.

“The Bay Area’s tech-rich community is the right place to initiate this contest to transform mountains of data into compelling and understandable information,” said Jack Broadbent, executive officer of the Bay Area Air Quality Management District. “The winning entry will help display the success and tell the story of the growth of the country’s first regional bike share system.”

The Bay Area Bike Share Open Data Challenge includes the following anonymized trip data information from the first six months of the program:

- Bike number
- Trip start day and time
- Trip end day and time
- Trip start station
- Trip end station
- Rider type – Annual member or short-term member
- If an annual member trip, it will also include member’s home zip code

The data set will also include:

- Weather information per day per service area

Continued... Bay Area Bike Share Announces...

- Bike and dock availability per minute per station

Participants may submit up to three visualizations. Judges will select a winner for each of the following categories: “Best Overall Visualization,” “Best Presentation,” “Best Analysis,” “Best Data Exploration Tool,” and “Best Data Narrative.” The winning entries in each category will receive two Bay Area Bike Share annual memberships, a Bay Area Bike Share t-shirt, five 24-hour memberships to share with friends and family, and gift certificates for two Bern helmets. The winner for “Best Overall Visualization” will also receive a Nexus 7 Tablet.

Judges will include representatives from Bay Area Bike Share, Metropolitan Transportation Commission, SPUR, sf.citi, IDEO and Stamen Design.

Full Challenge details, guidelines and official rules available at: <http://bayareabikeshare.com/datachallenge>.

With leadership and funding from the Air District and the Metropolitan Transportation Commission (MTC), the Bay Area Bike Share pilot project is a partnership among local government agencies including the City and County of San Francisco, SamTrans, Caltrain, San Mateo County Transportation Authority, the County of San Mateo, the City of Redwood City and the Santa Clara Valley Transportation Authority.

Bay Area residents and visitors can learn more about the bike share system at:

- www.bayareabikeshare.com
- www.facebook.com/bayareabikeshare
- www.twitter.com/sfbaybikeshare

The Bay Area Air Quality Management District is the regional agency responsible for protecting air quality in the nine-county Bay Area. For more information, visit www.baaqmd.gov.

###