

# Webinar will Begin Shortly



- **Presenters**
  - **Austin Brown**, Executive Director, Policy Institute for Energy, Environment, and the Economy
  - **Paige Pellaton**, Graduate Student Researcher
- **Guest Respondents**
  - **Regina Clewlow**, CEO and Co-founder of Populus
  - **Mollie Pelon McArdle**, Co Director at Open Transport Partnership & SharedStreets



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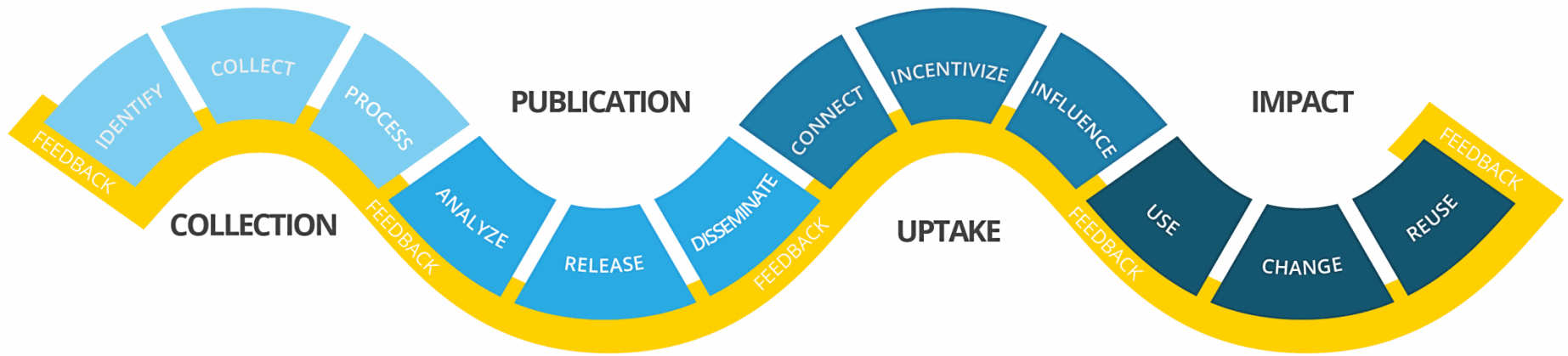
# Mobility Data Sharing: A Middle Ground Approach

Austin Brown, Executive Director  
Paige Pellaton, Graduate Student Researcher

# Value of Data



## DATA VALUE CHAIN



**PRODUCTION**

**USE**

increasing value of data

# 5 Key Issues for Data Sharing

Cost



Anonymity



Analytics

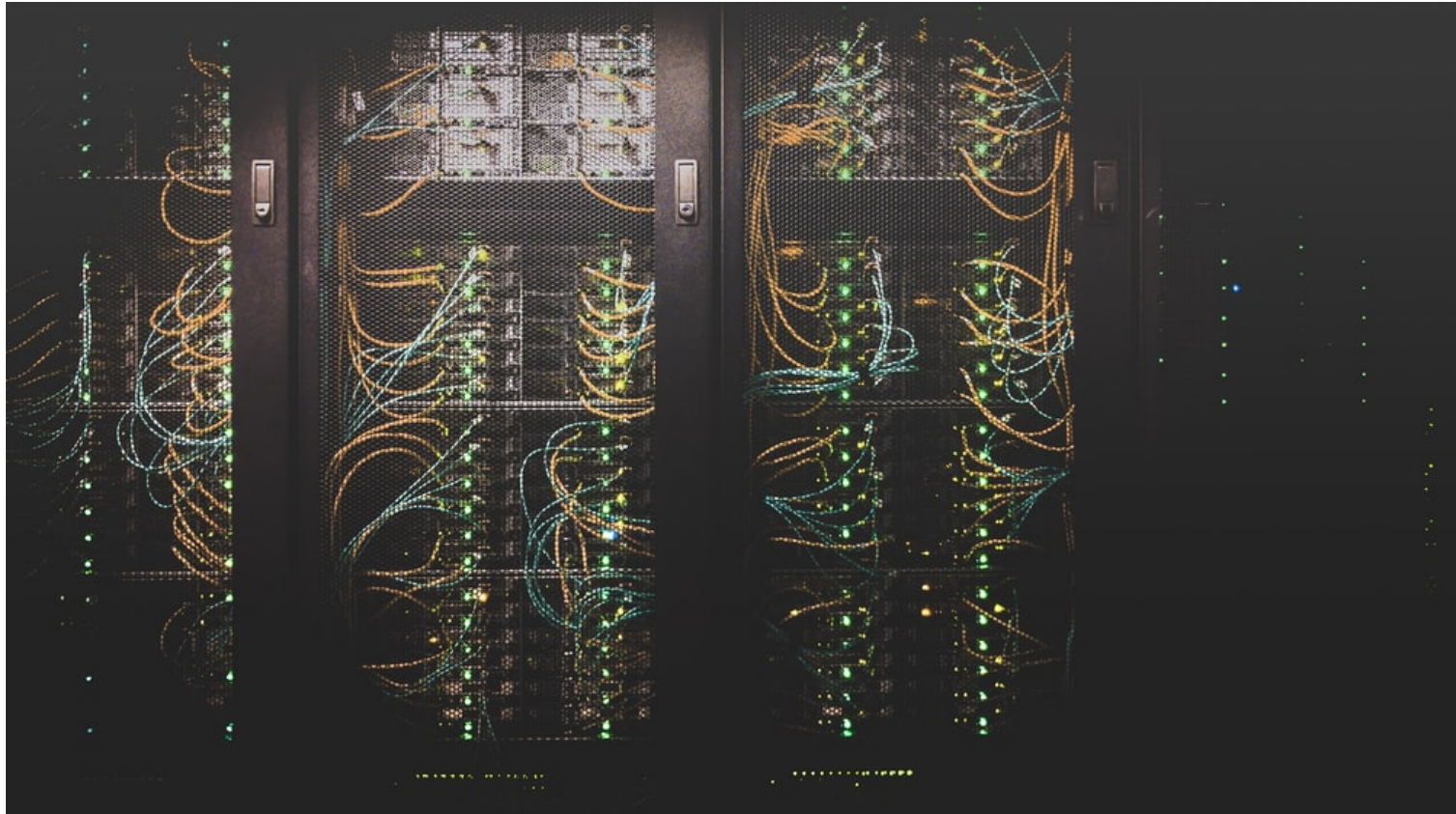


Standardization



Proprietary Rights

# Key Issue #1: Cost

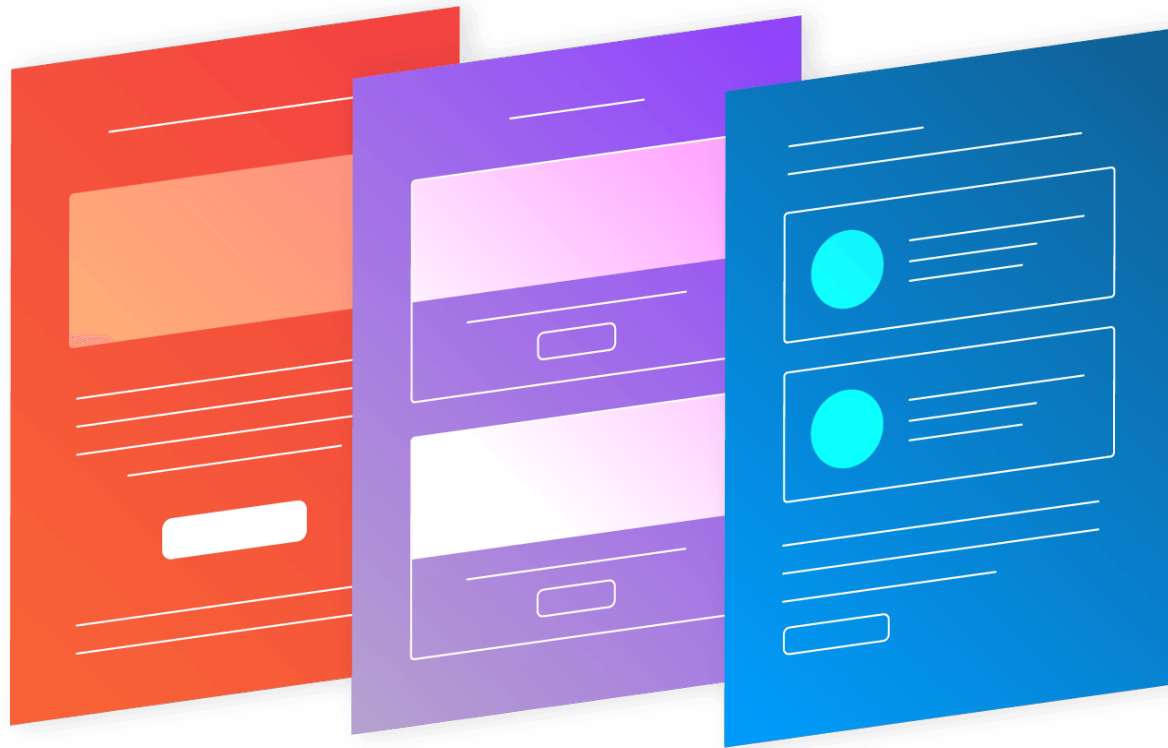


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# Key Issue #2: Standardization



# Key Issue #3: Anonymity



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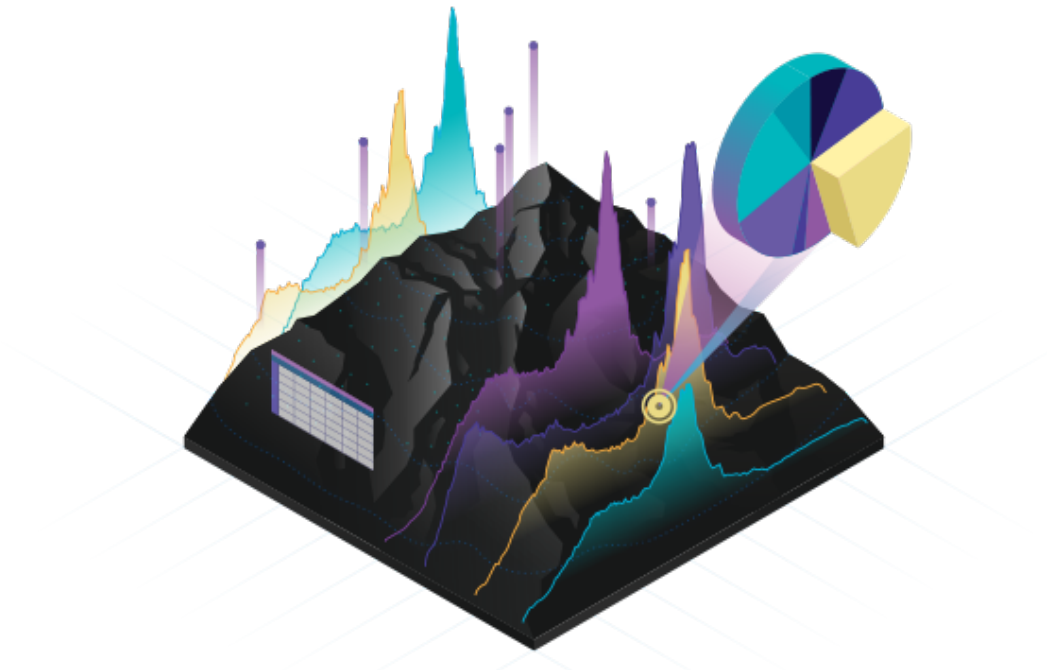
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# Key Issue #4: Proprietary Rights





# Key Issue #5: Analytics



Data has a better idea

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# Policy Recommendations



1. Voluntary data standardization
2. Data-sharing requirements for TNCs
3. Publicly held big-data repositories managed by third parties
4. Use of transportation-planning tools

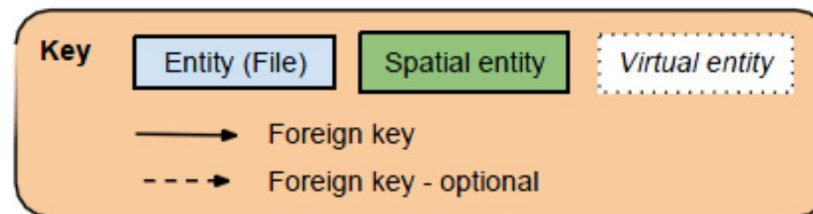
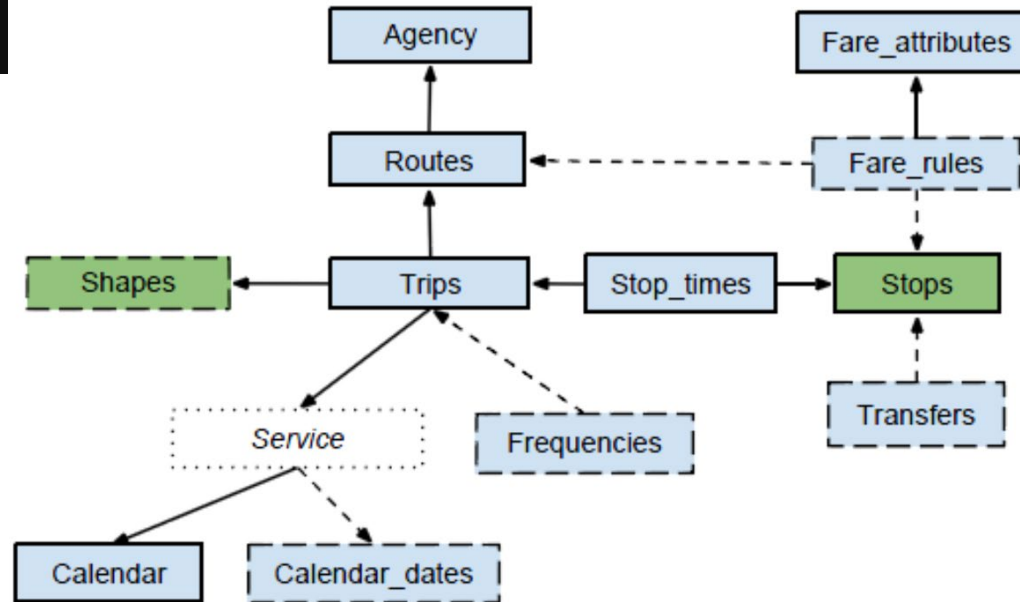
# Policy #1 : Standardization

Best accomplished...

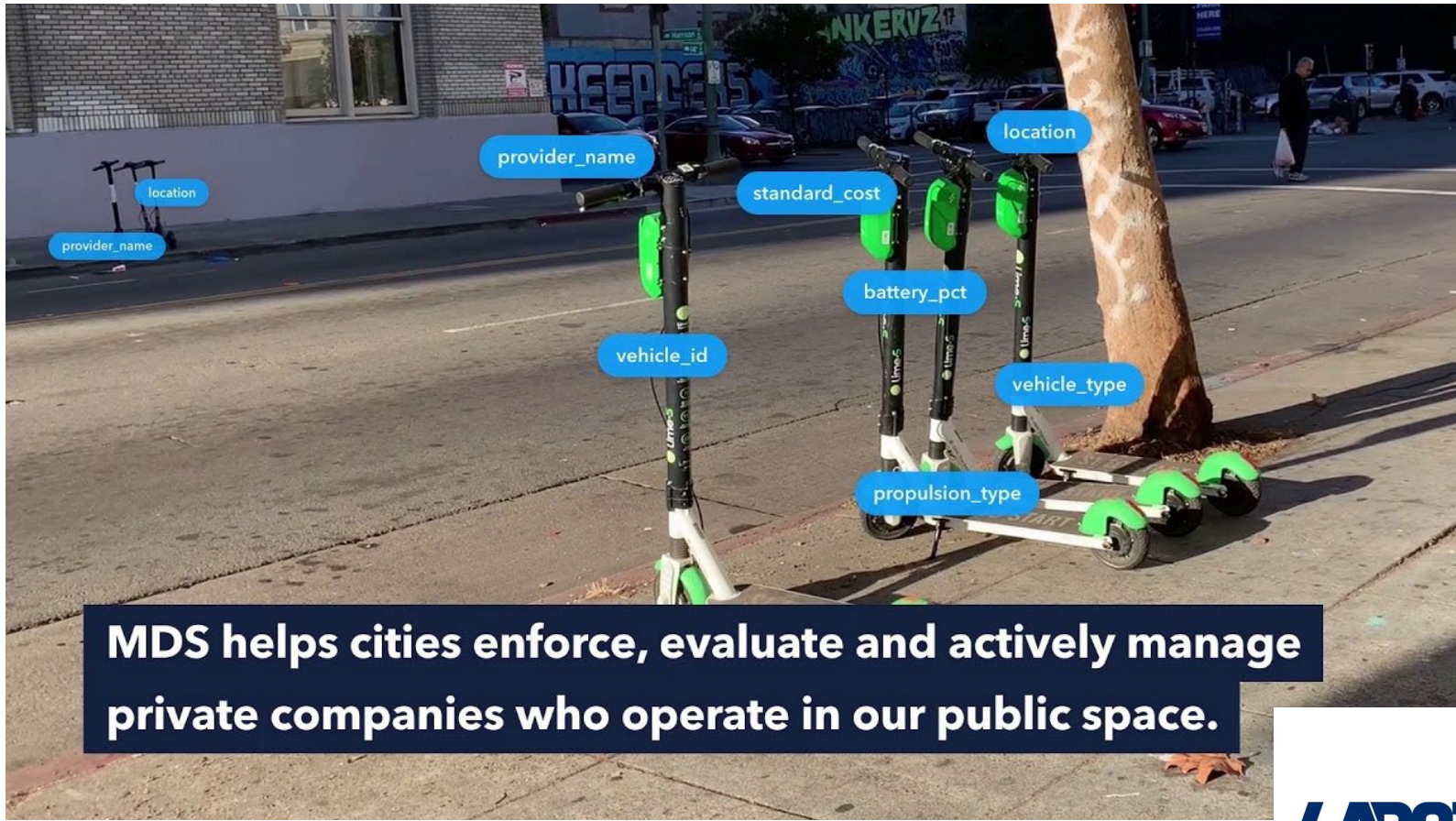
- At the city- or region-level
- If voluntarily adopted



# The General Transit Feed Specification



# The Mobility Data Specification



**MDS helps cities enforce, evaluate and actively manage private companies who operate in our public space.**

**LADOT**

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# Policy #2: Sharing Requirement

- “Sharing All” may compromise privacy and competitiveness
- “Sharing None” means policymakers fly blind
- A “Middle Ground” involves sharing “in specific contexts and managed by a trusted third party.”

Best accomplished...

- At the city, state, or region-level
- When mandatory but negotiated



# Policy #3: Repositories



The **Dataverse**<sup>®</sup> Project

Secure Data Commons Platform



TSDC

ITS AMERICA

**DATAEXCHANGE**

POWERED BY TERBINE

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The logo for the Automotive Information Sharing and Analysis Center (AUTO-ISAC), featuring a stylized blue and grey wave with binary code (0s and 1s) above the text "AUTO-ISAC" and "Automotive Information Sharing and Analysis Center".

**AUTO-ISAC**  
Automotive Information Sharing and Analysis Center

# Transportation Secure Data Center (TSDC)



**UC DAVIS**

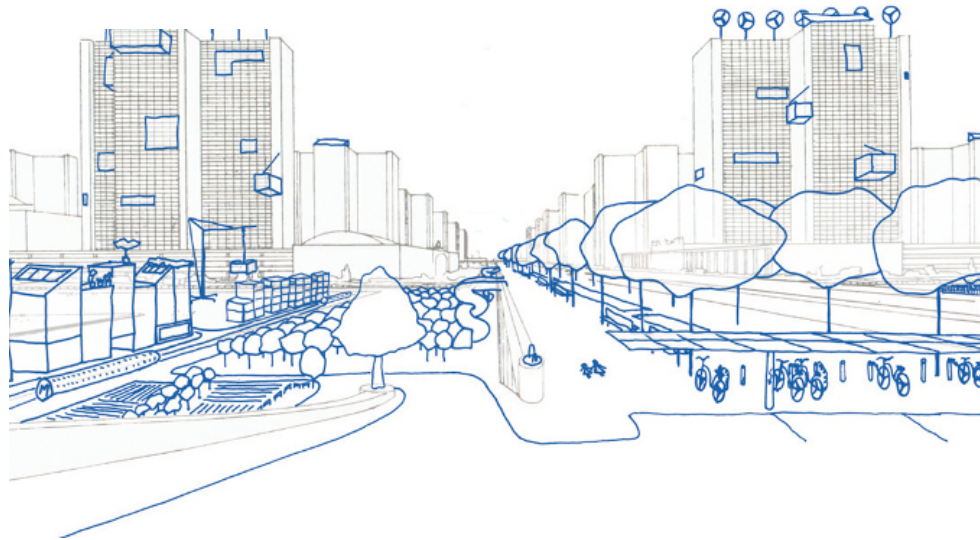
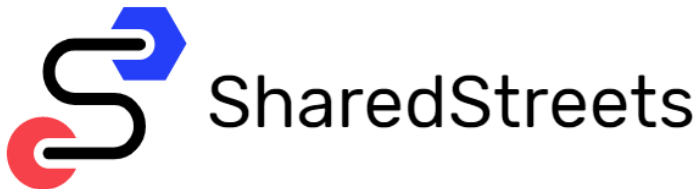
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<https://www.nrel.gov/transportation/secure-transportation-data/>



# Policy #4: Land-Use Tools

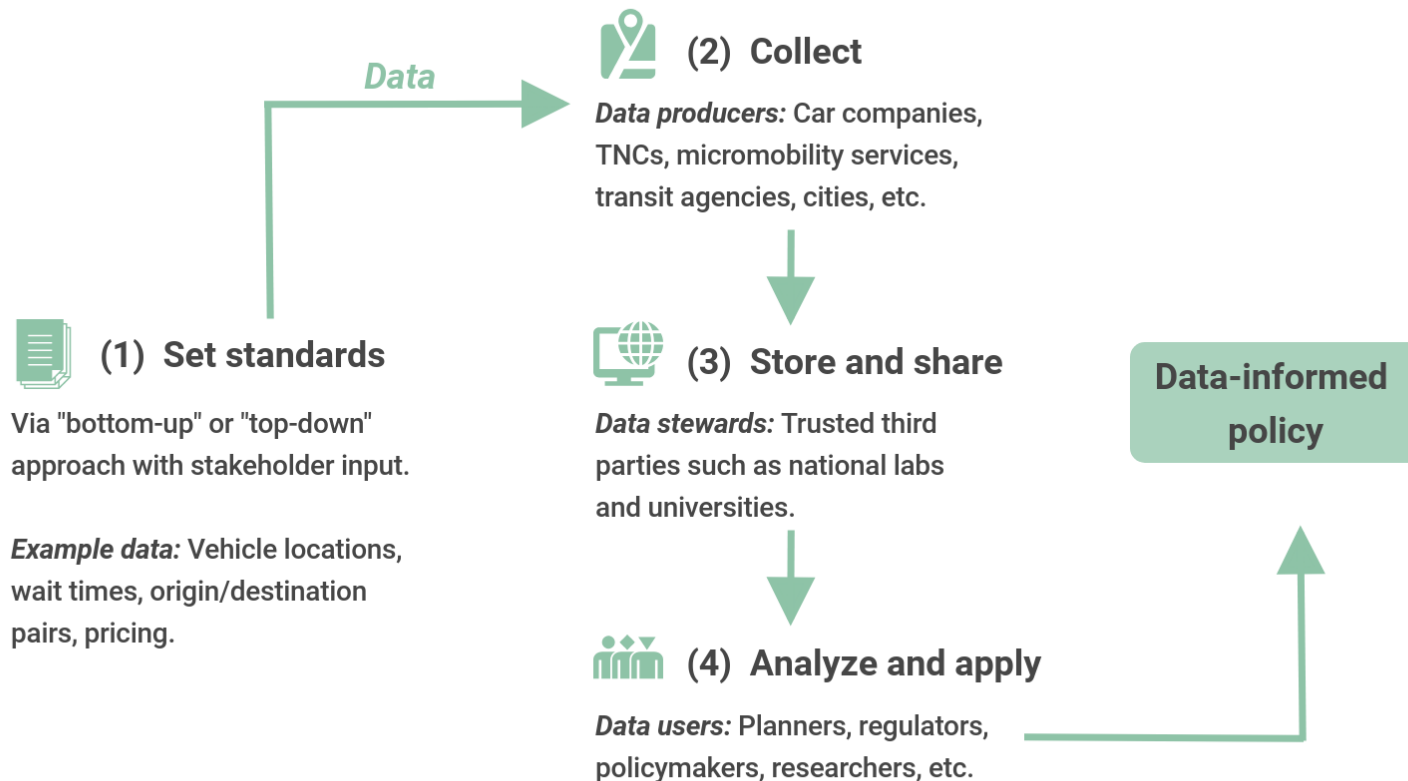


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# Overview



# Thank you!



[Issue Paper](#)

[Policy Brief](#)

[Planetizen Blog](#)

[Forbes Blog](#)

SAVE THE DATE: [3 Revolutions Policy](#)  
Conference, **March 24-25 2020**

Contact:

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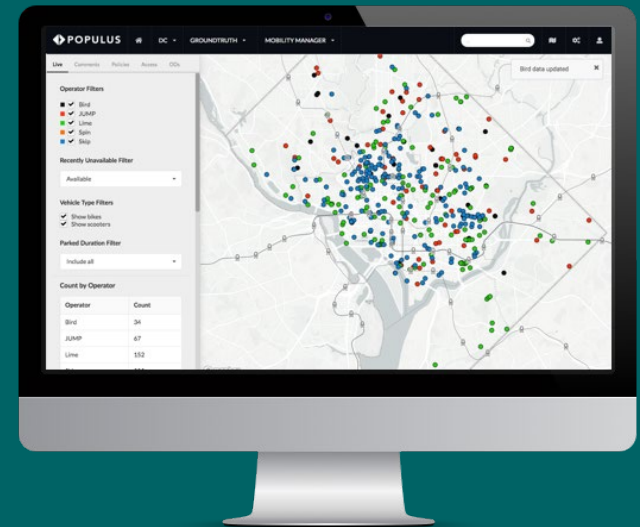
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# A SECURE AND EFFICIENT SOLUTION: DATA REPOSITORY + ANALYSIS PLATFORM

## Example: Populus Mobility Manager

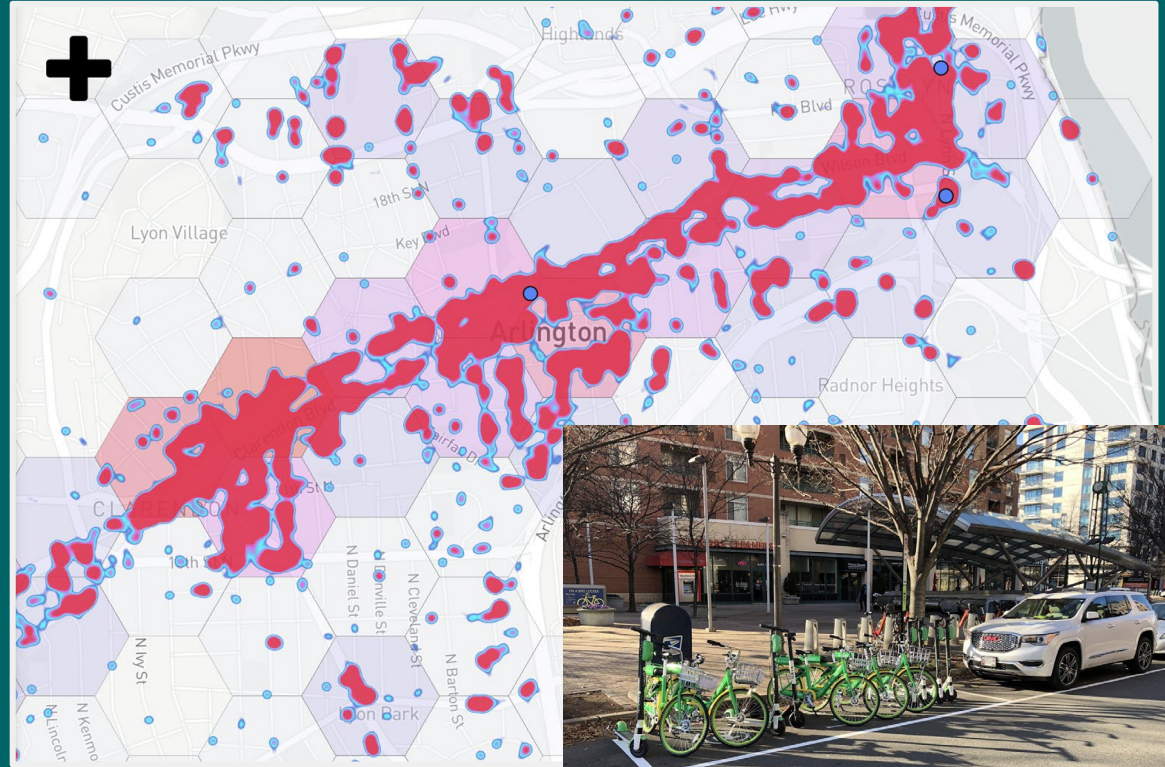
- Founded by transportation and urban planning PhDs from UC Berkeley and MIT.
- Platform securely hosts data from the world's largest mobility operators, delivering it to more than 40 cities.
- We harness and contribute to open-source data specifications (e.g. GBFS, MDS).
- More cost efficient than most public agencies (large and small) in-house solutions due to economies of scale.



FROM DATA TO ACTION

## Identifying scooter parking hotspots in Arlington County

- Cities can easily use de-identified GPS data from shared scooters to identify potential parking areas.
- They can design, communicate, and monitor new parking infrastructure to operators through the Populus platform.



## FROM DATA TO ACTION

# Harnessing data for new micromobility lanes

- Cities can use aggregated volumes from millions of scooter trips to identify new protected lanes.
- They can export data and put it in the hands of transportation planners to prioritize safer, cleaner transport.



# SharedStreets Overview



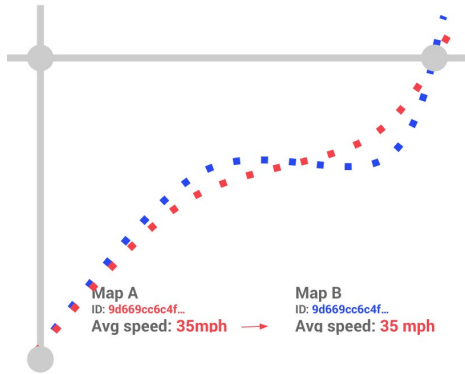


SharedStreets is a nonprofit organization.  
We build open source software and digital infrastructure to support new ways of managing and sharing data that keep cities moving.

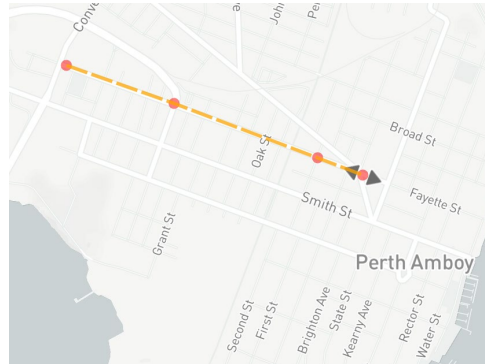


# SharedStreets areas of work

## Map conflation



## Construction & Closures



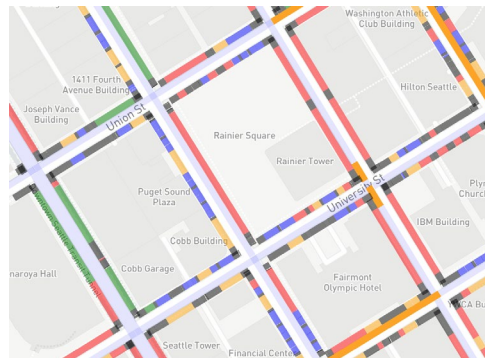
## TNC Pick-up & Drop-off



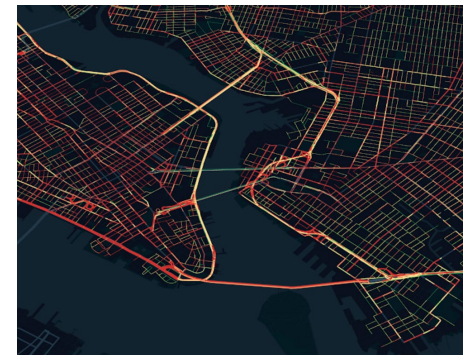
## Mobility Metrics



## Curb Inventory

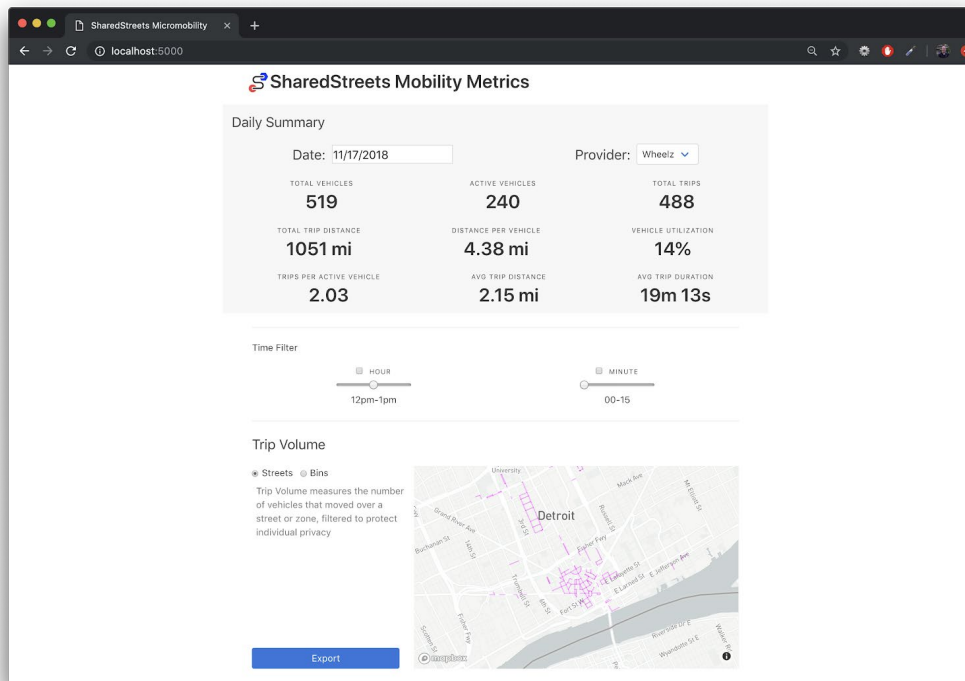


## Speeds & Safety



# SharedStreets Mobility Metrics

Open source, free, locally-hosted tool that can be downloaded and used today to aggregate micromobility data into useful metrics.



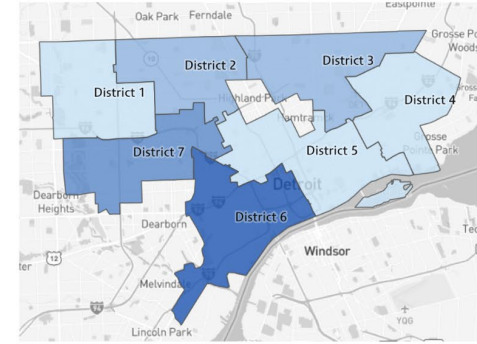
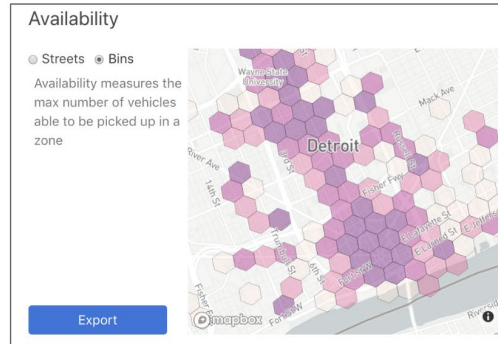
From raw MDS data:



To zonal metrics:



To custom areas:



From raw MDS data:



To street-based metrics:



To linked GIS layers

