Movement:
Open Data for Better Urban Planning

Rik Williams, Uber Technologies Inc.
Who we are

Policy, Research & Economics at Uber

- Team of about 25 issue experts, economists, and data scientists, mostly based in SF
- Exploring how Uber interfaces with transportation ecosystems, economies, personal mobility, safety, and other topics
- Internal research + external partnerships
- https://medium.com/uber-under-the-hood
What we set out to do

CELEBRATE CITIES

EMPOWER CITIES TO SOLVE PROBLEMS IN THE COMMUNITY

HELP SHARE CITY SUCCESSES WITH THE WORLD
Building better cities is expensive and hard

How do we choose what to build and improve?

What will the city’s transportation look like 10 years from now?

How can I understand and address transportation challenges?

Forced to make gut (often political) decisions

Data difficult to collect; often sparse, outdated

Need data to develop and support insights
We can help
What Are We Starting With?

Working to Improve Urban Planning

Measuring Zone-to-Zone Travel Times

- **Today**: Sparse, outdated travel times data gathered at considerable cost
- Planners often rely on gut checks to validate their travel demand models
- Lack of historical data necessary to understand impact of policy changes or infrastructure investment
What is Movement?

A free, public website using Uber’s data to help cities make data-driven transportation policy, planning and operational decisions.
What is Movement?

What it is:
- Travel times within cities
- By time of day and TAZ/census block/other geography
- Going back to the start of 2016

What it isn’t:
- Real time data
- About Uber or its users
Seattle

You recently explored: San Francisco, Boston

SEE ALL CITIES

Top Stories
Aggregation

- Census Tracts
- Traffic Analysis Zones

- 20001, Northwest Washington, Washington
- Choose a destination
URGENT MESSAGE

The entire Metrorail system will be CLOSED ALL DAY ON WEDNESDAY, MARCH 16 to allow for emergency inspections of power cables. Your safety is our highest priority.
Understanding Impact
Measuring the DC Metro Shutdown

March 16 (shutdown) Compared to an average weekday
How do I access Movement?

Now available - data for:
- Sydney
- Manila
- Boston
- Bogotá
- Washington, DC

Go to https://movement.uber.com
Log in with your Uber rider account credentials (email/password)
Let's try a live demo.

https://movement.uber.com

Safettrack Shutdown:
July 6 - 18, 2016
Yellow Line in Alexandria
What happens to travel times when...

- it rains
- a new BRT line opens
- a freeway closes for repairs
- a baseball game lets out
- it’s voting day
- a bike line is added or removed
- ...

Applications
What's next?

Data for five cities now available; rolling out more in the coming months

Suggestions / feedback welcome; we built this for you!

Interested in research involving anonymized data not in Movement? Let's talk.

mobility-research@uber.com
Thank you