Mobility Data Solutions

AV Task Force: Subcommittee on Land Use
Our vision is to empower cities to manage all aspects of transportation and create equitable, safe, and accessible outcomes.
ABOUT

We help cities plan and manage their transportation future

→ Trusted by 4,000 planners on 4 continents

→ Built on the best practices of 325+ agencies

→ Rapid innovation on a modern, cloud-based platform
Defining use cases early is critical; Oregon is on the right path.
Agenda

1. Standards + Planning Use Cases
2. Lessons Learned
3. Advice for Local Governments + States
## Data Standards

<table>
<thead>
<tr>
<th>Data Standard</th>
<th>Example Use Cases</th>
<th>Re-identification Risk</th>
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</thead>
<tbody>
<tr>
<td>General Transit Feed Specification (GTFS)</td>
<td>→ Schedule information</td>
<td>Low - no individual trip data</td>
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</table>
| General Bikeshare Feed Specification (GBFS)        | → Basic bikeshare system information, such as location, operating hours, and company contact information  
  → Bikeshare docks (if present) and their capacity/utilization  
  → Bike locations and availability (if dockless)    | Low - no individual trip data |
| Mobility Data Specification (MDS)                  | → Mobility vehicle trips and their routes  
  → Location and status (e.g. “available,” “in use,” or “out of service”) of each vehicle | Medium - individual trip paths provided |
Personal Data

→ GDPR: The data subjects are identifiable if they can be directly or indirectly identified, especially by reference to an identifier such as a name, an identification number, location data, an online identifier or one of several special characteristics, which expresses the physical, physiological, genetic, mental, commercial, cultural or social identity of these natural persons.

→ CCPA: Personal information includes anything that identifies, relates to, describes, is capable of being associated with, or could be reasonably linked, directly or indirectly, with a particular consumer or household.
Cities need data. People want privacy.
How does Remix work with sensitive data?

Refer to: https://www.remix.com/privacy
Let’s visualize this.
Lessons Learned + Advice

- Responsible stewardship
- Consider outside tools
- Results over raw data
- Flexibility on data standards
Thank you
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