


SUBJECT: Authorization by the Matanuska-Susitna Borough Assembly for the Borough Manager to sign the Mat-Su Central Dispatch Data Sharing Agreement by and between Valley Transit, Sunshine Transit, Chickaloon Transit, Mat-Su Senior Services, Mat-Su Borough and the Mat-Su Health Foundation for the collection and analysis of data from the Mat-Su Central Dispatch Pilot project for the Mat-Su Public Transit system.



AGENDA OF: April 7, 2020

ASSEMBLY ACTION:

Approved under the Consent
Agenda 4-7-20 

MANAGER RECOMMENDATION: Present to the Assembly for consideration.

APPROVED BY JOHN MOOSEY, BOROUGH MANAGER: 

Route To:	Department/Individual	Initials	Remarks
	Originator- K. Sollien	EP for Kim D.	
	Planning and Land Use Director	EP	
	Finance Director	Cheyenne Heindel <small>Digitally signed by Cheyenne Heindel Date: 2020.03.26 09:20:28 -0800</small>	
	Borough Attorney	Nicholas Spiropoulos <small>Digitally signed by Nicholas Spiropoulos Date: 2020.03.26 10:55:46 -0800</small>	
	Borough Clerk	 3/27/20	

ATTACHMENT(S): Fiscal Note: Yes _____ No X
Mat-Su Center Dispatch Data Sharing agreement (5 pp)

SUMMARY STATEMENT:

The Matanuska-Susitna Borough, Mat-Su Health Foundation, Valley Transit, Sunshine Transit, Chickaloon Transit, and Mat-Su Senior Services are working to establish a central dispatch system for the transit providers in the borough. This Central Dispatch system is one of the steps to implementing the Coordinated Human Services Transportation Plan, as adopted by the borough Assembly in November 2018. The borough will serve as the data steward and provide public access to the data through our borough website.

The Borough has applied for a grant from the Federal Transit Administration to fund the purchase of the central dispatch software. If the borough is awarded this grant the Mat-Su Health Foundation will supply the necessary match to ensure that these vital transit agencies receive the software and equipment necessary to establish a central dispatch system.

RECOMMENDATION OF ADMINISTRATION: The Matanuska-Susitna Borough Assembly authorizes the Borough Manager to sign the Mat-Su Central Dispatch Data Sharing Agreement between Valley Transit, Sunshine Transit, Chickaloon Transit, Mat-Su Senior Services, Mat-Su Borough and the Mat-Su Health Foundation for the collection and analysis of data from the Mat-Su Central Dispatch Pilot project for the Mat-Su Public Transit system.

Final Draft: 12/15/19

Mat-Su Central Dispatch Data Sharing Agreement

This agreement regarding data sharing for process improvement and systems analysis activities is entered into by and between Valley Transit, Sunshine Transit, Chickaloon Transit, Mat-Su Senior Services, Mat-Su Borough and the Mat-Su Health Foundation collectively referred to as the "Parties."

Purpose

The Central Dispatch Data Sharing Agreement establishes the guidelines for the collection and analysis of data for the purpose of evaluating the success of the pilot project and better understanding the Mat-Su public transit system.

Description of Data

The data will be primarily operational data inputted and reported out via the central, web-based mobility management software. This includes back-office scheduling & dispatch software as well as mobile software that vehicle operators will use. Customer usage and satisfaction data will also be collected via the software, focus groups and surveys. Particular attention will be given to customer satisfaction of senior citizens and persons with disabilities. Systems-level data will be generated in response to the funders' reporting requirements.

Data collected may include

- Operational data by providers as collected by TripSpark
- Operational data by parts or system as a whole and collected by TripSpark
- Rider experience of Centralized Mobility Management Software
- Rider experience of Centralized Dispatch system
- Rideshares / Distribution of rides amongst providers as collected by TripSpark

None of the data collected for this project will contain personally identifiable information (PII) or confidential business information (CBI). All data collected through this project will be made publicly accessible through the Mat-Su Borough Planning Department.

It is anticipated that this project will use the Project Open Data Metadata Schema to provide descriptive data from all providers or select providers. The project team will work with Federal Transit Administration (FTA) and/or MSHF to collect and report required metadata. Additionally, focus groups and customer surveys will be administered with users. Surveys will be anonymous and will not be subject to IRB review.

Am 20-020

Final Draft: 12/15/19

Operational Data

These data will indicate the extent to which the mobility management software increases operational efficiency and/or productivity for each of the four operators. Pulling from reports generated using TripSpark software, operational data may include total ridership, revenue hours, riders per revenue hour, riders per service, total trips, shared ride hours, cancellations at door, no shows, advanced cancellations, late cancellations, missed trips, and max vehicle capacity during each operating hour.

Rider Experience Data

These data pertain to riders' level of use of the client-facing portions of the software (quantitative), and their level of satisfaction using the various portions of the software (qualitative). Focus groups and survey data will separate user satisfaction between key stakeholder groups (e.g. senior citizens, persons with disabilities). The project team will design focus group and/or survey questions with input from the funder(s). They will co-design the data collection process to ensure beneficial feedback.

The purchased software will automatically collect data determining the number of riders who use the client facing portions of the software for trip booking activities (e.g. scheduling, cancellations, payment).

Maintenance of and Access to the Data

Data will be maintained in the transit providers' servers or by TripSpark if the providers does not have their own servers. Access to data will be coordinated with the provider's identified point of contact.

The purchased software will automatically collect operational data during the normal course of operations. Reports can be customized in terms of data fields and time frames. Any party may generate at-will reports on their individual operations.

The parties will co-design a quarterly report, within the first quarter of the pilot, that will be produced by and shared among the providers, the Mat-Su Borough for common access and the MSHF. Data requests outside of the regular quarterly reports will be responded to within one week of the initial request unless otherwise negotiated.

Data Owner and Stewardship

For all data generated using the mobility management software, the vendor is the data steward and the data is owned by the transportation providers that purchased the software. Since the Mat-Su Borough, Mat-Su Health Foundation, and FTA serve as the FTA grant applicant and key funders, respectively, all three entities will also have ownership of these data. Survey data will be stewarded by the Mat-Su Borough and publicly owned.

AM 20-020

Final Draft: 12/15/19

- o Data Storage Name: Dell/EMC SAN. Data can become publicly accessible at <https://www.matsugov.us/> or on a sit of FTA's choosing.
- o Date Storage Type: Applicant – Controlled System, but the Mat-Su Borough can move the data to its website, which contains open data.
- o Dataset Title: "Rider Satisfaction Using Centralized Mobility Management Software"
- o Initial Storage Date: Six months and one year after award (surveys assessing rider satisfaction at the mid- and endpoint of the pilot).
- o Frequency of Update: Survey data will be updated in the storage system within one week of being transferred from paper to an electronic file.
- o Archiving and Preservation Period: Archiving duration is customizable, with an indefinite upper limit. Data can be maintained for at least the five-year requirement.

Re-Use, Redistribution, and Derivative Products Policies

An open license will be used for all data produced through this project. The anticipated license is the Creative Commons Attribution 4.0 International (CC BY 4.0) license.

Data Storage, Archiving, and Preservation

TripSpark will store all data generated using the TripSpark mobility management software. TripSpark has an Uptime Institute Tier III Certified data center, nightly backups full with hourly database transaction logs, a private cloud to enable disaster recovery and scalability, n+1 redundancy systems, etc.

Definition of Terms

Metadata is data that describes other data which can make finding and working with particluar instances of data easier. Examples: cancellations, no-shows, billable rides, service area.

Note: additional definitions may be included if needed after signators' review.

Term of Agreement

This data sharing agreement is an annual agreement beginning at each calendar year. The intent of these terms is that the data sharing agreement is reviewed and extended on an annual basis by all parties.

AM 20-020

Final Draft: 12/15/19

Termination

The funders of the Central Dispatch transportation pilot require data collection and analysis. Thus, in order to participate in the pilot, the parties must also fully participate in this data sharing agreement.

Any party may terminate participation this data sharing agreement at any time with four weeks written notification to the other parties. Termination of the data sharing agreement will also signal a termination of participation in the pilot Central Dispatch pilot project

Am 20-020

Signatures

Name	Signature	Date
Jennifer Busch, Valley Transit		
Kim Schlosser, Sunshine Transit		
Elaine Phillips, Mat-Su Senior Services		
Executive Director, Chickaloon Area Transit System (CATs)		
Jim Beck, Mat-Su Health Foundation		
John Moosey, Mat-Su Borough		