

# MOBILITY DATA COLLABORATIVE

*Where mobility partners gather to establish a framework for mobility data sharing*



## BACKGROUND

New mobility solutions are rapidly expanding the pool of options for movement in cities. These innovative mobility technologies generate valuable data for cities to inform their policies and infrastructure management, as well as present new challenges for the public sector to share information with private operators. Data sharing presents an exciting opportunity for mobility partners to work together towards the goal of safe, equitable, and efficient mobility systems. Data sharing comes with a series of new challenges such as ambiguity around performance metrics and appropriate management of personal and personally-identifiable information. There is a pressing need for continuous collaboration to facilitate an ongoing and evolving dialogue around the process of data sharing. We believe that cross-sector collaboration is key to unlocking the potential of mobility data for public benefit.

## OUR GUIDING PRINCIPLES

The Collaborative has been established based on several guiding principles. These are the principles of how we will interact with each other to support the Collaborative's mission.

- Foster inclusivity and equality
- Embrace collaboration
- Support wide adoption
- Complement not duplicate
- Act with a sense of urgency
- Challenge ourselves

## OUR INITIAL FOCUS

### Protecting Data Privacy

Emerging mobility options present new and promising opportunities to leverage data in support of local transportation management and infrastructure planning. However, the volume and granularity of location data needed to operate many of these new transportation modes present a corresponding risk to individual privacy when shared in the absence of a supportive legal framework with standard anonymization and aggregation techniques. Additionally, the resources needed to properly and produce, process, and ingest this volume of data—which exist in many different formats—can be incredibly resource-intensive for public and private parties alike. This workstream aims to rigorously assess these privacy risks and engage experts in the field to develop a privacy-centric, world-class framework for location data sharing—one that can unlock the insights cities seek from multiple transportation modes and grow to accommodate other sectors and new technologies as they emerge.

### Defining Performance Metrics

As data-driven approaches to regulation for micromobility are adopted, it is imperative to define consistent performance metrics across operators and regions. This will facilitate the operators' abilities to successfully meet public goals and requirements, as well as regulators' needs for consistency across operators. We are developing a set of standardized definitions and methodologies for performance metrics, such as "vehicle counts" and "vehicle caps." Establishing common terms, definitions and methodologies enables all stakeholders to effectively communicate and measure the impact of new mobility.

## JOIN US

Membership is open to all stakeholders with an interest in shared mobility. All Members are welcome to participate and contribute to leadership, technical work and other activities.

Our partners share a joint vision of leveraging mobility data to promote safe, equitable, and livable streets. Our Collaborative includes:



**GET IN TOUCH**

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