

Big data means everything or nothing

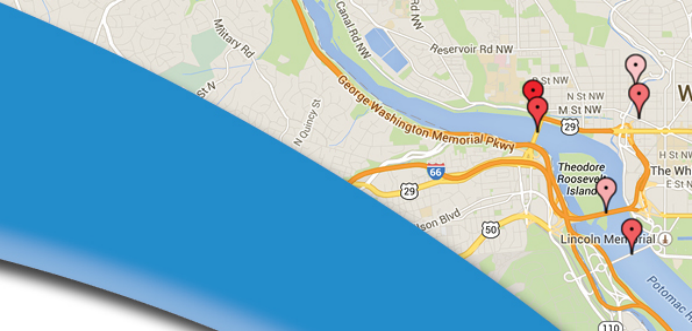


Paul Mackie
communications director, Mobility Lab
MobilityLab.org @MobilityLabTeam

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Super Bowls are better than schools



- Host a Super Bowl or build for the Olympics and we get fancy improvements.

- Have a school and there is rarely any thought about how students will enter and exit.

No buy in from planners, teachers, or parents

- Planners – Not concerned w/ surrounding landscape.
- Teachers – Most travel by car so not seen as a top priority.
- Parents – Not a good time investment.



One major answer could be big data

- In 2005, Congress removed pork-barrel funding for Alaska's "bridge to nowhere."
- Tracking our movement can now show us spending \$400M for a bridge that carries less than 100 people is a bad idea.
- These used to be engineering decisions, now they are techie and regular people decisions.



We need champions, not just the public & private sectors

- All the big data in the world means nothing if it's not being turned into stories.
- Citizens, hackers, writers ... Sign them up to find ways to build interest in safe routes.

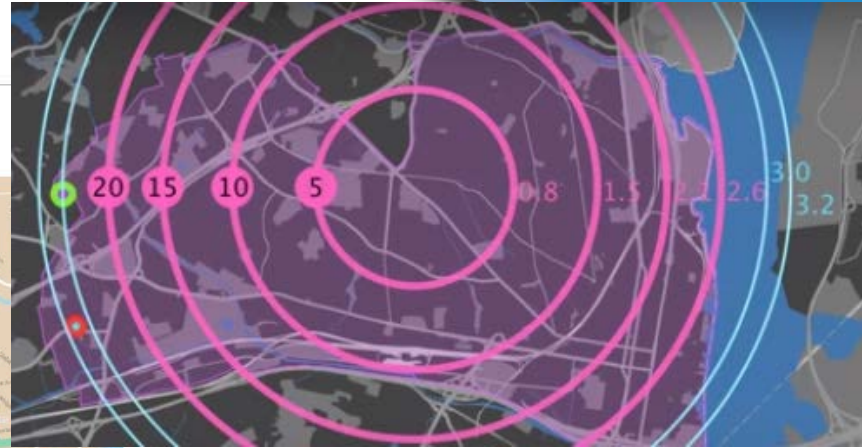
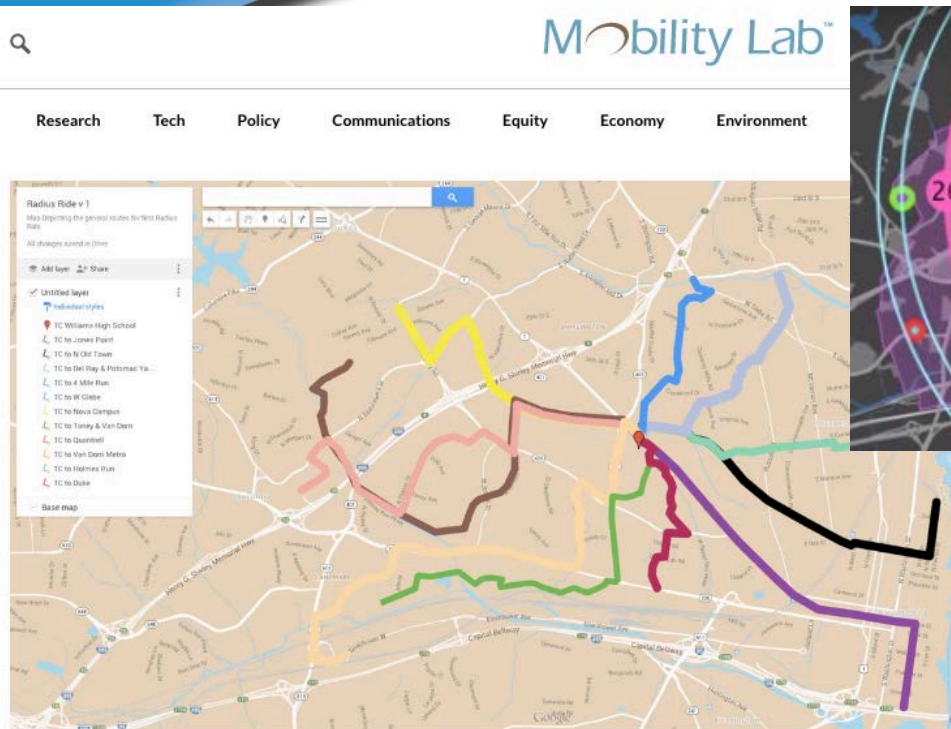


Champions are hackers



- Transportation Techies founded 2.5 years ago.
- Grown to 1,700 members in DC alone.
- Desire to tell stories & find trends through data.
- Replicable everywhere.

Champions are friends & family



- The first step towards getting people out of their cars means educating them about the efficiencies and the challenges to biking & walking.
- Radius Rides gather data & people then turn that into stories.

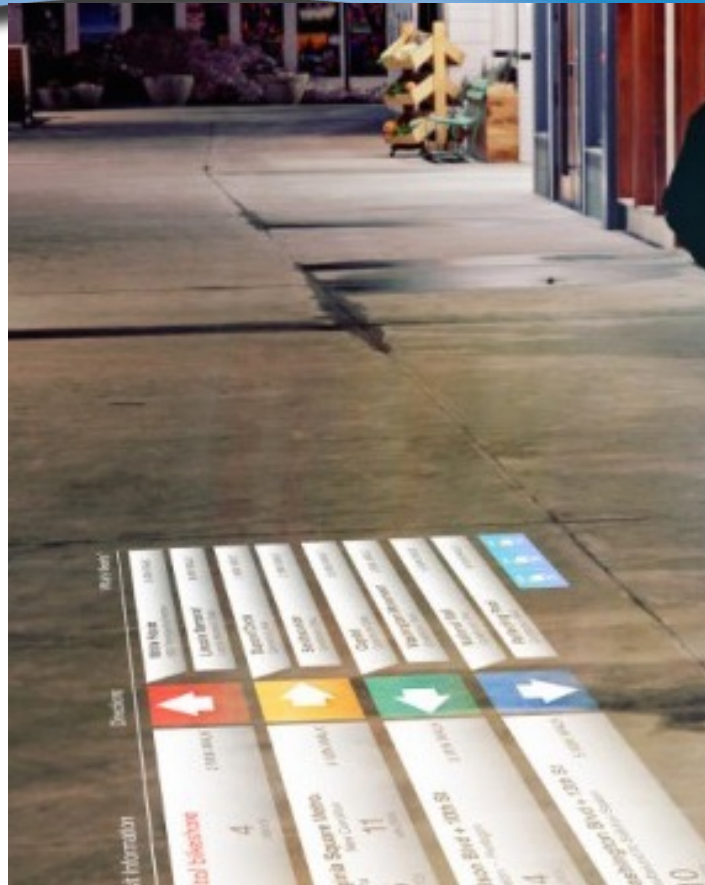
School Bicycling Safety in Alexandria, Virginia Gets a Look From Tech Hackers

By Randy Cole - April 13, 2015

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Champions are bearers of excellent information

- TransitScreen was born in 2011 at Mobility Lab.
- Real-time travel information – and well-designed information - is crucial in public places, including schools, to get kids in the habit of practicing active transportation.



Identity First
Putting "metrobus" name and logo right at the top with the standard cost quickly tells your customer you're in the right place and this is how much.

Visual Context
Using a DC map graphic to provide increased context for where this busline is in the city.

Busline Shape
Continuing the context theme with a visual representation of how the bus line is shaped for people who learn visually to see where the bus line goes.

Identifying Stops
People are always asking metrobus drivers "How do I get to [name of station] Metro from here?" I've witnessed many times when drivers can't describe it easily. If they had this they wouldn't have to.

Easier to Read
Increasing the font-size of the "information anytime" section is an easy fix to make sure some of your most important information remains accessible.

metrobus
\$1.75 base fare

Wisconsin Ave. NW Line
31, 33 bus lines

Mon. - Fri. Only
See inner pages for Sat. & Sun. services

English - Español

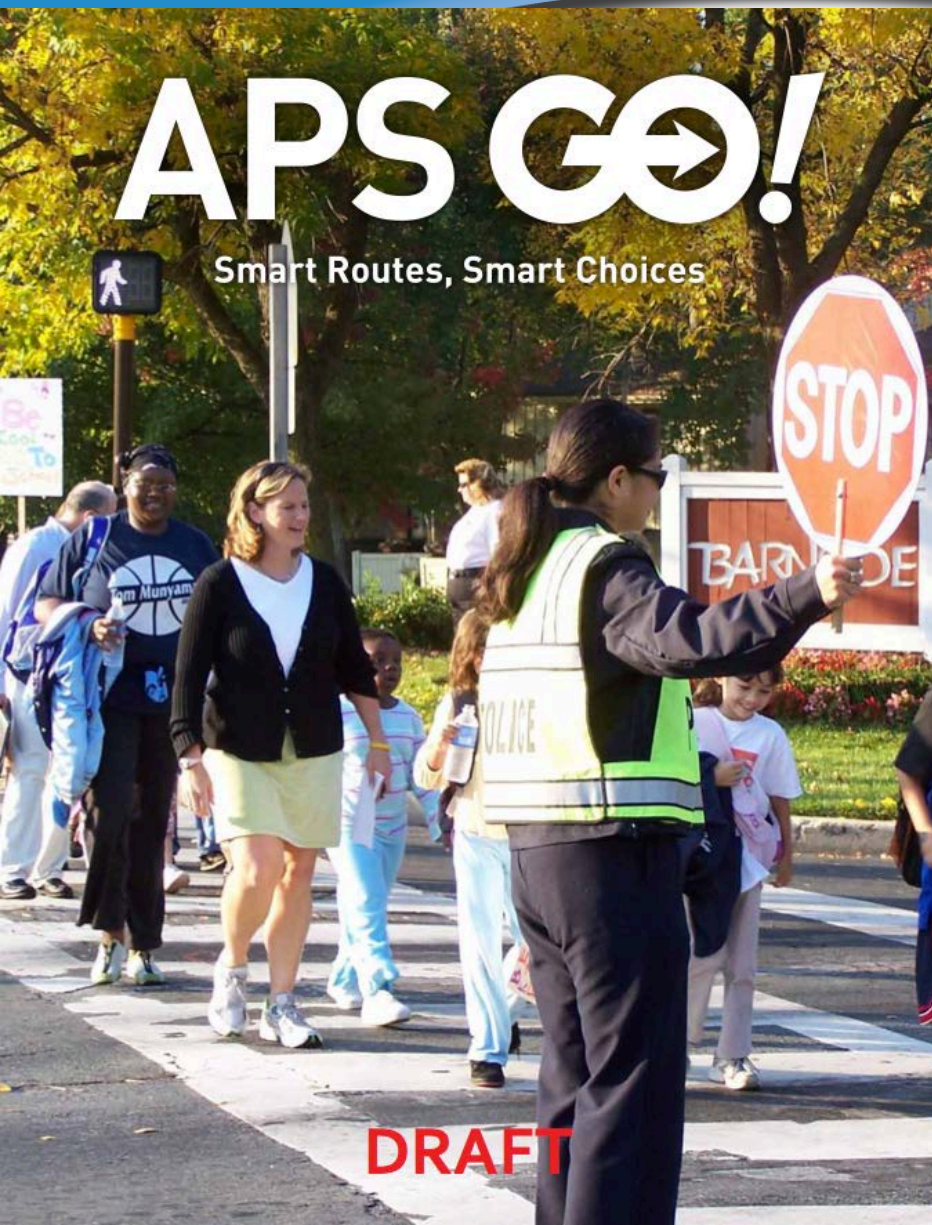
Friendship Heights
Wisconsin Ave. NW
Tenley Town - AU Station
Georgetown
Foggy Bottom - GWU Station (31)
Potomac Park / State Department (31)
Farragut West Station (33)
McPherson Square Station (33)
Archives Station (33)

Information Anytime
wmata.com
Ph. (202) 637-7000
TTY (202) 962-2033

Champions are partners

APS GO!

Smart Routes, Smart Choices



DRAFT

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Plan developed by Arlington Public Schools, Department of Transportation.

For more information, contact:

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703.228.6601, john.chadwick@apsva.us

Project Consultants: Toole Design Group

APS GO!

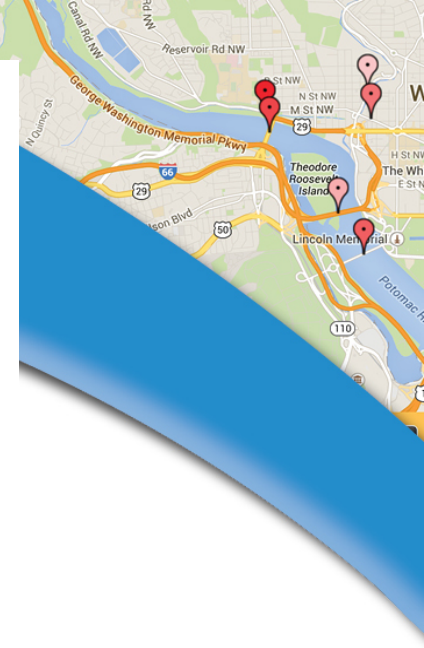
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APS Transportation Demand Management Plan | 3

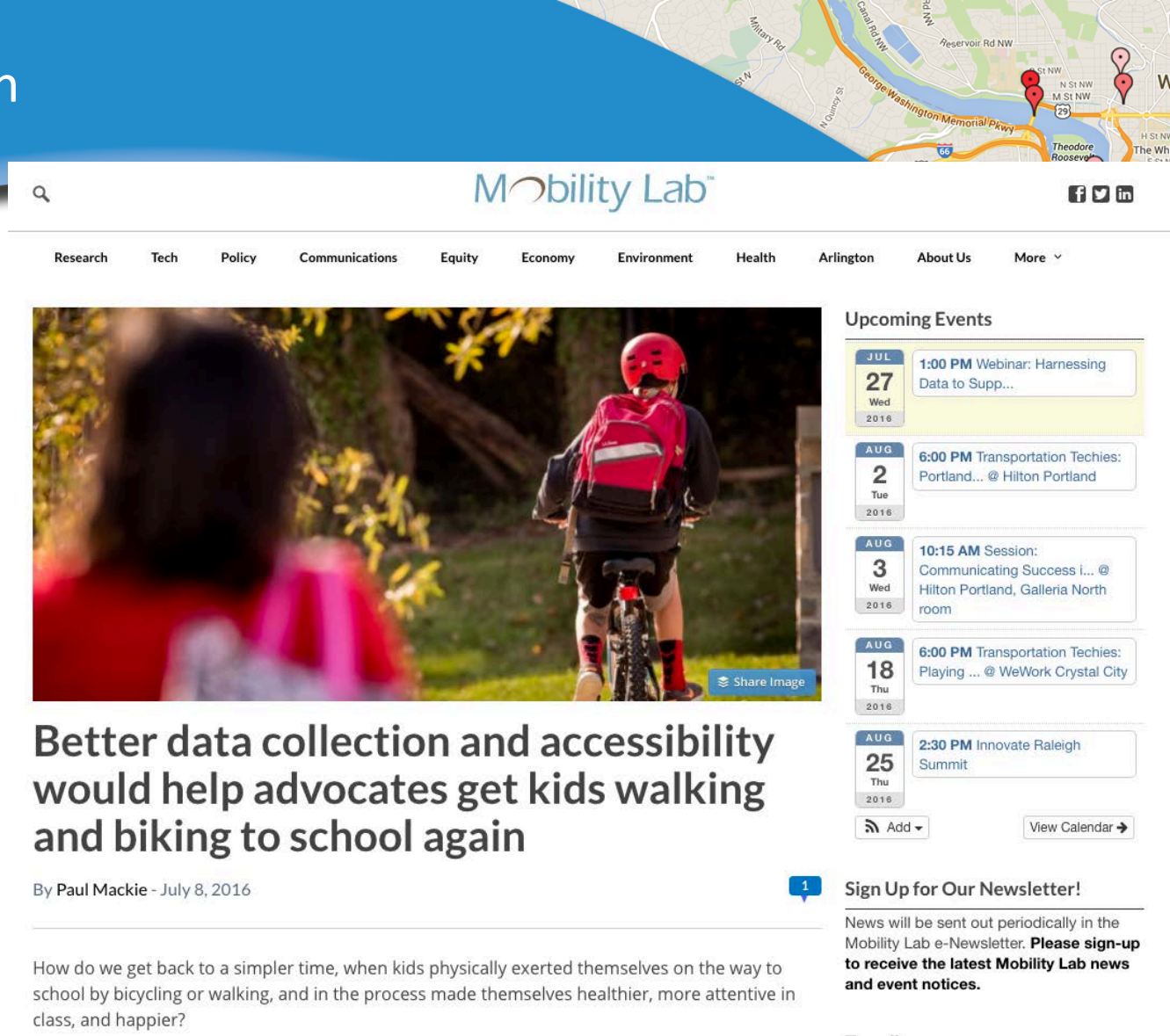
- Arlington County, Va.'s public schools have partnered with county workers & the transit agency on a "transportation demand management" plan for local schools.
- Take surveys and set aggressive targets.

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ARLINGTON
VIRGINIA



- The recent Safe Routes report “By the Numbers” highlights several excellent projects, but they are still by far the exceptions.
- *More* of these will enlighten students, teachers, parents, planners, and influencers on the rewards of active transportation.




The screenshot shows the Mobility Lab website interface. At the top, there is a search bar and the Mobility Lab logo. Below the logo is a navigation menu with categories: Research, Tech, Policy, Communications, Equity, Economy, Environment, Health, Arlington, About Us, and More. The main content area features a large image of a child in a red helmet and backpack riding a bicycle. Below the image is the article title: "Better data collection and accessibility would help advocates get kids walking and biking to school again" by Paul Mackie - July 8, 2016. The article text begins with "How do we get back to a simpler time, when kids physically exerted themselves on the way to school by bicycling or walking, and in the process made themselves healthier, more attentive in class, and happier?". To the right of the article is a sidebar with "Upcoming Events" listed for July and August 2016, including a webinar on July 27 and several transportation tech sessions in August. Below the events is a "Sign Up for Our Newsletter!" section with a "1" notification bubble and text stating "News will be sent out periodically in the Mobility Lab e-Newsletter. Please sign-up to receive the latest Mobility Lab news and event notices."

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Better data collection and accessibility would help advocates get kids walking and biking to school again

By Paul Mackie - July 8, 2016

How do we get back to a simpler time, when kids physically exerted themselves on the way to school by bicycling or walking, and in the process made themselves healthier, more attentive in class, and happier?

Upcoming Events

Month	Date	Time	Event
JUL	27	1:00 PM	Webinar: Harnessing Data to Supp...
AUG	2	6:00 PM	Transportation Techies: Portland... @ Hilton Portland
AUG	3	10:15 AM	Session: Communicating Success i... @ Hilton Portland, Galleria North room
AUG	18	6:00 PM	Transportation Techies: Playing ... @ WeWork Crystal City
AUG	25	2:30 PM	Innovate Raleigh Summit

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News will be sent out periodically in the Mobility Lab e-Newsletter. **Please sign-up to receive the latest Mobility Lab news and event notices.**