Our Mission

Helping Your Mission

Our mission is to support State leaders in their decision making process with the data we provide about social distancing patterns.

Using data sources such as vehicle traffic, mobile device movement and others, our objective is to integrate, analyze and visualize this data into a cohesive story that helps leadership keep their pulse on social mobility trends during this ongoing public health emergency.
Disclaimer

This is one piece of a complex subject.

The purpose of the work conducted by IRV/CSE and the Social Distance Data Project are intended to explore data that official public health analysts do not yet have capacity to fully explore and evaluate. Any analysis or insights shared from our reports are suggestions for further study and formal investigation. Formal support for public health decisions must come from those state agencies tasked with that mandate.

As a citizen effort, we recognize the limits of our analysis and the extent to which it can support public policy. Our work is not intended to take the place of full time professional efforts.

Dr. Herlihy and her team are your experts.
Privacy Policy and Philosophy

Balancing public health and individual privacy is an important consideration at every step and with every team member.

All data is legally obtained via public or commercial means.

- Purely opt-in and anonymous.
- Vendor privacy policy requirements.
- Zero tolerance for unethical behavior. *Thou shalt not reverse engineer.*
- Minimum sample sizes; summarized results.
- Transparent as possible.
What data sources are used?

1. **CDOT**: Traffic Recorders on major roadways [Public*]
2. **Descartes Labs**: Mobility index for county, muni and AOIs [Commercial]
3. **Unacast**: Demographics and traffic by County, Muni, Census Block [P*,C]
4. **XMode**: Mobile device grid and POIs (points of interest) [Commercial Trial]
6. **Mapbox**: Telemetry data with changes in driving patterns [P*]
CDOT Data

- Near real time RTMS
- 24-48 hour delay on ATRs
- Mature/Stable data feed

- Daily trends
- Period over period comparisons
- County / Municipal level data
- ~300 traffic recorders
Descartes Labs

- County, Muni mobility index
- AOI device count per day
- Data feed near mature

Helps to understand what's happening in the communities.

Some areas have more complete data than others.
Descartes Labs

Areas of Interest (AOIs)

- Unique device counts for specific locations.
- Requires mobile device coverage.
- Seasonality is often a factor.
- Jan 2019 - present (-2 days lag).
- Requires GIS outlines for area definition.
XMode Data
(mobile device telemetry)

Substantial potential.
Critical that we balance privacy.

~400k unique devices / ~180k daily unique

108,000 POIs (points of interest)
by NAIC Industry, sub-category
XMode Data
(mobile device telemetry)

All* Parks by City

Alamosa Drill Path
Unacast

Census block group summaries for demographic and traffic data.
Mapbox Data

Historical 2020 feed received 4/21. Pending development.
Asks and Offers

- Preliminary nature of data
- Public concerns
- Limited resources
- Evolving understanding

- What will help you most?
- What feedback do you have?

https://forms.gle/A9DgrdWj4pDGEf2v8
Next Steps

- Data Refinement
- Scope of Needs Assessment
- Team Expansion?
- Automated Jurisdiction Reporting?
Thank you!