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
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
Key Issue #2: Standardization
Key Issue #3: Anonymity
Key Issue #4: Proprietary Rights
Key Issue #5: Analytics

Data has a better idea
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.
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
Transportation Secure Data Center (TSDC)

https://www.nrel.gov/transportation/secure-transportation-data/
Policy #4: Land-Use Tools
Overview

1. Set standards
   Via "bottom-up" or "top-down" approach with stakeholder input.
   
   Example data: Vehicle locations, wait times, origin/destination pairs, pricing.

2. Collect
   Data producers: Car companies, TNCs, micromobility services, transit agencies, cities, etc.

3. Store and share
   Data stewards: Trusted third parties such as national labs and universities.

4. Analyze and apply
   Data users: Planners, regulators, policymakers, researchers, etc.
Thank you!

Issue Paper
Policy Brief
Planetizen Blog
Forbes Blog

SAVE THE DATE: 3 Revolutions Policy Conference, March 24-25 2020

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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.

www.populus.ai
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.