



SFMTA

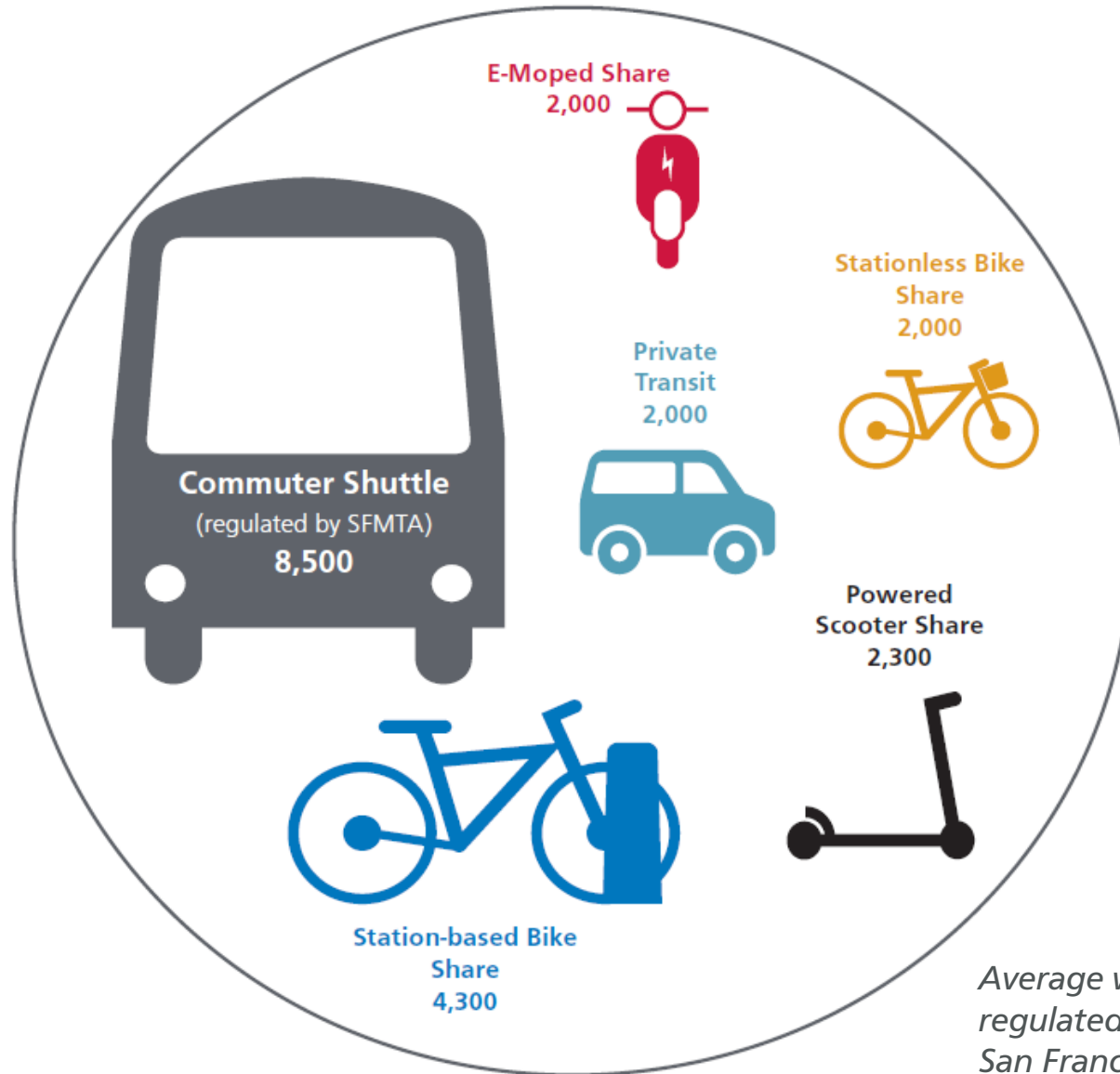
# Managing Mobility Data

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NACTO Designing Cities Conference 2019

# Harmonizing data across mobility programs



*Average weekday trips for regulated mobility programs in San Francisco as of Dec 2018*

# What to do with data...

1. Before you get it
2. Make sure you're getting it
3. Once you've got it

# Before you get it

- Collect data with a purpose
- Start with questions tied to your goals, principles, and ideal outcomes
- SFMTA data requirements are driven by 10 Guiding Principles for Emerging Mobility

Collaboration



Transit



Sustainability



Accountability



Disabled Access



Safety



Congestion



Equitable Access



Labor



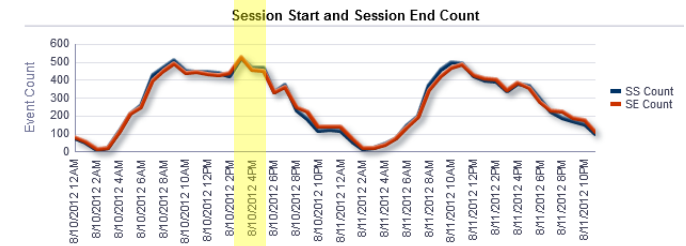
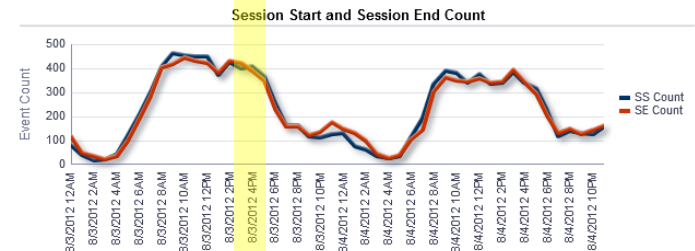
Financial Impact



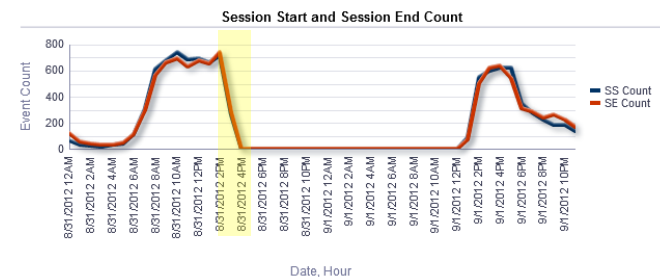
# Make sure you're getting it

- Have operational control over the data
- Monitor volume of incoming data
- Confirm data conforms to specifications
- Validate values
- Ensure timeliness of delivery
- Establish a line of communication with technical contacts

## Typical behavior



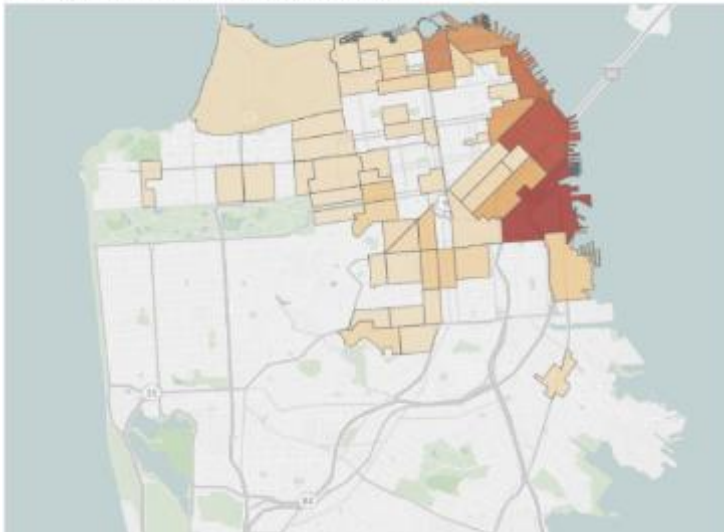
## Atypical



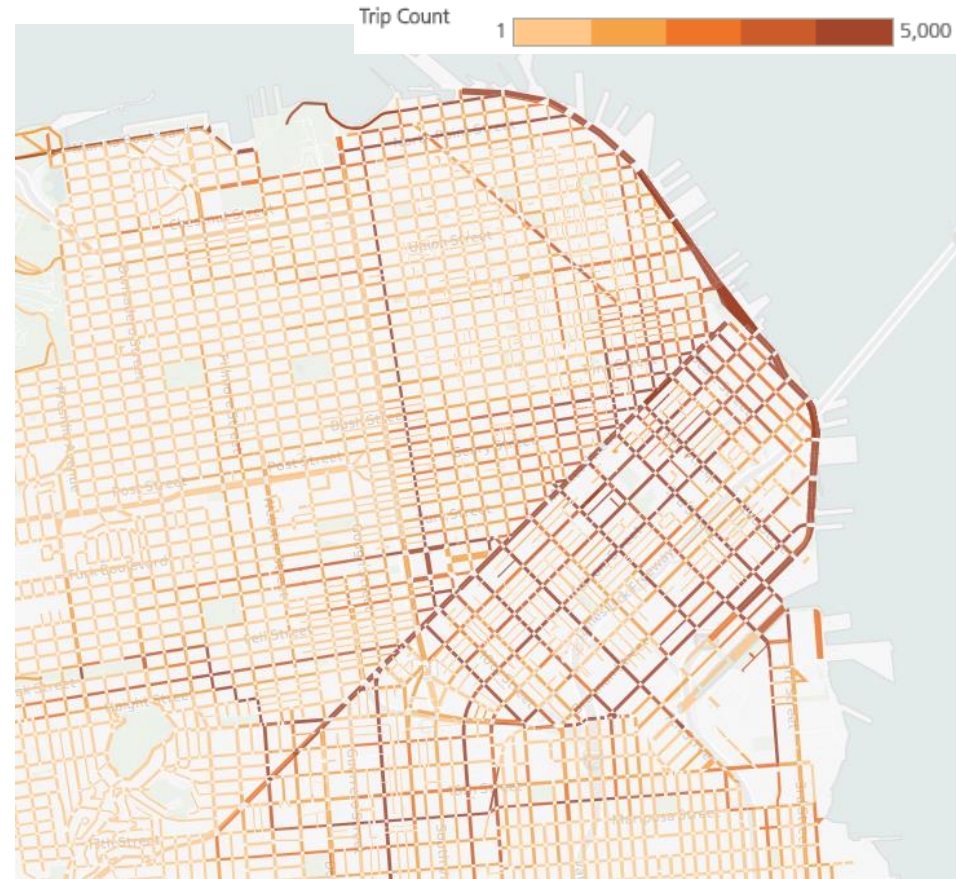
# Once you've got it

- Aggregate it (for analysis and ensuring anonymity)
- Protect it
- Limit who can access it
- Look at it

Device Distribution on May 28, 2019 at 8:00



*Monitor distribution of devices by neighborhood*



*Analyze which streets are frequently used*

# Thank you

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