

## **Fictitious Press Release**

### **Dockless Scooter Usage and Trends Get Quantified and Demystified**

*City of Santa Monica launches new technology platform that quantifies the scooter problem and enables evidence-based planning and mitigation strategies to ensure community alignment*

Santa Monica, CA – March 3, 2022.

**[Summary]** The City of Santa Monica has partnered with the Cal Poly Digital Transformation Hub, powered by AWS, to launch [Scooter Vision] an application that uses traffic camera video feeds to anonymously and automatically detect and count illegal dockless scooter riding on city sidewalks and legal riding on roads. The solution enables city planners and officials to present data-driven evidence of the where, when, and how dockless scooters are used, enabling the implementation of targeted mitigation strategies to reduce negative impacts while increasing the benefits of micro mobility options.

**[Opportunity/problem]** Today, city planners do not have enough information to know how great a problem scooter riding is on the sidewalk and how to focus their mitigation and enforcement efforts. Staff currently assume it is a problem per constituent feedback mechanisms, but they do not have a complete enough understanding of where and when it is occurring. City planners and decision makers need accurate and reliable information to understand the problem to develop effective mitigation and enforcement strategies.

**[Approach/Solution]** Unlike past efforts at point-in-time surveying and counting, the new [Scooter Vision] platform provides a data dashboard, enabling city planners to see scooter usage trends, both on the sidewalk, on the road, and at specific intersections over time. City planners can upload videos from traffic cameras to a web interface and multiple image based machine-learning models automatically detect scooter riders and can differentiate whether a rider is on the street or a sidewalk. [Scooter Vision] counts the observations and reports the number of riders and illegal sidewalk riding into one, easy to use interface for city planners and officials.

**[Leader quote here]** *“The analytics has proven to be extremely powerful and accurate”* noted Chief Operations Officer Katie Lichtig. *“Our dockless mobility team has been able to allocate resources to different areas of concern throughout the city. Getting feedback from the community as well as the camera data allows us to keep the enforcement equitable. The results are clear and is a testament to the city’s ability to leverage technology with private and public entity partners to ensure that we keep the sidewalks safe for all.”*

**[Customer experience]** The analytics dashboard allows city planners and officials to generate maps based on historical and real-time data feeds for presentation to the public and for planning purposes. Planners are able to ask the dashboard to provide sidewalk riding hot spots based on day of the week, time of day, and location. In the future, the team will develop advanced features to enable the dashboard to highlight opportunities for proactive enforcement. For example, planning staff will use trends and patterns to predict when and where sidewalk riding will occur, and to more effectively deploy city resources to address the issue.

**[Customer quote]** *“We have heard from many concerned community members about e-scooter sidewalk riding,”* said Kyle Kozar, the Shared Mobility Pilot Program Administrator. *“Now we are able to collect the necessary data needed to track the issue and take action to mitigate the problem where it exists.”*

To learn more about the City of Santa Monica’s new [Video Analytics Platform], please go to [www.SMC.gov](http://www.SMC.gov)