Big data means everything or nothing

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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
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.
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.
• 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.

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?