2019 Sole Source Form

I. A sole source determination is not effective until the sole source request for determination has been posted for thirty (30) calendar days without challenge, and subsequently approved in writing by the MRCOG Chief Procurement Officer.

Name of Agency: Mid-Region Council of Government
Agency Chief Procurement Officer: Kim Monjaras
Telephone Number: 505-247-1750

II. Name of prospective Contractor: Strava Metro

Address of prospective Contractor:
208 Utah St, San Francisco, CA 94103
Amount of prospective contract: $13,894

Term of prospective contract: September 1, 2019 - September 1, 2021

III. Please thoroughly list the services (scope of work), construction or items of tangible personal property of the prospective contract:

- The Mid-Region Council of Governments (MRCOG) requests the services of Strava Metro to purchase 2 years of anonymized data collected via smartphone applications and/or global positioning systems (GPS) devices for cycling, running, and walking in the four-county MRCOG region. MRCOG currently collects non-motorized counts through project specific short-duration techniques and also has two permanent counters on two different trail networks. This means there are gaps in non-motorized count data for the four-county region. This data will supplement existing data that is collected
- To fill these gaps in data, MRCOG has been purchasing Strava Metro's bicycle and pedestrian data from 2014 to provide MRCOG staff a more complete understanding of non-motorized movements in the region, correlate this data with permanent count data to understand counts within a specific neighborhood, identify gaps in network connectivity, and to provide local agencies with count data for projects, corridors, or other needs. It is critical to continue to collect these data to help to build on these existing datasets and information for the four-county region to continue to monitor non-motorized activities.

The specific work activities anticipated for this effort are as follows.

Data Transmission

- Data will be provided for quarterly reporting periods and within two months of the end of each calendar quarter.
- Vendor will email MRCOG staff contact when the previous quarter datasets are prepared and ready to be downloaded.

Provide training and technical assistance to MRCOG as needed

- Vendor will provide training to MRCOG staff about how to use the data
- Vendor will provide any other technical assistance related to the datasets as needed
- Vendor will provide additional purchasable services to allow deeper analysis of trip origin destination, as well as intersection wait times in case MRCOG is unable to do this analysis

Data Processing and Collection

- Vendor will have a very large established user base of both recreational users and commuters for bicycling, walking, and running. For example, Strava Metro has over >40 million active members, >2 billion active transportation trips and >12 million active transportation routes growing organically every week. This translates into a large, useful dataset that can help to reveal cyclist behavior in the Albuquerque metro region
- Data will work with MRCOG datasets - as mentioned previously MRCOG has these datasets from August 1, 2014-Aug 31, 2019
- Provide a platform that is accessible for users to enable more people choosing to share their non-motorized data. Users can also upload data from the Strava application, another application, Garmin, and other GPS devices, which expands the number of recorded activities and data.
- Vendor will collect all user data
- *V*endor will process data for user anonymity
- Vendor will aggregate the data based on features
- Vendor process data for compatibility with geographic information systems (GIS) and have these key features: streets, origin/destination, intersections

Data

- Shall be anonymous
- Shall have route data of cyclists, pedestrians, and runners
- Shall have networks, popular/*av*oided routes for cyclists, pedestrians, and runners
- Shall have peak commute times
- Shall have intersection wait times
- Shall have origin-destination zones

- Shall have average bicyclist/walking/running speed
- Shall have an online heatmap showing user activity for a quick data reference
- Shall be able to correlate with MRCOG permanent counters to create a bicycle/pedestrian count for different neighborhoods
- Shall correlate with other potential datasets to understand other information about walkers and bikers
- Shall be able to be shared with local agencies, on a case-by-case basis, as MRCOG received project specific data requests

MRCOG currently uses these datasets to supplement its data and better understand:

- Who is taking these trips
- Where are the origins and destinations of the trips
- Along which trails and roadways they are taken
- Identify gaps in the bicycle/pedestrian network Understand impact of different bicycle/pedestrian investments by local agencies Provide a deeper understanding enable MRCOG to update its long-range bikeway system
- Trends and comparisons with other Strava 2014/2015/2016/2017 data (MRCOG purchased and analyzed Strava data in 2014-2017)

IV. Provide an explanation of the criteria developed and specified by the agency as necessary to perform and/or fulfill the contract and upon which the state agency reviewed available sources. (Do not use "technical jargon;" use plain English. Do not tailor the criteria simply to exclude other contractors if it is not rationally related to the purpose of the contract.)

- Criteria were developed based on transportation planning principles, non-motorized count best practices, national conferences, and research/articles read about this vendor in the work they do and the service they provide. MRCOG has been using this data since 2014, so has first-hand experience in the uniqueness and ability of this vendor to provide this data. Additionally, cities around the world are utilizing this data for more in-depth transportation planning for bicyclists and pedestrians, in which there is a data gap. Specifically, MRCOG looked to fill the non-motorized data gap that MRCOG does not have the capacity to do on its own in such a robust way as Strava Metro. MRCOG currently uses these datasets to supplement its data and better understand:
    - Who is taking these trips
    - Where are the origins and destinations of the trips
    - Along which trails and roadways they are taken Identify gaps in the bicycle/pedestrian network
    - Understand impact of different bicycle/pedestrian investments by local

agencies
    - Provide a deeper understanding enable MRCOG to update its long-range bikeway system
    - Trends and comparisons with other Strava data (MRCOG purchased and analyzed Strava data in 2014-2019)

V. Provide a detailed, sufficient explanation of the reasons, qualifications, proprietary rights or unique capabilities of the prospective contractor that makes the prospective contractor *the one source* capable of providing the required professional service, service, construction or item(s) of tangible personal property. (Please do not state the source is the "best" source or the "least costly" source. Those factors do not justify a "sole source.")

- Currently, Strava Metro is the only vendor that collects this type of data, anonymizes, aggregates, and sells this data to organizations to use in transportation planning. Additionally, the vendor provides assistance on how to use the data and a log in to a community platform in which MRCOG will have access to communicate or understand how other cities, organizations, or others are using this data. Strava Metro partners with departments of transportation and city planning groups to improve infrastructure for bicyclists and pedestrians. There are over 100 cities and organizations around the world are using Strava Metro to measure and improve their bicycle and pedestrian infrastructure. Strava Metro data enables deep analyses to ensure our partner organizations make impactful, data-driven decisions, whether planning and building new infrastructure or measuring impact after a project is complete.
- Strava represents the most active athlete network in the world. Strava Metro has over >40 million active members, >2 billion active transportation trips and >12 million active transportation routes growing organically every week. These activities create billions of data points that, when aggregated, enable deep analysis and understanding of real-world cycling and running route preferences.
- For 2018, Strava Metro has the following data for the MRCOG region:
    - ~18,500 unique athletes across bike (9,224) and ped (12,694)
    - ~415,000 total trips across bike (201,069) and ped (206,042)
- The Strava community is made up of all types of cyclists. In fact, nearly one-half of all rides on Strava in denser metro areas are commutes, so Strava Metro data gives great insight into the needs of those riding for transportation only. It's also simple to filter the data to show only commutes.
- While filtering by commute only is possible, analysis of the data shows that cyclists of all types and abilities tend to use the same "best available" roads and paths while cycling in metro areas. Furthermore, in metro areas, nearly everyone is a commuter - either commuting to work, or commuting to the ride they'll be

doing outside the city.

- The data provided through Strava Metro has been anonymized and aggregated to a linear map so that cycling activity cannot be associated with a specific member of Strava's community. We are providing this information in anonymous aggregate form to help improve infrastructure and safety for cyclists, runners and pedestrians.

VI. Provide a detailed, sufficient explanation of how the professional service, service, construction or item(s) of tangible personal property i*s/are unique and how this uniqueness is substantially related to the intended purpose of the contract.*

- MRCOG is unable to collect this type of data. Yet it is critical to transportation planning and it also helps to supplement the abilities we do have for permanent counters and short-duration counts. There's no other vendor that provides this type of service, also Strava Metro has over >40 million active members, >2 billion active transportation trips and >12 million active transportation routes growing organically every week. These activities create billions of data points that, when aggregated, enable deep analysis and understanding of real-world cycling and running route preferences. There is no way for MRCOG to create such a robust dataset, so this presents a uniqueness that can truly aid staff in planning purposes. Staff have utilized this data since 2014, so have come to understand the value for planning process and for MRCOG local government members.

VII. Explain why other similar professional services, services, construction or item(s) of tangible personal property *cannot* meet the intended purpose of the contract.

- There are other companies that collect data similar to Strava Metro, however it is not clear if these vendors have a large of a network of users, or if this data is as detailed or robust as what Strava collects. Details such as: anonymous data, route data of cyclists, pedestrians, and runners, networks, popular/avoided routes for cyclists, pedestrians, and runners, peak commute times, intersection wait times, average bicyclist/walking/running speed, an online heatmap showing user activity for a quick data reference, able to correlate with MRCOG permanent counters to create a bicycle/pedestrian count for different neighborhoods, correlate with other potential datasets to understand other information about walkers and bikers, and provide MRCOG staff technical assistance with how to use this data.
- Regardless and more importantly this data is not available for purchase at other similar organizations because neither of these companies have the mechanisms

in place to collect, anonymize, aggregate, and sell the data for transportation planning purposes nor assist organizations such as MRCOG will using this data.

VIII. Provide a narrative description of the agency's due diligence in determining the basis for the procurement, including procedures used by the agency to conduct a review of available sources such as researching trade publications, industry newsletters and the internet; reviewing telephone books and other advertisements; contacting similar service providers; and reviewing the State Purchasing Agent's vendor list. Include a list of businesses contacted (*do not state that no other businesses were contacted)*, date of contact, method of contact (telephone, mail, e-mail, other), and documentation demonstrating an explanation of why those businesses could not or would not, under any circumstances, perform the contract; or an explanation of why the agency has determined that no businesses other than the prospective contractor can perform the contract.

- MRCOG staff did its due diligence to determine if other vendors could provide the same or similar data. Staff performed online searches and contacted various companies and vendors that are either known to track bicycle and/or pedestrian travel or that were discovered through the research process. There are other vendors identified that collect the same or similar type of data, but it is not clear if the data is collected with the same depth of information that the Strava data is collected and whether those vendors make that data available to other parties.

Business Contacted: Map My Ride (www.mapmyride.com); now MapMyFitness or MyFitnessPal
Date of Contact: September 8, 2016 AND AGAIN on July 30, 2019
Method of Contact: Email
Explanation: Map My Ride (now MapMyFitness or MyFitnessPal) provides a similar service to Strava, allowing users to record and compare their bicycling trips. As with Strava, users can use their smartphones or GPS devices to record their trips. MRCOG staff first reached out to the owner of Map my Ride in 2016 to see if they could provide this type of data and services. Map My Ride responded that they do not share any data not even anonymized data. Map My Ride does not have the capability to provide this type of service that MRCOG seeks. MRCOG reached out again in 2019 and only received automated email replies that did not answer the question asked. It appears they still do not sell this data to third parties including government agencies.

Business Contacted: Garmin
Date of Contact: September 8, 2016 AND AGAIN on July 30, 2019
Method of Contact: Phone and email (2016 and 2019)

Explanation: Garmin is another service that allows users to upload route data using their Garmin Connect GPS devices. Like Strava, it has heatmaps showing the most popular routes of its users (see http://connect.garmin.com/course/6488314). Although Garmin Connect can share the map, they are unable to share the underlying data nor do they have the mechanisms in place to share this type of data. MRCOG staff called Garmin and was told that they do not sell or share pedestrian or bicycling data collected via Garmin. MRCOG was also referred to their privacy policy online stating that Garmin does not provide this type of service. MRCOG both called and emailed Garmin again in 2019 and they once again stated that they are not able to provide any type of data.

Business Contacted: Google Fit

Date of Contact: July 31, 2019

Method of Contact: Phone

Explanation: Google Fit allows users to track their running, walking, and biking. MRCOG spoke to a Google employee and they apparently do not sell this data collected from Google Fit users to third parties. No further information could be found about any data they may make available.

Business Contacted: Ride Report

Date of Contact: August 6, 2019

Method of Contact: Email correspondence

Explanation: Ride Report was the only other company mentioned in an article found on bicycle data ("How Cities are Using Biking Apps to Understand Travel Patterns", by Skip Descant, June 1, 2018). Ride Report was contacted and confirmed that they focus only on ride share data collected from bike share bikes and electric scooters.

Business contacted: StreetLight

Date of Contact: August 9, 2019

Method of Contact: Phone

Explanation: Unlike the other businesses discussed in this document, StreetLight does not collect or distribute information that is recorded by users who are making a choice to track their use of active transportation modes. Instead, StreetLight takes a "big data" approach of using an algorithm to compare GPS data from many connected devices and determine who is travelling by automobile, by bicycle, and by other means. This is incongruent with MRCOG's established count methodologies, in which counts of subsets of the local population are scaled to fit the regional population. In the StreetLight model, local estimates could potentially be modeled on behavior in other places.

Certified by:

Kim Moujaes
Chief Procurement Officer

Date: 8/20/19

Agency Approval by:

Denny V. Cave
Executive Director

Date: 8-20-19