

2020-136

Joint Powers Agreement for Research Partnership on Location-Based Services Data

May 4, 2020

Community Development Committee



Streetlight Data Overview

- Our provider of anonymized location-based services data from cell phones
- Can't identify individuals, can only look at patterns of travel
- 23% of the U.S. and Canadian adult population
- 60 billion location records/month
- Travel mode, visitor home/work location (Census block group), demographics

Parks Visitation Research

- Annual use estimate (how many people visit Regional Parks System)
 - Counts taken in parks system during summer months
 - Input to funding formulas
- Visitor study (who? where do they come from?)
 - Intercept survey in parks (~ every five years)
 - Local/non-local visitation %
 - Demographics
 - Seasonal visitation
 - Vehicle multiplier

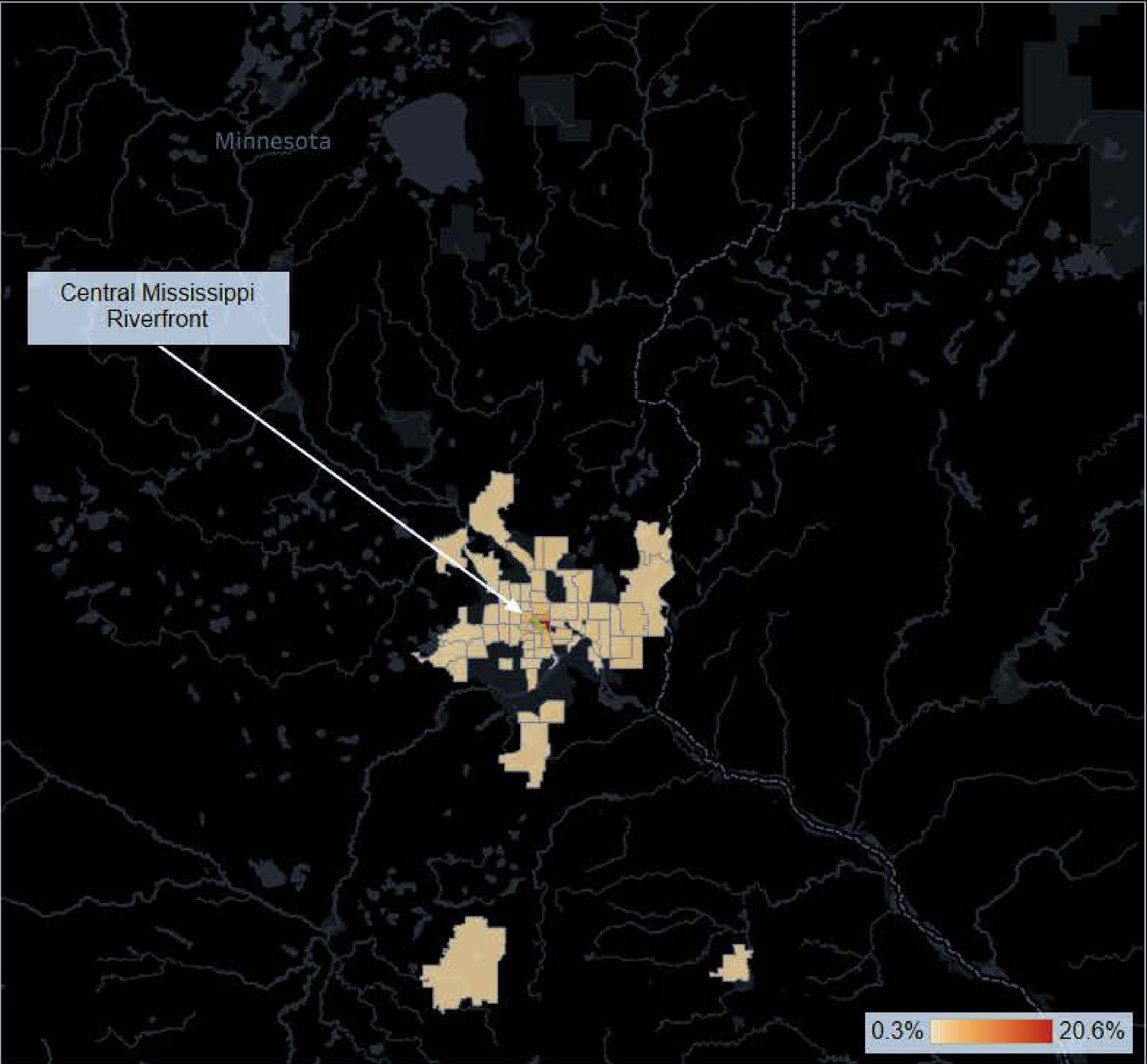
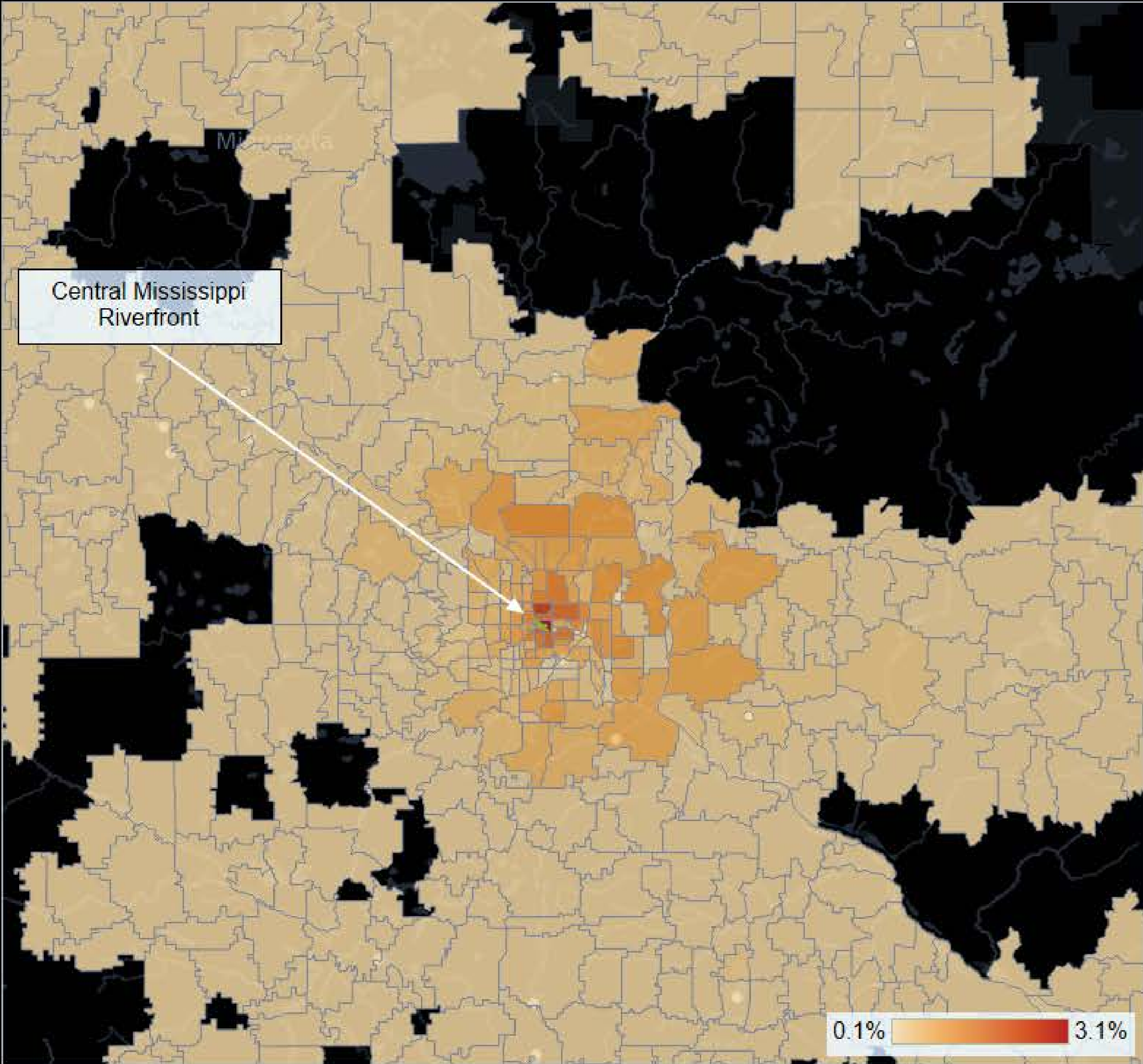
Streetlight + Parks

- Currently, we can't provide park- or trail-level representative data
- Streetlight shows promise in providing park- and trail-level data
- Streetlight may even be able to provide useful data *within* a given park or trail
- Can also provide better estimates of seasonal visitation

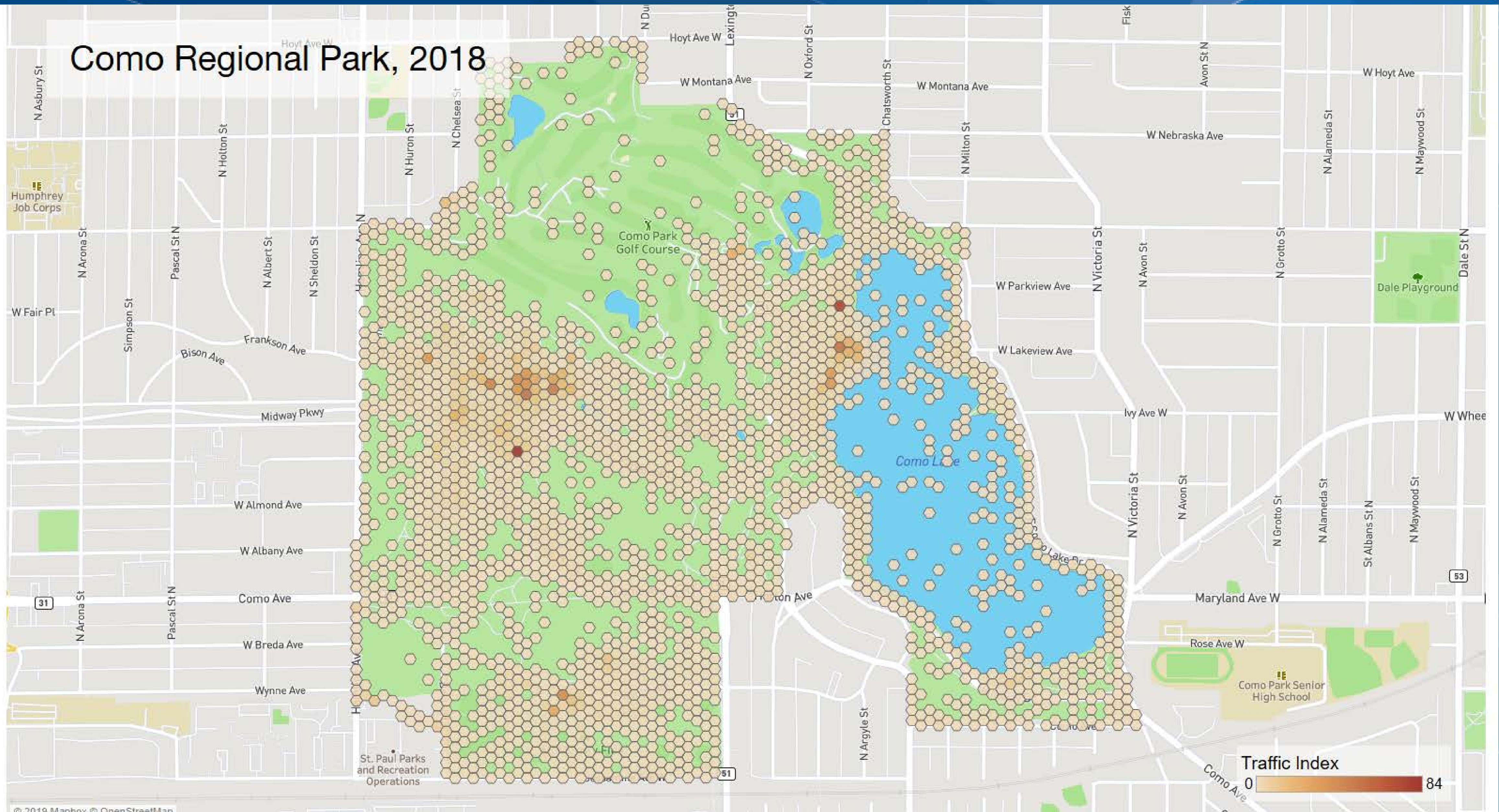
Central Mississippi Riverfront

StreetLight

University of Minnesota



Como Regional Park, 2018



Research Partnership Proposal

- Limited data: all our agencies would greatly benefit from Streetlight
 - Would cost several million dollars for comparable data collected through intercept survey
 - And that would be a one-time effort
- Hire long-term temporary Data Scientist in Research to focus on Streetlight
 - The Council has expertise in both parks and Streetlight
 - Two-year position to conduct visitation analyses in Streetlight for all regional and state parks and trails and to build interactive visualization app
 - \$220,000 to cover staff cost, funded by Parks and Trails Legacy Fund Coordination Among Partners fund managed by MN DNR
 - DNR would transfer the funds to the Council to pay salary and benefits

Proposed Action

- That the Metropolitan Council:
 - Authorize the Regional Administrator to negotiate and the Chair to execute a Joint Exercise of Powers Agreement with the Minnesota Department of Natural Resources and Greater Minnesota Regional Parks and Trails Commission to provide analysis of location-based services data to regional and state parks.



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