



Midnight Train to DeKalb Station

How Drupal Will Help Millions of New
Yorkers Get Home on Time

blinkreaction.com
#blinkreaction



Building Solutions for...



Deloitte.

careerbuilder®



Fortune 500, government & large not-for-profits



Enterprise Training for ...



SCHOLASTIC



TimeWarner



Deloitte.



COLUMBIA UNIVERSITY
MEDICAL CENTER

9/11
MEMORIAL

Acquia™

Fortune 500, government & large not-for-profits



Community Training & Support

Flattening the Drupal Learning Cliff



DCCT



blinkreaction.com/training

A cartoon illustration of a green tree frog with red eyes and orange webbed feet. The frog is positioned on the left side of the slide, partially overlapping the white text area. It appears to be peeking out from behind a white circle that also contains the company logo.

Hello.
I'm Blinky.

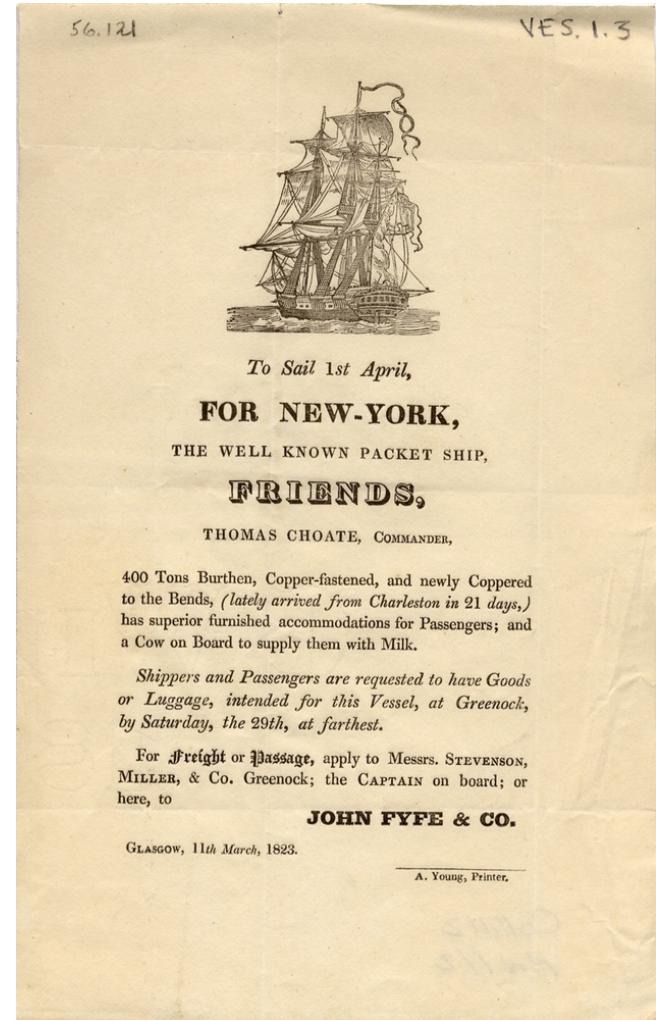
What's Your Name?

The Ocean Railway

Stephen Fox, Harper Collins

“In the autumn of 1817, the Thompsons and their three associates placed a notice in New York's newspapers. In order to furnish frequent and regular conveyances for GOODS and PASSENGERS, they announced, the subscribers have undertaken to establish a line of vessels between NEW YORK and LIVERPOOL, to sail from each place on a certain day in every month throughout the year.

Thompson and his partners were promising a daring combination of speed, comfort and predictability - qualities previously unknown on the North Atlantic.”

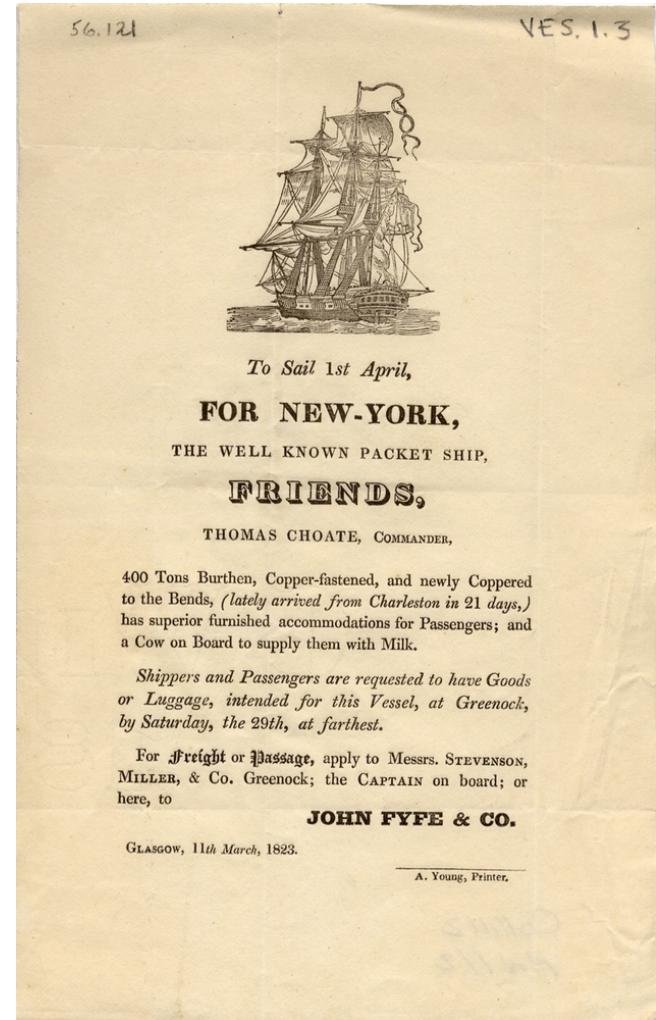


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We shall be pleased to receive applications for admission to our school, and will make every effort to accommodate them.

Address: The Mayor's Office, Room 100, 100 Broadway, New York, N.Y.
Telephone: 22-2222
Telegraph: "The Mayor's Office" at 100 Broadway, N.Y.
Postage Paid
Printed by the Mayor's Office
New York, N.Y.

NEW



YORK

A. T. & C. CO., NEW YORK, U.S.A.
Manufacturers of Woolen Goods
and Woolen Manufactures.

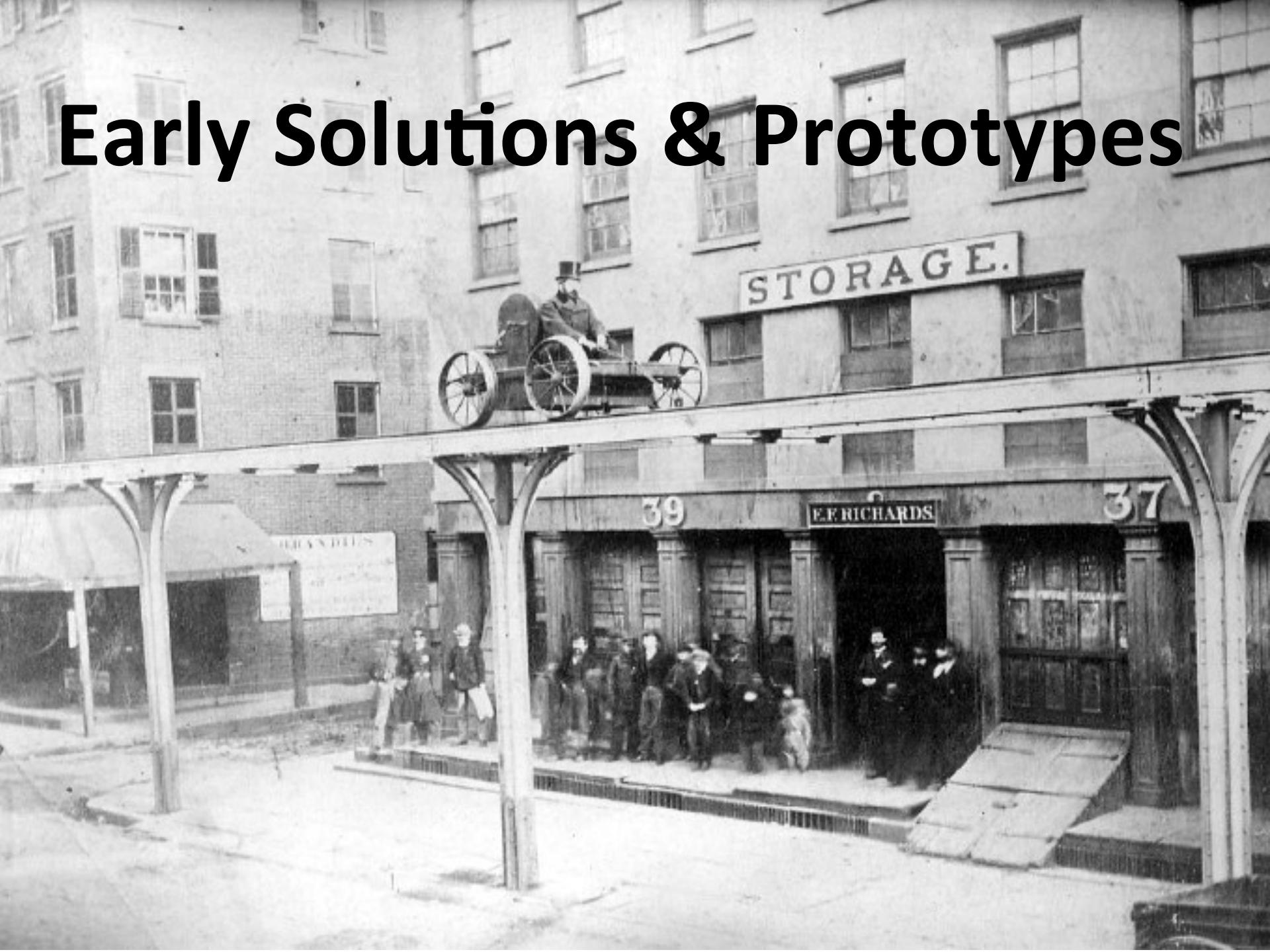
Established 1877

ROGERS, PEET & CO.,

WHOLESALE AND RETAIL DRUGGISTS

BROADWAY, BROOME & MERCER STS.

Early Solutions & Prototypes





THE SUBWAY

Requirement Analysis

Specifications

Information Architecture

Wireframing

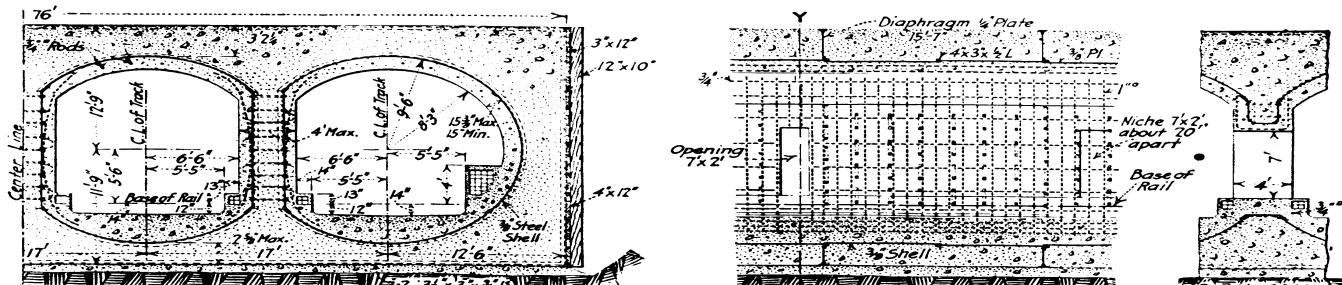


FIG. 76 - SECTIONS OF HARLEM RIVER TUNNEL

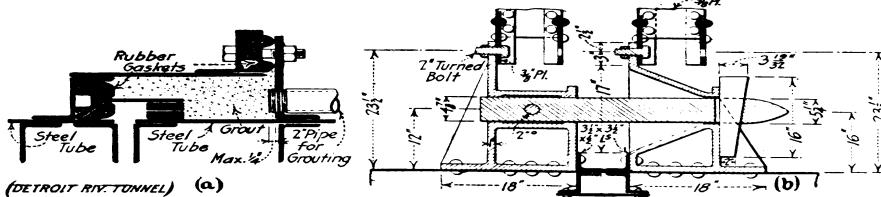


FIG. 77 - DETAILS OF PILOT PIN AND JOINT (HARLEM RIVER)

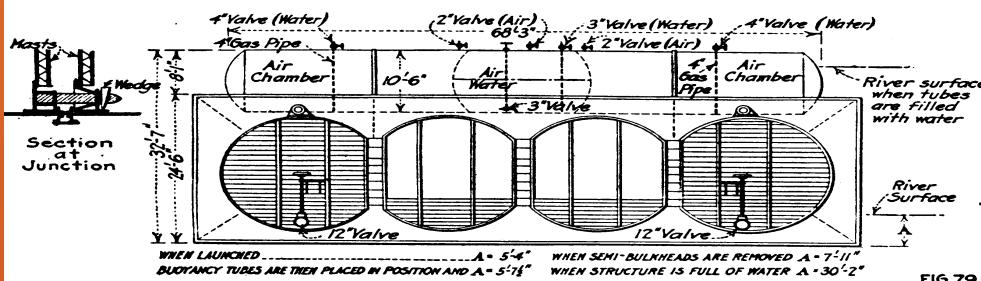


FIG. 78 - DETAIL OF BULKHEADS

HARLEM RIVER TUNNEL

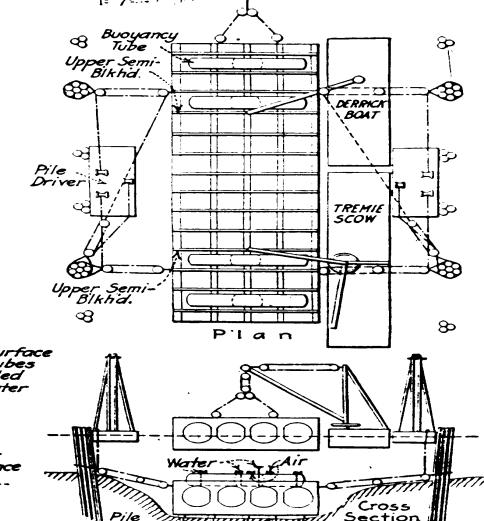


FIG. 79 - FLOATING EQUIPMENT FOR SINKING TUBES

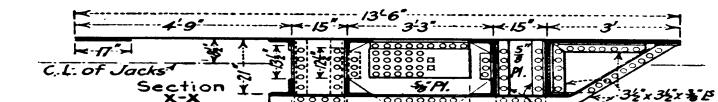


FIG. 81
DETAILS OF DOUBLE ROOF SHIELD
TO BE USED FOR TUNNEL UNDER N.Y.C. & H.R.R.
JUST NORTH OF THE HARLEM RIVER

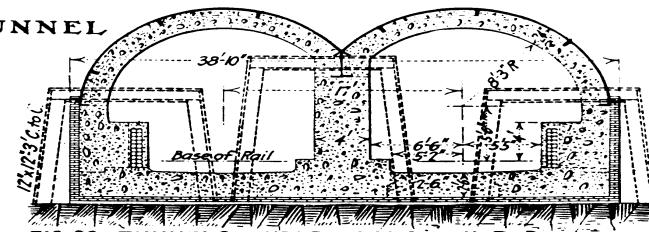
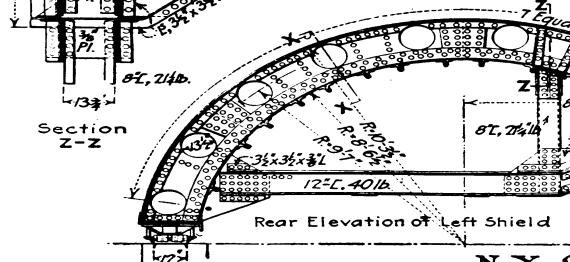


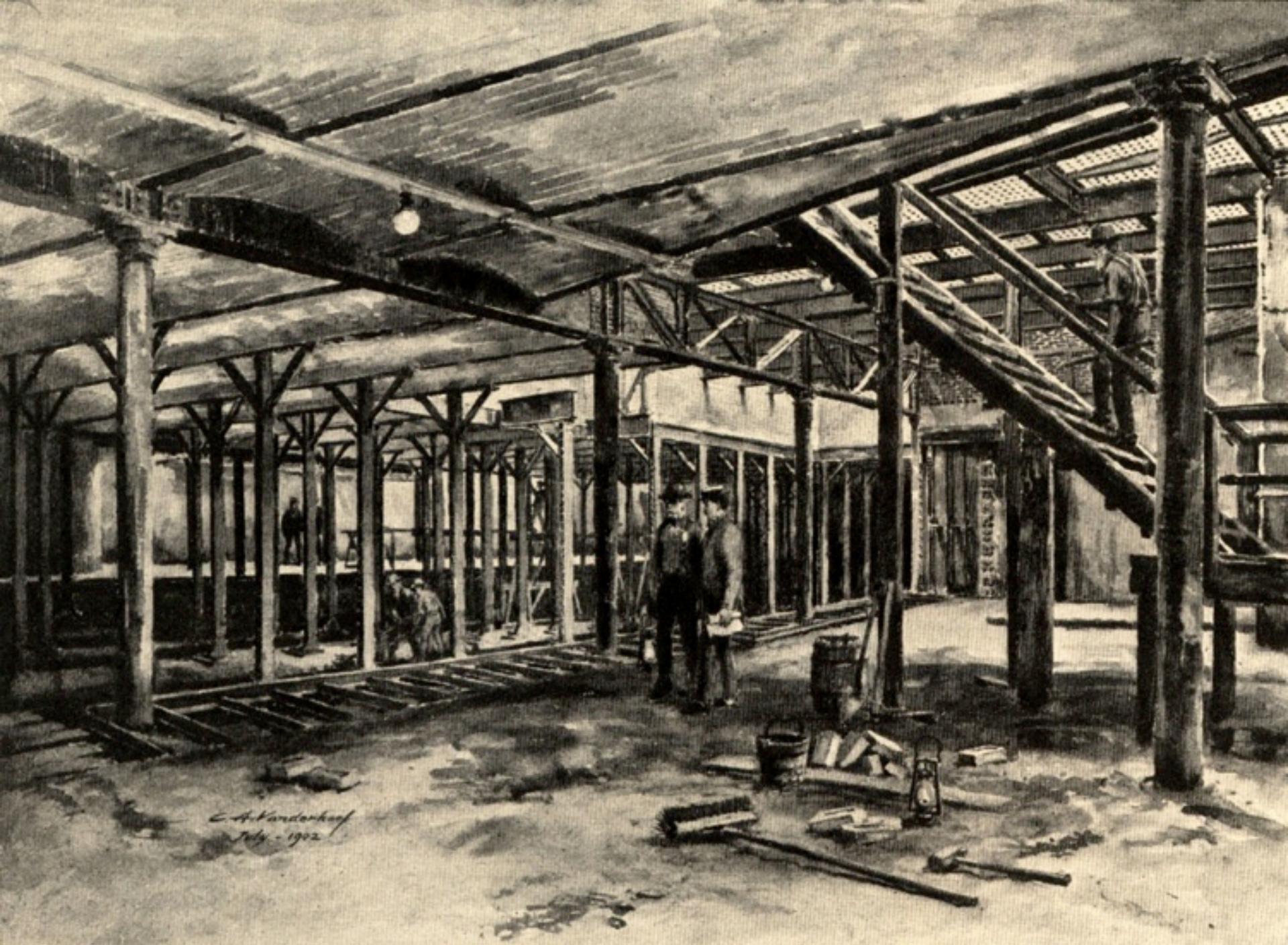
FIG. 80 - TUNNELS UNDER N.Y.C. & H.R.R.
(SHOWING DETAILS OF TIMBERED DRIFTS
FOR CENTER AND SIDE WALLS)



Rear Elevation of Left Shield
N.Y.C. & H.R.R. TUNNEL

ENQ. NEWS

Front Elevation of Left Shield



C. A. Kanderhoff
July - 1902





INTER
RATTLED

TRAIN'S
RUN AT
THE CO'S
CONVENIENCE

BOROUGH
TRANSIT

THREE HOURS
TO
HARLEM

W.A. Rogers



1960's





1970's





1980's



34 St/6 Av
Manhattan

D Central Pk W
Express except
AM rush hrs

B CPW Local
rush hrs
Transfer
34 St to
Buses 9A

161
St

Exit
B D



SJUKHUSVÄGEN

SLOTTSVÄGEN

V¹
Automatisk
Bomföllning

V¹
UPP

Signalutlösning
b/d
Tågvägshinder

V²
UPP

V²
Automatisk
Bomföllning

V¹
NED

V²
NED

Växel 14, 11+
1, 11, V² Lokalt

V¹
Signal
Mot vägen

B
INFART

V²
Signal
Mot vägen

D
UTFART

NED

b¹

NED UPP

b²



K 5
Sp.I+

K 3
2-, 4-

K 1
2+

K 15
Sp.I+, 2+

K 15
Sp.I+, 2-, 4-

L
L

BROOKLYN
BROOKLYN

1 Min
Delay

Subway Real-Time Data Feeds (Beta)

▶ [Register For Feeds](#) ▶ [Feed Documentation](#)

The MTA wants you to build great tools for our riders.

Now you can use real-time subway data for your website, feed reader, or application. We provide our information in the [General Transit Feed Specification](#) (GTFS-realtime) format.

Our **data feeds** are FREE to use.

To use our **logos, maps, symbols or other intellectual property**, you need a **license**. We've put together a simple, easy-to-understand developer package for licensing our identity for use in your project.

To use any of our resources, you must abide by our [usage guidelines](#).

How Do I Get Started?

To access our subway real-time data feeds, you need a **developer's API key**.

[Register here](#) to get your key.

Once you have your key, you can access our real-time data feed.

You don't need a key to access any of our **other data feeds**, including:

- ▶ [NYC Transit Subway Schedules & Stations](#)
- ▶ [NYC Transit Bus Schedules](#)

Get Access To Our Data Feeds

- ▶ [Subway Real-time data feeds \(beta\) and API documentation](#)
- ▶ [All MTA Data Downloads](#) (and API documentation)
- ▶ [Usage Guidelines](#) (required)
- ▶ [Intellectual Property License](#) (optional)

View Our Sample App!

Want to dive right into the code? We've developed a sample web app that will show you how to access MTA's real-time and static feeds, then make use of this information. [Check it out](#).

[Explore More](#)

Avalon

With available Entune,SM featuring BingTM and a suite of handy apps.





Passengers entering
the subway system:

Average Weekday

2009: 5,086,833

2010: 5,156,913

2011: 5,284,295

Annual Total

2009: 1,579,866,600

2010: 1,604,198,017

2011: 1,640,434,672





Project Overview

[Home](#)[Schedules](#)[Fares & Tolls](#)[Maps](#)[Planned Service Changes](#)[MTA Info](#)[Doing Business](#)[Accessibility](#)

Home > Developer Resources > Real-Time Data Feeds > Feed Documentation

Feed Documentation

▶ [Register For Feeds](#) ▶ [Feed Documentation](#)



The documentation for real-time APIs can be found by selecting the API you are interested in from our list of [real-time data feeds](#).

- ▶ The documentation for static APIs can be found on the [Developer Resources Download page](#).
- ▶ Your use of our feeds is governed by the terms of our [usage guidelines](#). Applications that do not stay within these guidelines may be blocked from accessing our APIs.
- ▶ See our [GTFS-realtime Reference](#) for the New York City Subway for examples of how to access the feeds in your application. Download the [nyct-subway.proto](#) file to compile the protocol buffers objects to read the real-time subway feed
- ▶ Learn more about the [GTFS-realtime](#) format used by MTA feeds.
- ▶ We've put together a simple, easy-to-understand developer package for [licensing our intellectual property](#) for use in your project.

Using MTA's Intellectual Property

To access our data feeds, you need a [developer's API key](#). You must register with the MTA to obtain this key, and you will use it in any application that access MTA feeds.

[Register Now To Get Your Key](#)

[Already registered?](#)

[Log In Now](#)

View Our Sample App!

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Solution



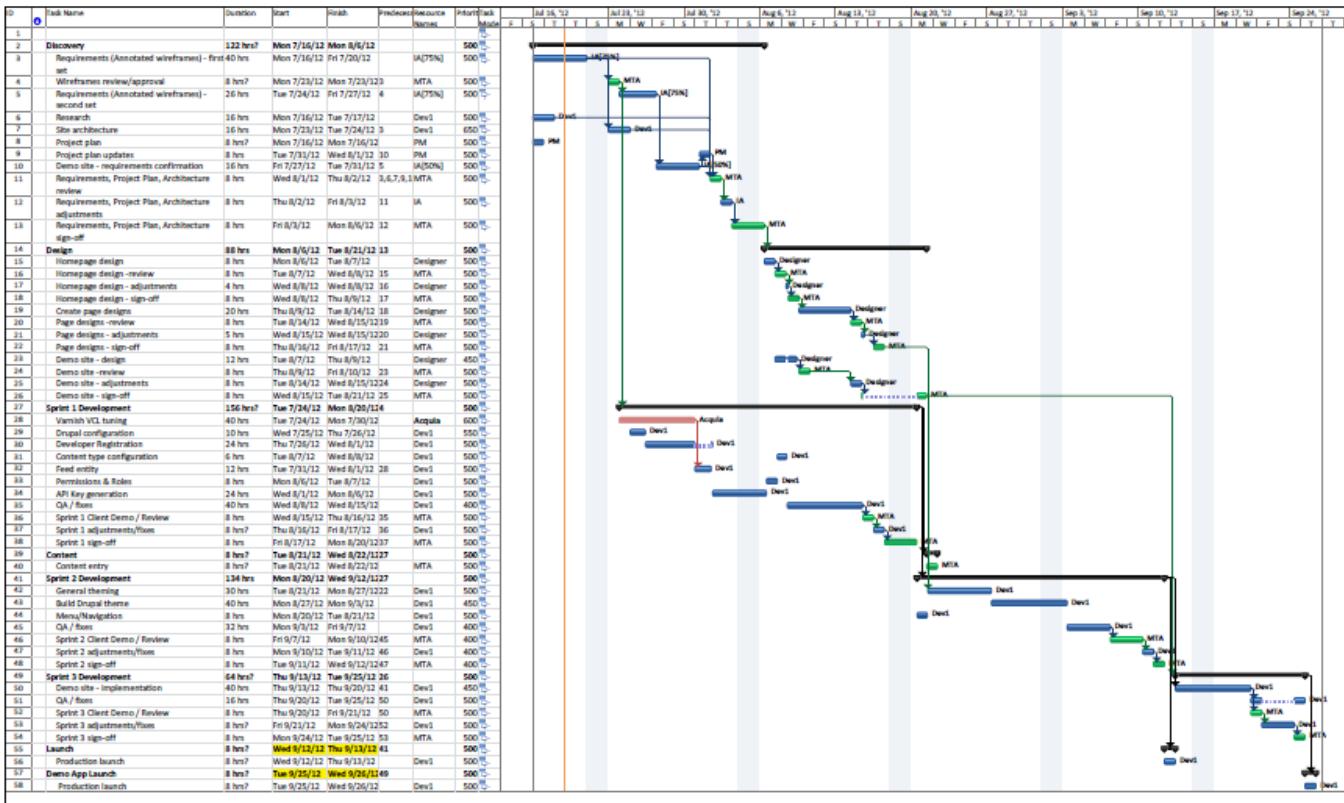


Proactive Coordination

Legend		Executive Sponsor (Project Manager)	Acting CIO (Business Owner)	Project Manager (Business Owner)	Chief of Creative Services (Business Owner)	Web Developer (Business Owner)	Web Master (Business Owner)	Drupal Consultant (Business Owner)	Web Consultant (Business Owner)	NYCT Line Feeds (Business Owner)	Executive Sponsor (Business Owner)	Project Manager (Business Owner)	Technical Architect (Business Owner)	Executive Sponsor (Business Owner)	Project Manager (Business Owner)	Information Architect / BA (Business Owner)	Development Lead (Business Owner)
Project Charter		C	I	C	C						A	R	I	I	—		
Project plan	I	I	C	I							A	C	I	I	R		
Status Reporting	I	I	I	I							C	C	—	A	C	C	
Designs review / approval	I	A	R										I	I	I	I	
Wireframes and specs	C	C	C										C	A	R	C	
Wireframes and specs review / approval	R	A			C	C	C	C	C				I	I	I	I	
Environment configuration	I	I										A	R		I		
Varnish caching integration	I	I										A	R		C	I	
Environment configuration					I	I						C	C		A	R	
Varnish caching integration					I	I						R			I	I	
Development Sprints					I	I								I	C	C	
Content preparation - API reference					I	A							A	R	I	C	
Content preparation					I	A							R	I	A	C	
Change Request Approval	C	A	R										I	I	I	I	
Project Issue and Risk Management	C	C	C										A	C	R	C	



Project plan



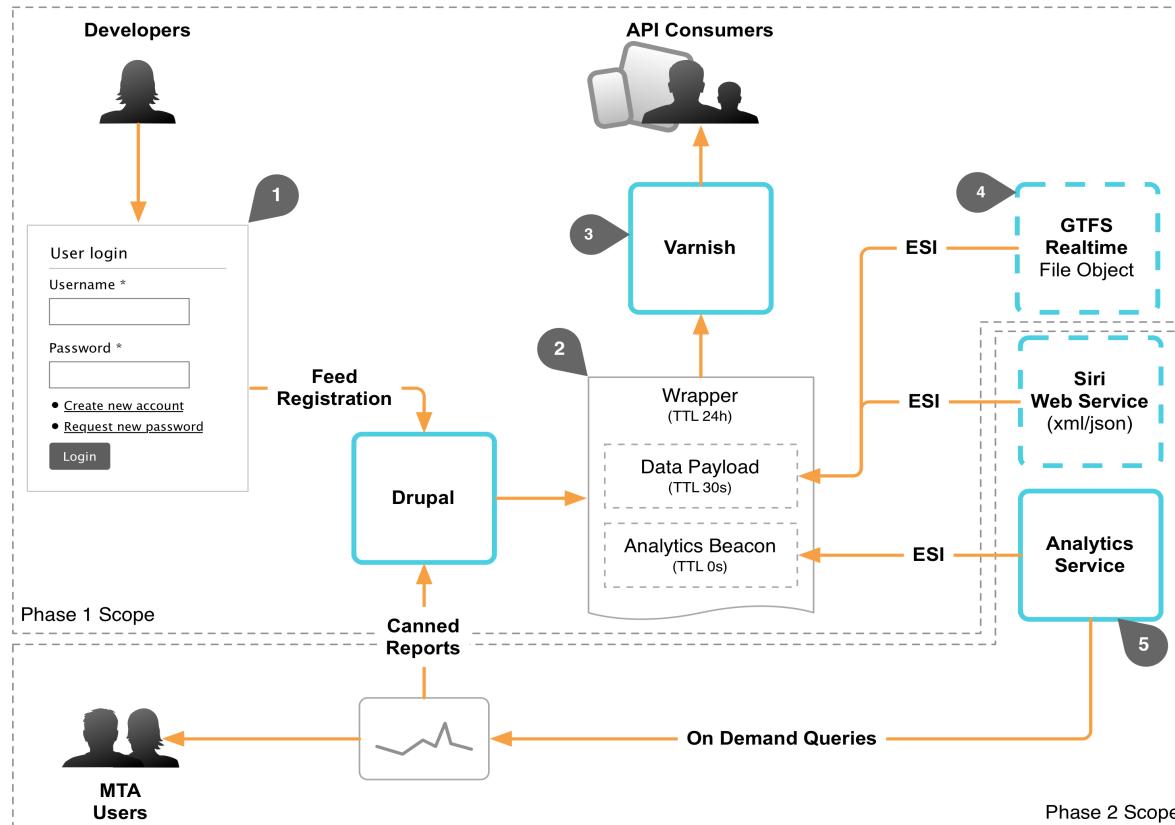


Implementation at a glance

- Drupal 7
- Varnish
- Heavy caching
- Widely used Contributed modules
- 5 custom modules
- Permissions open, not moderated
- Static feeds and Dynamic feeds via GTFS real time data binary file

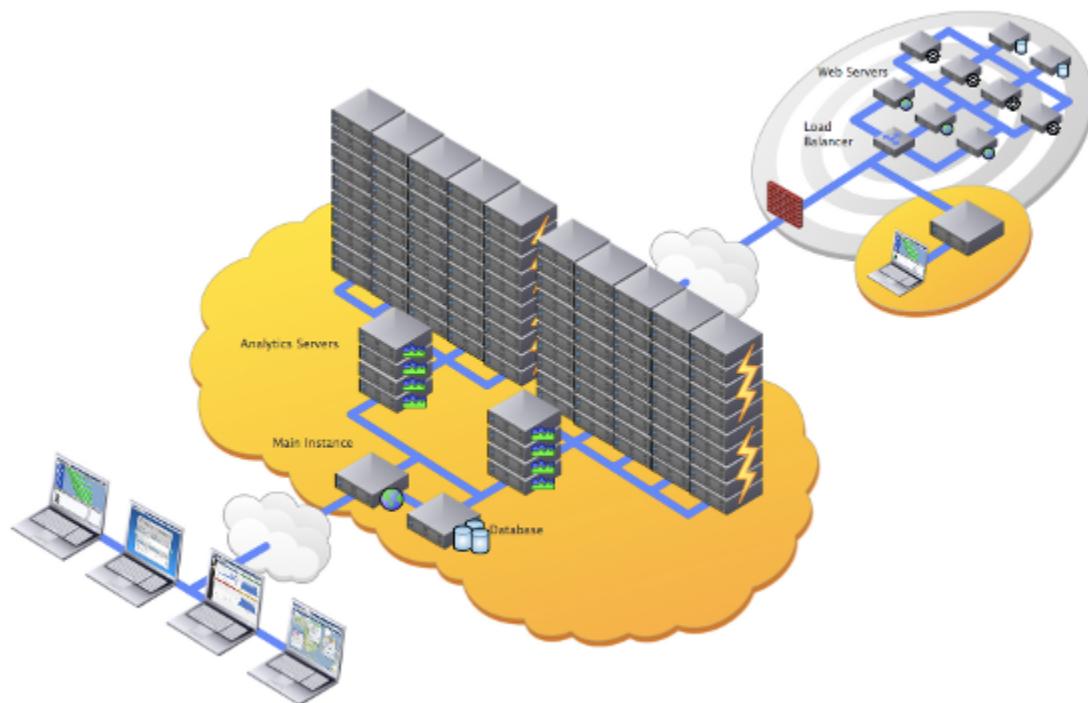


Line feeds portal architecture



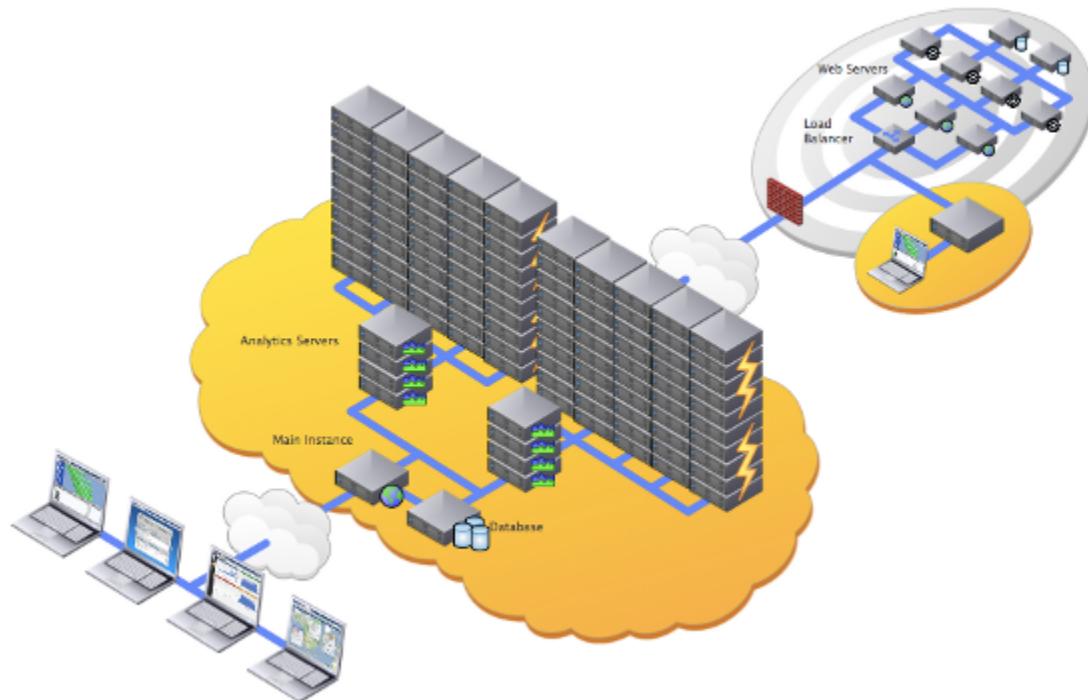


SOASTA Distributed Load Testing





SOASTA Distributed Load Testing



5,000 users
per second!

The Demo ‘App’

Easy

- standalone Drupal 7 Site
- mobile web theme specifically for iPhone
- admin menu, ctools, devel, features, feeds, job scheduler, memcache, strong arm, shield

Not that Easy

No php parser for gtfs files - edited drslump library - built for php 5.3 using namespaces - tweeks to make it work on 5.2





Q&A



Thank You.

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twitter: @blinkreaction

facebook.com/blinkreaction

