



Strava Inc.
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To Whom It May Concern:

Strava is a fitness network app and athletic community that allows users to track their cycling trips and runs using their smartphones or other GPS devices. Strava provides metro-level data on the cycling activity of its user base (<http://metro.strava.com/>). These data can be used to track and compare bicycling routes of Strava users (both leisure and commuter), which provides insight into the most popular bicycling routes, bicycling infrastructure gaps, and potential places that would benefit from improved bicycle facilities.

As the world's largest active transportation library, the Metro data is unrivalled in its breadth, depth and delivery methods. As such, we are a sole source provider.

Breadth

- Bike, Run, Walk, Hike, Ski and Snowshoeing activity types are available.
- Data is available for every OSM street or trail segment globally (on- and off-street).
- Trips are segmented across leisure and commute.

Depth

- We have hourly data at a street-level going back nearly a decade in places.
- Our dataset is growing organically at >10% annually.

Delivery Methods

- All data is aggregated and anonymized to protect individual privacy and comply with the latest global privacy regulations.
- Raw data exports are delivered via FTP with the ability to include a geodatabase file to support seamless custom GIS analysis.
- Our process of aggregating, and anonymizing the data is proprietary. It would not be possible to receive the underlying data or the web platform product from another company.

David P. Lorsch

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Strava, Inc.