

Hubway Data Challenge

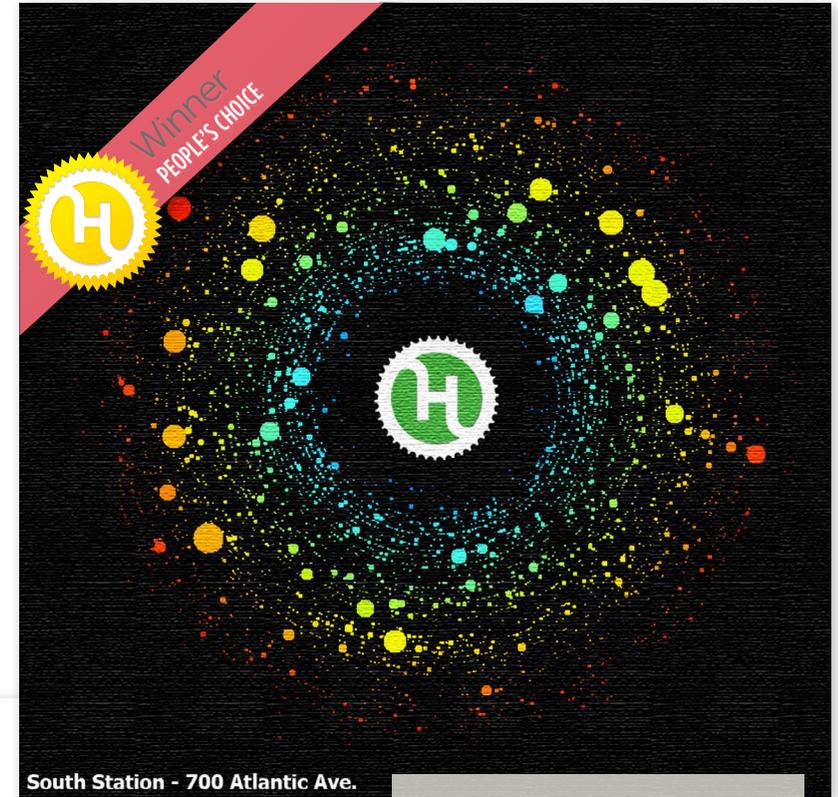
In August 2012, the Hubway Bike Share launched its first stations in Cambridge, Somerville and Brookline, becoming the first truly regional system in the nation. Boston also added new stations, for a region-wide total of 104 stations and 1,000 bicycles. Ridership and membership grew rapidly, with more than half a million trips taken in 2012 alone, for an all-time total of nearly 700,000 trips.

In early October, MAPC worked with the four municipalities and Alta Bicycle Share, the operator of Hubway, to release comprehensive trip data to the public. Through the Hubway Data Challenge, the public was invited to visualize and illustrate more than half a million bike trips.

MAPC received 67 submissions from individuals and teams in the Boston area and around the world. Planners, cartographers, graphic designers, software developers, economists, and even students at Boston Latin High School submitted entries. Judges represented MAPC, Hubway, the Boston Globe, MIT, and the Institute of Contemporary Art.

The winning submission, pictured below, was created by Ta Chiraphadhanakul, a PhD candidate at MIT. He merged Hubway and MBTA data to compare trip times and calculate the amount of time saved by Hubway users. Chiraphadhanakul's visualization combined beautiful design with insightful analysis, and demonstrated that the Hubway system provides a real transportation option for the region's residents and visitors. The splatter "painting" visualization on the right was created by Latif Lokman, a London-based software designer. This visualization won the "People's Choice" award, by receiving the most online votes.

To view all of the submissions and a video about the Hubway Data Challenge, visit hubwaydatachallenge.org.



This splatter "painting" uses dots to represent a ride starting or ending at South Station (depicted by the Hubway logo in the center). The distance from the center is proportional to the rider's age (from 17 to 72), and the size of the dot represents the duration of the trip.



Each circle represents all of the trips between a given pair of stations: the circle's size is proportional to the number of trips. Chiraphadhanakul compared the actual duration of each Hubway trip with estimated trip time via the MBTA schedule. The vertical line at zero represents trips that took the same amount of time; trips to the left of the line were faster on the MBTA, while the vast majority of trips, those to the right of the line, were faster on Hubway.



Data Sources: Alta Bicycle Share; Ta Chiraphadhanakul; Latif Lokman; Massachusetts Bay Transit Authority