

Staff Report

To: CBPAC **Meeting Date:** 7/27/21
From: Chris Barney, Senior Transportation Planner **Item Number:** 6
Subject: Non-motorized travel activity data – Strava Metro

Consent Item: **Regular Item:** **Action Item:** **Report:**

Issue

What is Strava Metro and how can local staff access it to view non-motorized travel activity data for their jurisdiction?

Recommendation

Information item only. Strava has recently made their Metro data viewer/dashboard available to public agencies free of charge. Public agency staff can apply for access to the platform at: <https://metro.strava.com>.

Advisory Committee Recommendation

none

Alternatives Considered

none

Summary

Strava has made their crowd-sourced biking, walking, and running data available to public partners through their Strava Metro platform. Strava Metro provides anonymized non-motorized travel data showing travel patterns, paths, origins/destinations, usage, and changes over time. The platform allows users to access the non-motorized travel data in the following ways:

- Dashboard – access high level statistics such as number of trips/people, demographics, visitors, etc. by geographic area, time period, and travel mode (bike or run, walk, hike)
- Map – View activity data on an interactive map showing volumes, change, major routes/corridors, by time period and location.
- Data download – Download data in GIS format for use in local analysis and viewing. Data exports include information on trip counts, direction of travel, people, gender, age, average speed, mode/activity type, and time frame (hour/date/month/year).
- Estimates of commute vs. leisure activity are available for all reports, maps, and downloads.

