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Mapatón

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Organisation: Laboratorio para la ciudad

Country: Mexico

Level of government: Local government

Sector: General public services

Type: Data, Methods, Partnerships, Public Service

Launched in: 2016

Overall development time: 1 year(s)

Link to the innovation's website

Description

Mexico City has one of the largest public bus systems in the world; because of its size and complexity, as well as its largely informal spirit, Mexico City has no data on this mode of transport that moves 14 million individual rides per day. So on one hand, no data driven policy has been possible; on the other, citizens have no bus map. We decided to form a team of government and civil society to tackle this challenge and create the first open data base. The result was Mapatón: we were able to map thousands of routes by creating a city-wide game with more than 4,000 participants.

A city-wide game had never been used before to create open data for such a huge transportation system. We had more than 4,000 participants and managed to accomplish the main mapping task in two weeks for under $15,000 US.

Why the innovation was developed

- The scale and dynamism of Mexico City's public transport system represents a challenge to generate quality information. Processes for the generation of mobility data are time-consuming and expensive.
- Given this scenario, the best alternative for the city is to include transport users in generating this information. Finding ways to improve how people move within requires imagination and cooperation. The megalopolis lacked an updated, open database of its more than 1,500 bus routes.
- To tackle this problem, Laboratorio para la Ciudad (Mexico City's experimental office and creative think-tank, reporting to the Mayor) partnered with 12 organizations that include NGOs and other government offices to develop Mapatón CDMX: a crowdsourcing and gamification experiment to map the city's bus routes through civic collaboration and technology. The experiment was a huge success.

Objectives

Enhance public trust, Enhance transparency, Improve efficiency, Improve service quality, Improve social equity, Improve user satisfaction, Increase citizen engagement

Main beneficiaries

Civil Society, General population, Government bodies, Government staff, Low-income groups

Results

Results not available yet

- Ministry of Mobility as well as important foundations are now using the data for data driven policy and research. Several transport and routes Apps are now using the open data.

Development

Design

We formed a hybrid working table composed of Laboratorio para la Ciudad (Mexico CityÂ´s government creative think-tank, NGOs, other government agencies, private enterprise.

Ethnographic studies, hybrid working group and feedback mechanisms were used to involve service users in the development of the project.

Testing

- 4 pilots to test different aspects of the mechanism. 3 prototypes to test App and digital platform. $5,000 US for testing.

Implementation

Tools used:

- App. Digital game platform, front-end and back-end. Gamification algorithm. Digital communication platform. Machine learning to clean up data.

Resources used:

- $15,000 US 35 people (government and civil society) 4,000+ game participants.

Diffusion

- We are creating an open platform for other cities that want to replicate experiment.

Challenges and solutions

- Technology challenges.
- Creating incentives for participation and strong narrative strategies.

Partnerships

Multiple partners
Civil Society, Other Public Sector, Private sector
Partnered with the Ministry of Mobility, PIDES org, ITDP, CTS Embarq formed a hybrid working group that came together once a week for a year.

Lessons Learned