**NNIP LA Camp Session 1 Wednesday October 17, 2018**

**SCOOTERS!**

**Leader: Rob Pitingolo**

**Notes: Rob Pitingolo**

Attendance: Dean, Katie Z, Aaron S, Rob, Stephanie Q

Stephanie: Everyone is interested in data, they just don’t know. It’s the issue of being upset. I could tell you how many are being dropped. Translating emotion into actual things.

Aaron: Lime and Bird seem to operate differently. Lime coordinated with the city and provide data. Voluntarily. Lime reached out to Cbus to pilot the bikes first. Then they dropped the scooters later. They are giving it to the cities. Cbus was in a weird position. People are excited and public opinion is pro-scooter. Being the smart cities challenge winner. If we pull the scooter, then we are limiting smart mobility. Lime is much easier to work with.

Stephanie: I want to know if Lime is sharing in Detroit. Dockless bikes is going well. MoGo is the bikes. They seem unresponsive and unreasonable as to how they react to cities. Supposedly nobody has complained to city employees because they block bus stops and other things. San Francisco has legislation and is moving in this direction.

Aaron: Use regulations? The important things about regulations isn’t the enforcement so much as its initial step. They could decide it’s cheaper to leave them all winter. So the social responsibility over the winter will be interesting.

Rob: Why didn’t cities think data requirement?

Aaron: Got caught off guard. Uber was willing to share data initially. It’s aggregate level but we got data on operations. I find companies that run an app based business. Their business model isn’t data but they realize that it’s a valuable resource and they can build another business off that. Lyft is more willing to play ball.

Rob: When you got data from Uber what was in there?

Aaron: A whole bunch of thick lines where major movements are happening.

Stephanie: There is Uber movement and you can just go play with data.

Katie: Is there a market?

Aaron: Huge market. We decided to forego it. State DOT buys street light data and every MPO gets access. That’s cell phone movement data. Much more robust. Strava but that’s too much of a subset. Cubic is there now. You can get trip level data.

Dean: Do you get user demographics?

Aaron: Streetlight? Just getting access to it. Haven’t gotten to play with it yet.

Katie: We just bought for cell phone data called Ubermedia. We’ve joined to census at least for now.

Aaron: We have use cases. We are working with 211 who does scheduling for food pantries. We have data from 211 so we can join up client level and use streetlight to tell us about travel pattern.

Katie: I think the interesting thing about scooter vs bike is that scooter is so much higher. Bike seems to get left for long times whereas scooters.

Stephanie: The scooter people steal them.

Aaron: A problem with the bird hunters is robbing them.

Stephanie: Uber data was something we did on turning the corner. If we could get o/d that would be an easy way to track which neighborhoods are hot spots from the suburbs.

Rob: What are the next steps, is this worth pursuing?

Katie: The use cases are pretty limited. But I have a lot of friends in the planning world and the data is really useful for that.

Aaron: Insurance companies will let you put a device in your car. Root insurance doesn’t have quotes, you download the app and then they send you a quote. The vertical change of direction can be used. Roots can tell if it’s you or someone else driving. The level of accuracy is crazy so from understanding. We analyze crash data which is a few years behind. Seeing that in real time has a huge amount of potential. Smart mobility is focused in one neighborhood.

Stephanie: going to local governments is the right thing. But being able to go with use cases.

Use cases:

* Impact on transit (first/last mile needs)
* Displacement of transit trips

Stephanie: If you had both uber and bus routes. My sister tried to take the bus and it didn’t show up.

Aaron: Being able to see chained trips. The analysis we are doing for food access piece. I was asking them to look into if we get people there and back and they need to go somewhere else are we understanding that travel need? Seeing chained trips is useful.

Stephanie: Early diagnostic.

Aaron: It’s an indicator to watch for. The investment isn’t a bad thing. It’s when it tips for people to no longer live there. Use scooters where they are left to see what is happening to a neighborhood. All their black box stuff is great. All you care.

Katie: How long do you have to study this stuff? While the light rail is down what other services are people using. Natural experiment when a transit situation changes.

Stephanie: You can’t ride the scooter when it snows.

Aaron: Food access is a specific example. Pick any social service need and it can tell you about how people are getting.

Rob: How is that data delivered?

Aaron: Shapefiles. It’s going to spit out aggregate data.

Stephanie: Is it very expensive?

Aaron: Probably. We lucked into free access. We have OSU students and they are allowed to have access for this project. We want to be able to see by mode what are the challenges?

Katie: The data we got is for a regional urban/rural project. The company we bought it from saw universities as a market that they know nothing about. They said to go wild with it. We got a week’s worth of data.

Aaron: We just got asked to map out where employees of defense live. LEHD is only civilian. One more use case: Transit: get good boarding data. Alighting is terrible. Only 10% of buses have automatic counters. This is a use case for streetlight is something that should be so accessible.

Rob: these are all private vendors. To what extent should we go after it?

Aaron: I don’t know why MPOs got free access but building relationships is an opportunity to provide analysis in the region. It’s private and expensive. As connected vehicles come online which is not far off. Local governments will be creating data. That same type of data will be generated by local governments.

Katie: The window is now.

Aaron: Data intermediaries should get in early so we don’t miss the boat on another thing.