



North Florida Integrated Data Exchange A Strategic Vision for Transportation Innovation

April 26, 2018



Not every innovation in transportation is going to come from government or even a large enterprise.

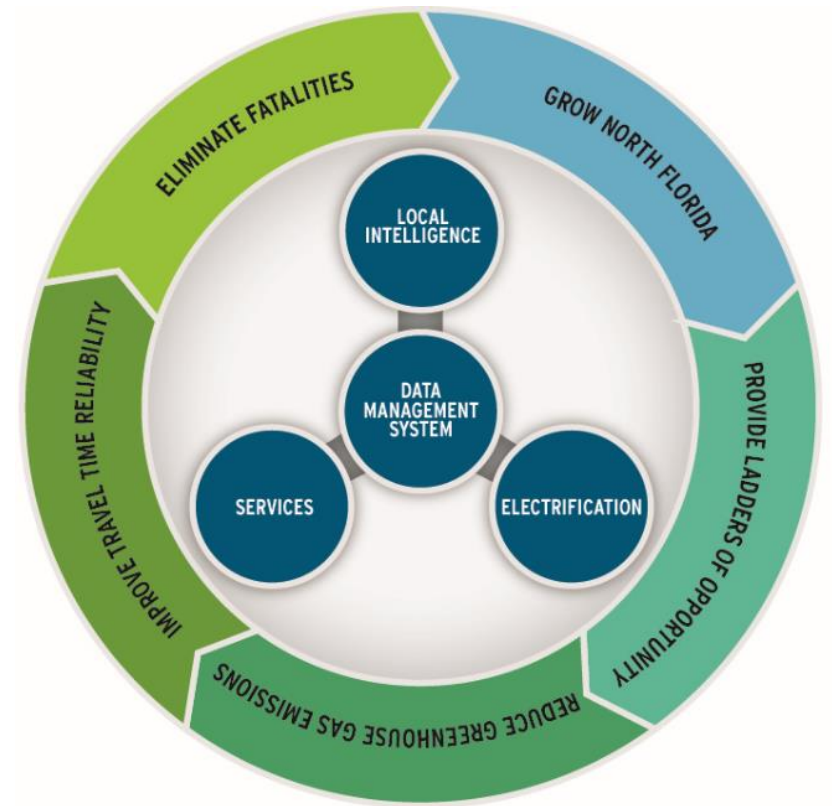
Anthony Foxx

FORMER U.S. DOT SECRETARY

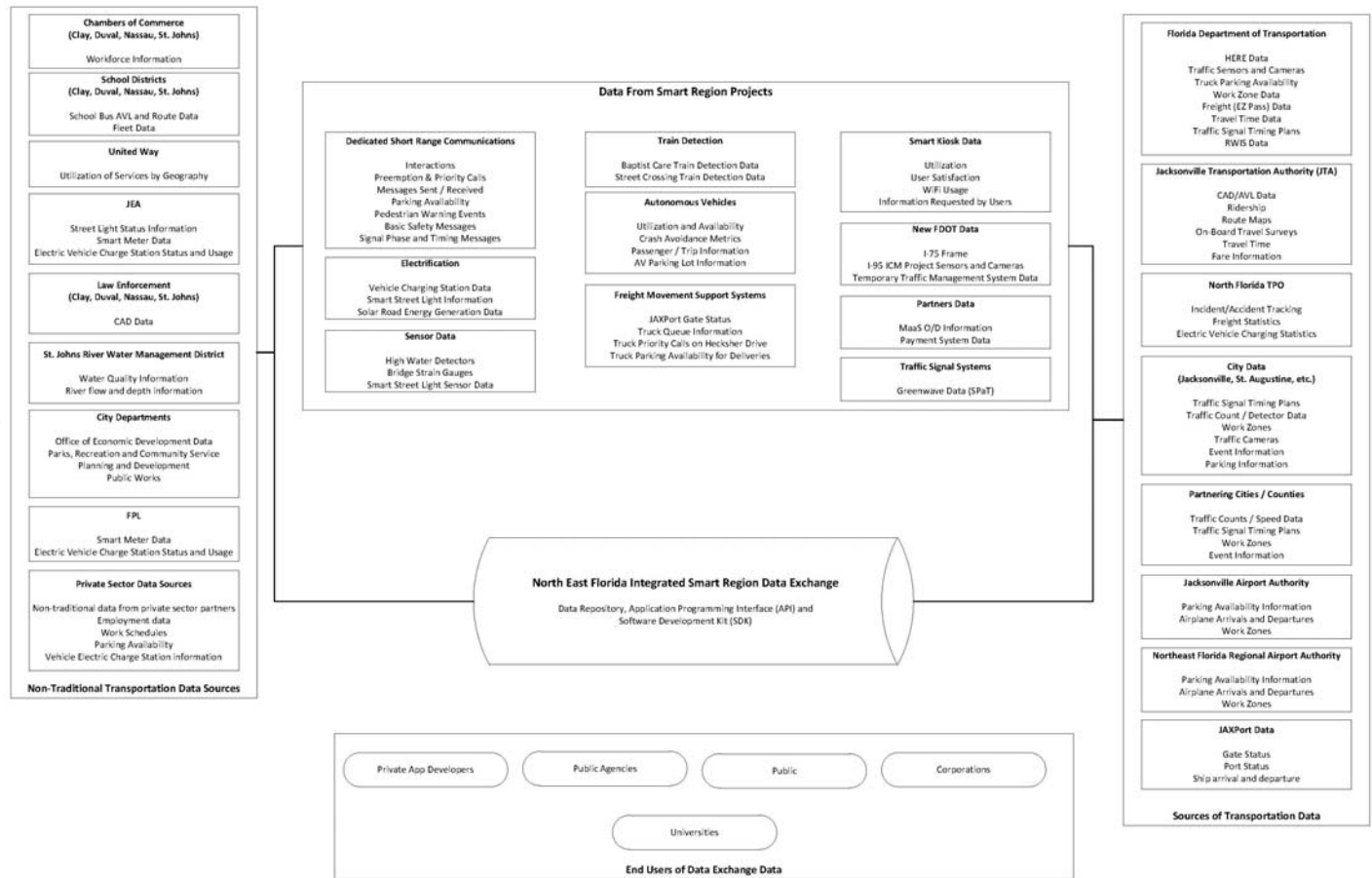
ENGAGEMENT CHALLENGE

The core of the North Florida Smart Region program is a data exchange to support the collection and distribution of data to improve safety, mobility and productivity.

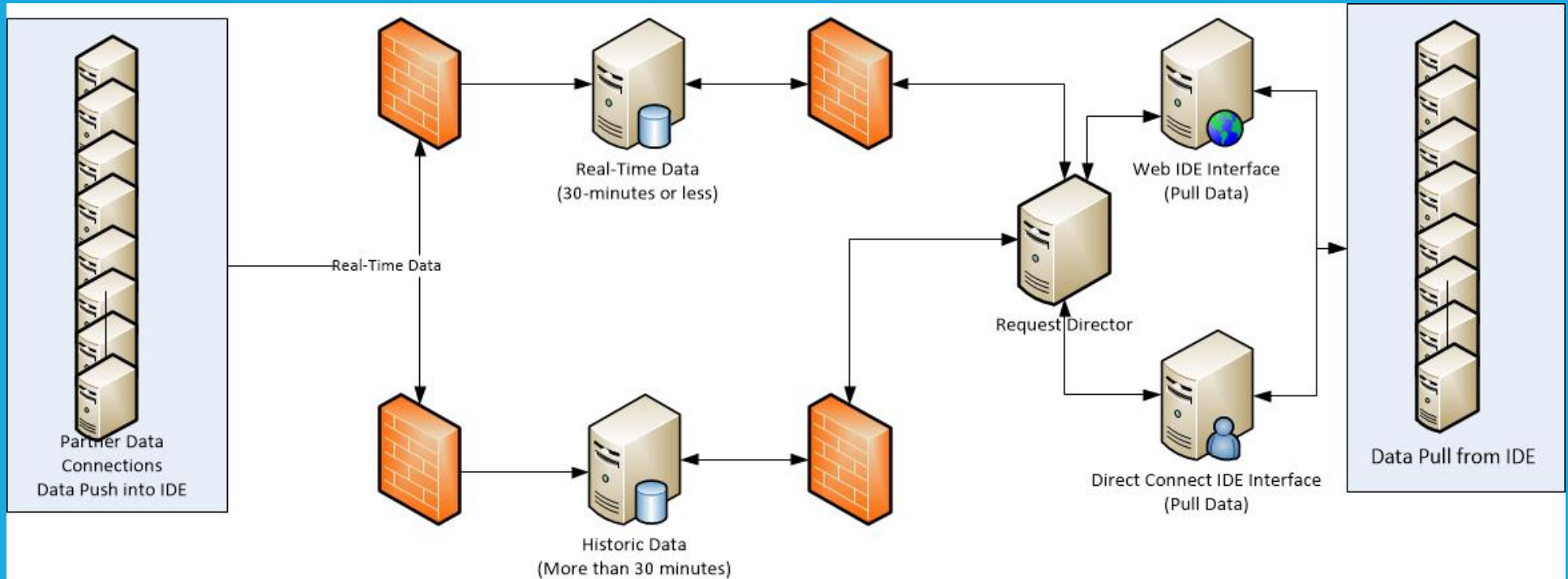
The North Florida TPO would like to increase 3rd party developer participation from the wider technology community to create innovative applications and services that leverages the availability of this comprehensive data.



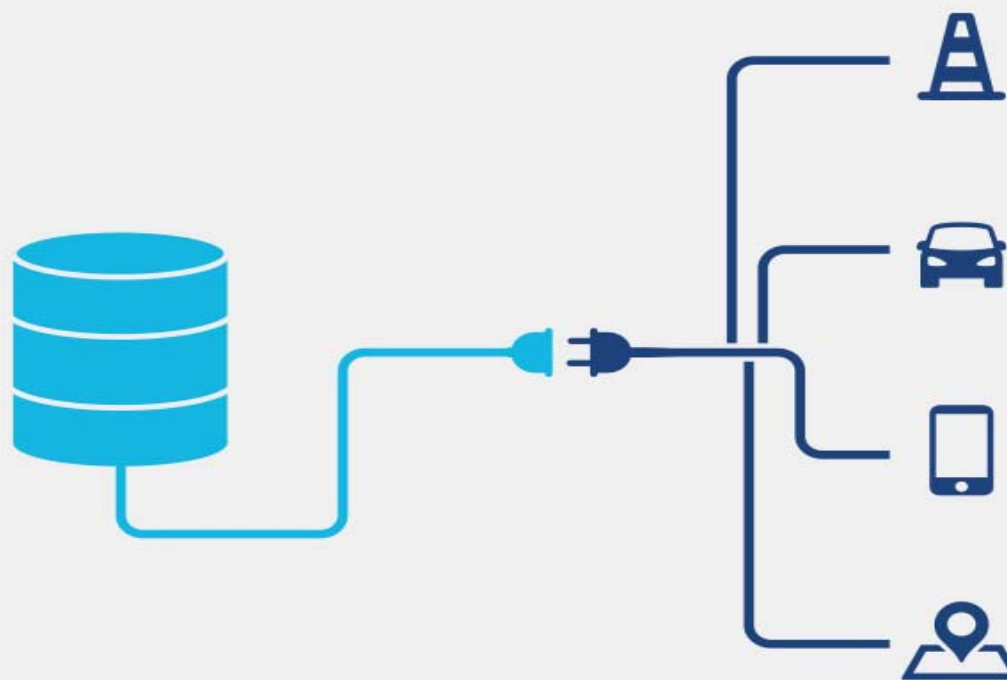
The Objective



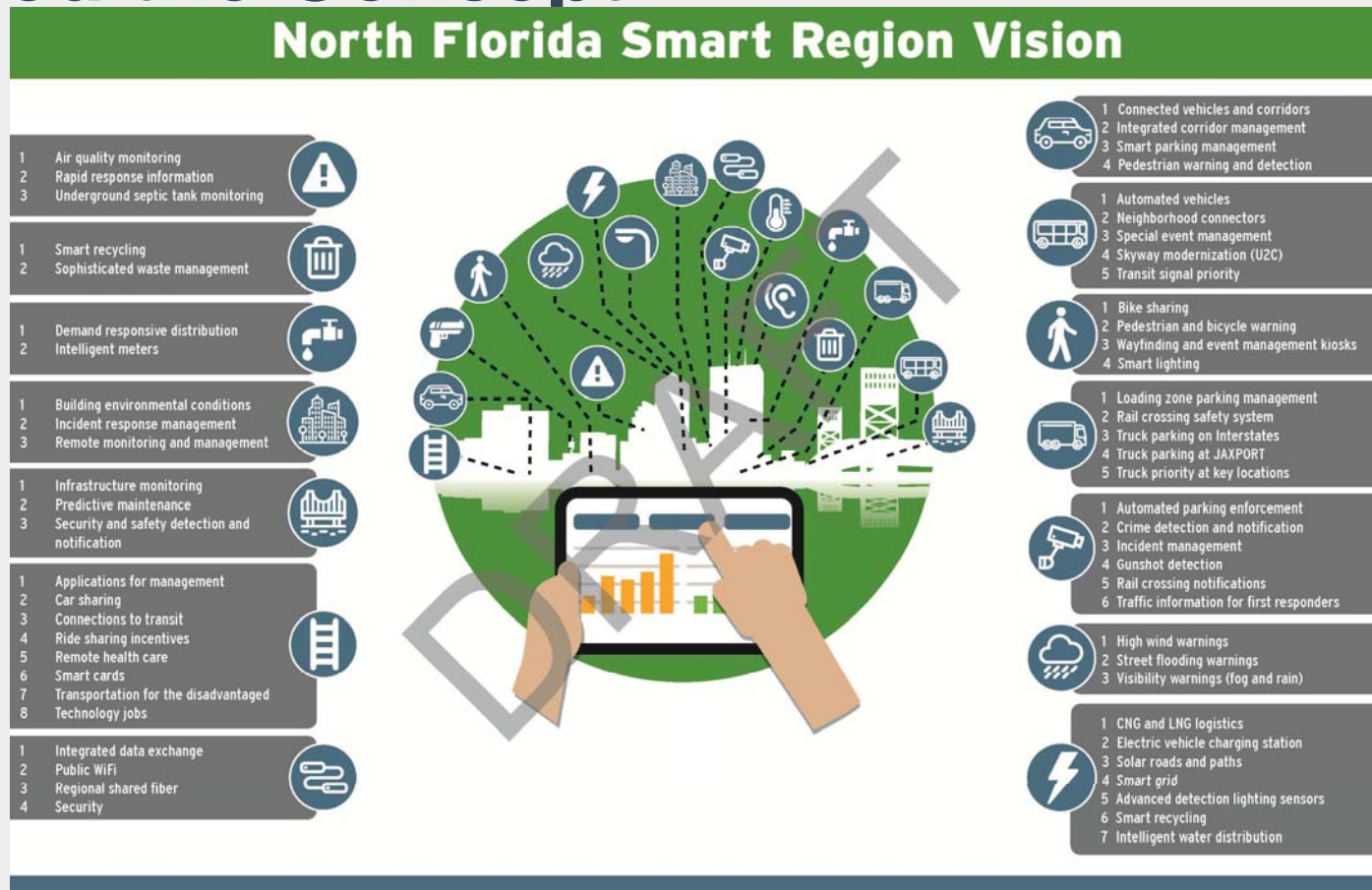
The Platform—Overview



We need the Data and APIs...



Community Leadership has Embraced the Concept



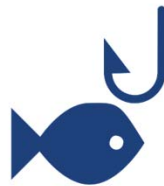
We are building the tools, APIs and infrastructure. We need the people to build and test in the Smart Region ecosystem.

What is a developer program?

A developer program ensures the community has the resources to innovate. It acts as a connection between product development groups and developers.

Typical activities include:

- + Recruiting innovators and developers to take advantage of the platform, and sharing their success stories
- + Supporting development activities by providing tools and documentation
- + Growing the community of developers through hosted events and online resources



Recruits
innovators



Supports
development
activities



Grows
community

A developer
program is ...

OPEN

encouraging
empathetic
unfettered

Innovation happens best in collaborative environments where ideas are shared and built upon.

A developer
program ...

SUPPORTS

active
accessible
helpful

Assistance that anticipates developers' needs is critical to their success.

A developer
program ...

CREATES TRUST

dependable
credible
current

Developers need to trust that what they are building on is worth their investment of time and energy.

IDE VISION + OBJECTIVES

The IDE is the **open, trusted, supportive** program that enables the 3rd party developer community to create applications and services that leverage transportation data, services, and infrastructure.

The IDE will broaden the audience of developers engaging with the transportation technology ecosystem to include cloud, mobile, and automotive.

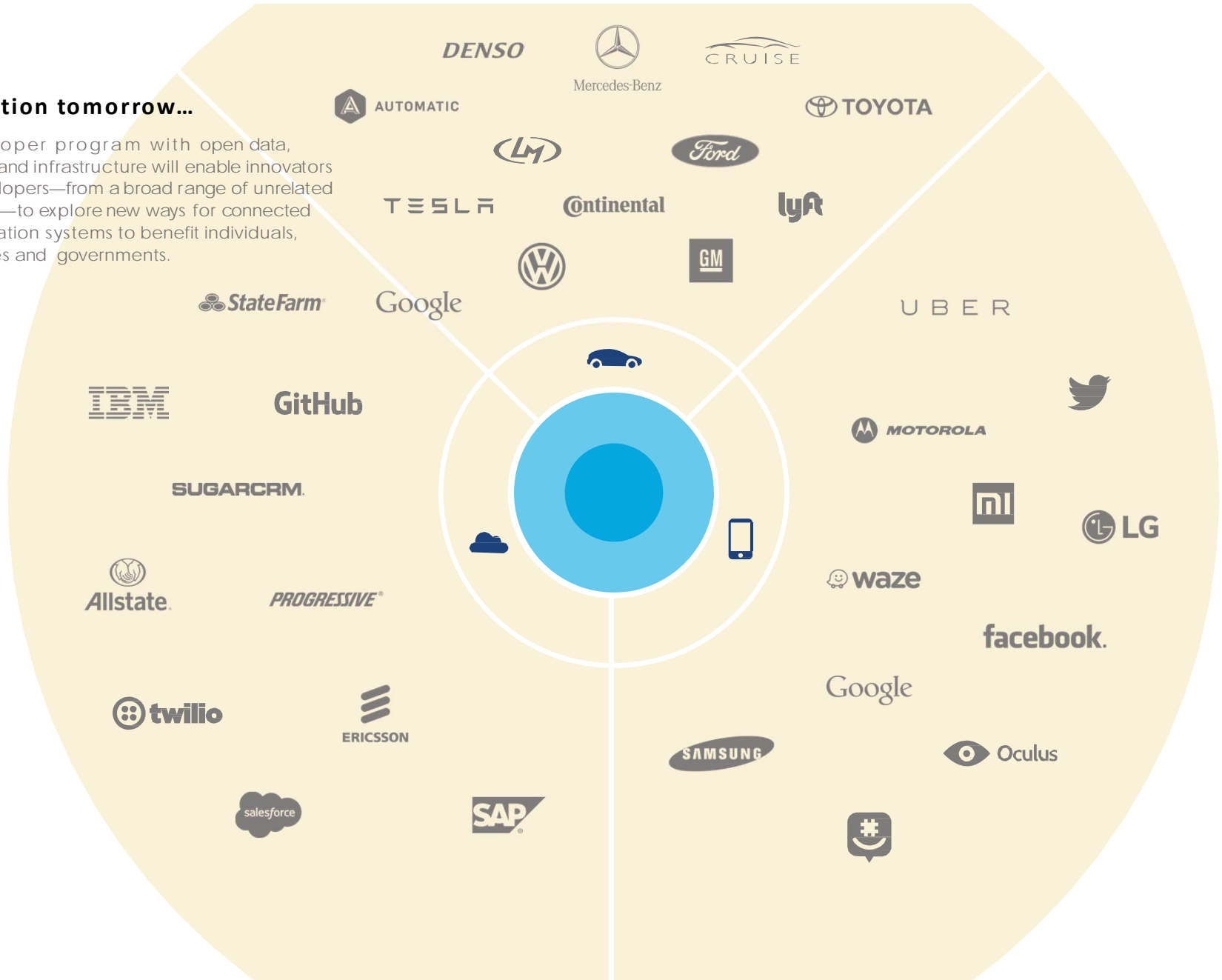


A lot of people in the technology space love the idea of solving a problem.

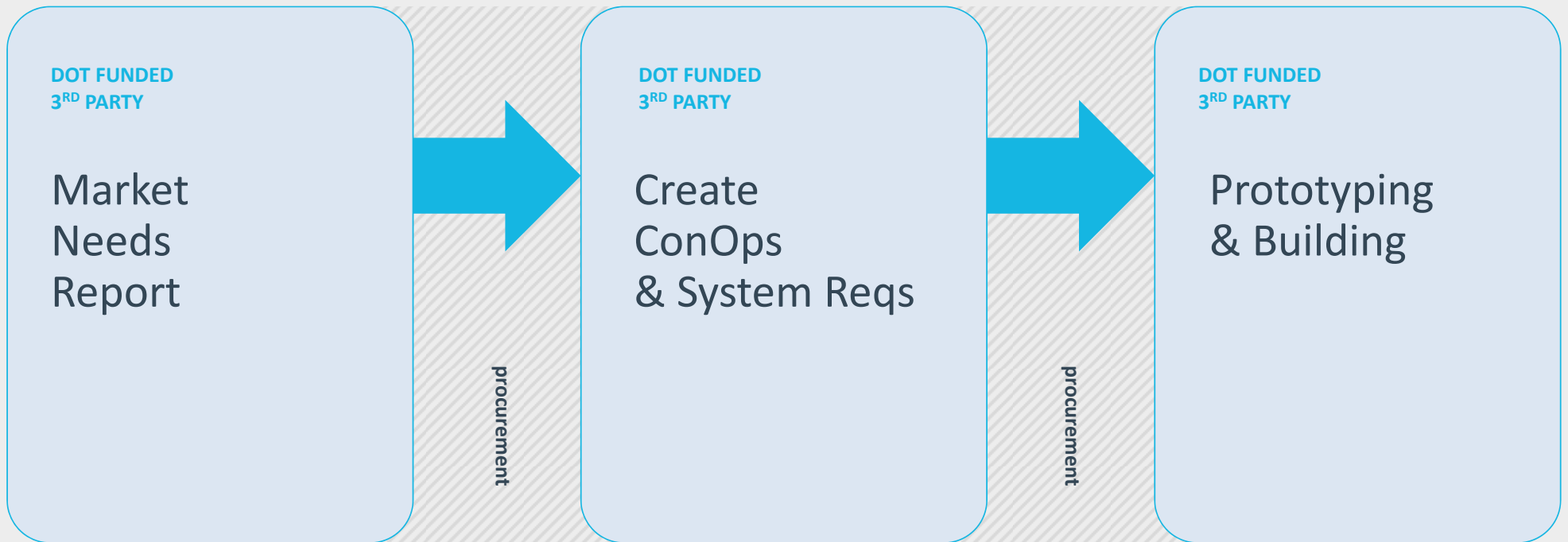
Former U.S.D.O.T. Secretary
Anthony Foxx

Innovation tomorrow...

A developer program with open data, services, and infrastructure will enable innovators and developers—from a broad range of unrelated industries—to explore new ways for connected transportation systems to benefit individuals, businesses and governments.



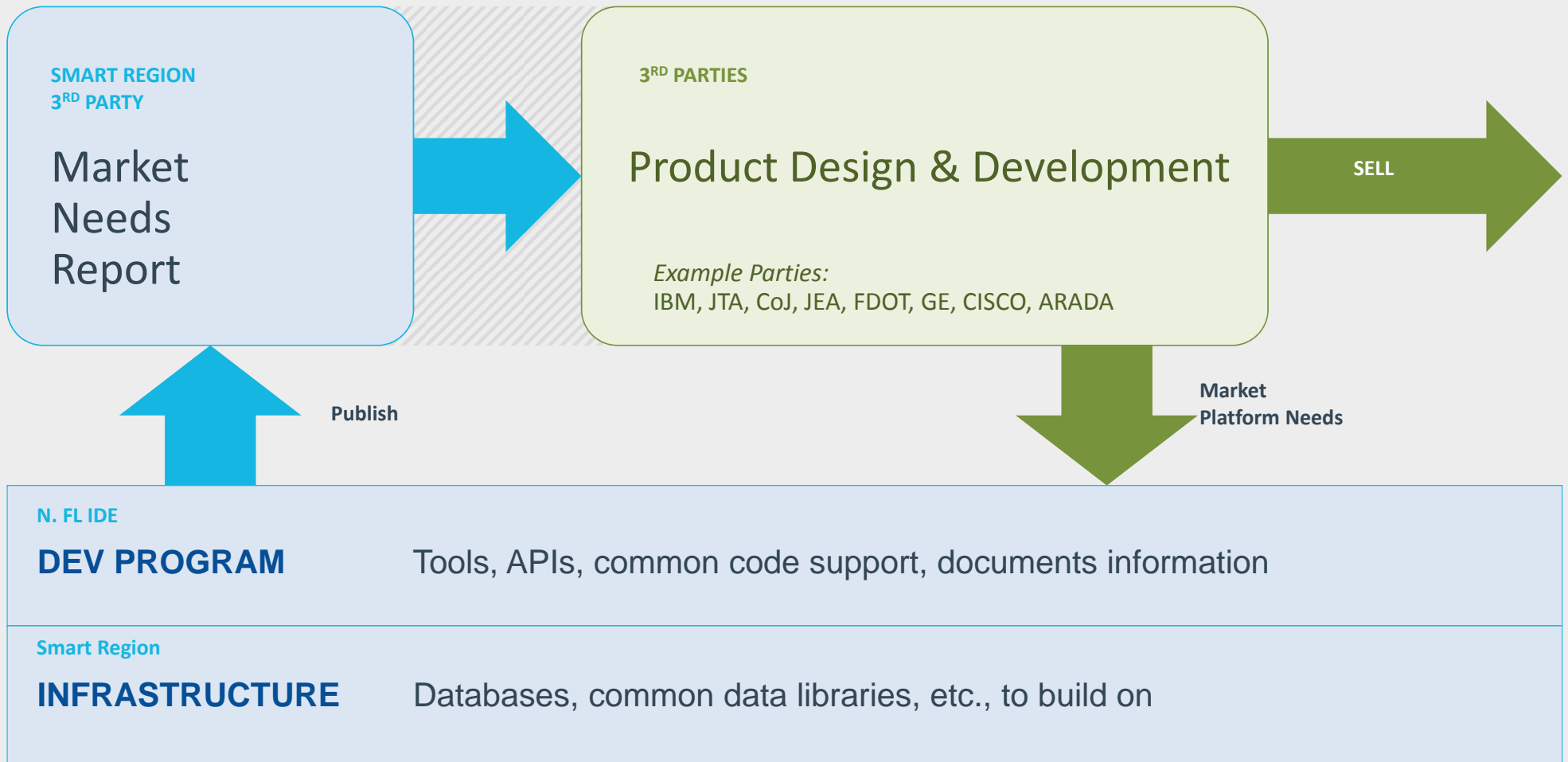
Current World



MISSING ELEMENTS

Tools, APIs, common code support, documentation
Common Infrastructure, Databases, common data libraries, etc., to build on
Focus on commercial product

New World



SUMMARY

North Florida Smart Region will use technology to improve safety, productivity, and mobility through research and development of open, supported, and trusted transportation data, services and information.

The IDE program will support 3rd party developers who help change peoples lives, create transportation innovations and realize economic opportunities using the investments and infrastructure we deploy.



I think it's
less RFPs
and more
APIs in
this idea.²

U.S. Chief Technology Officer
Megan Smith

² Hochmuth, C. (January 27, 2015). "Less RFPs and more APIs." FCW, The Business of Federal Technology. January 27, 2015. <http://fcw.com/articles/2015/01/27/less-rfps-and-more-apis.aspx>

THANK YOU

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