



I-95 CORRIDOR
COALITION

Mobility as a Service (MaaS) Webinar:

Understanding the Concept, Current Status and the Role of Data

July 11, 2019

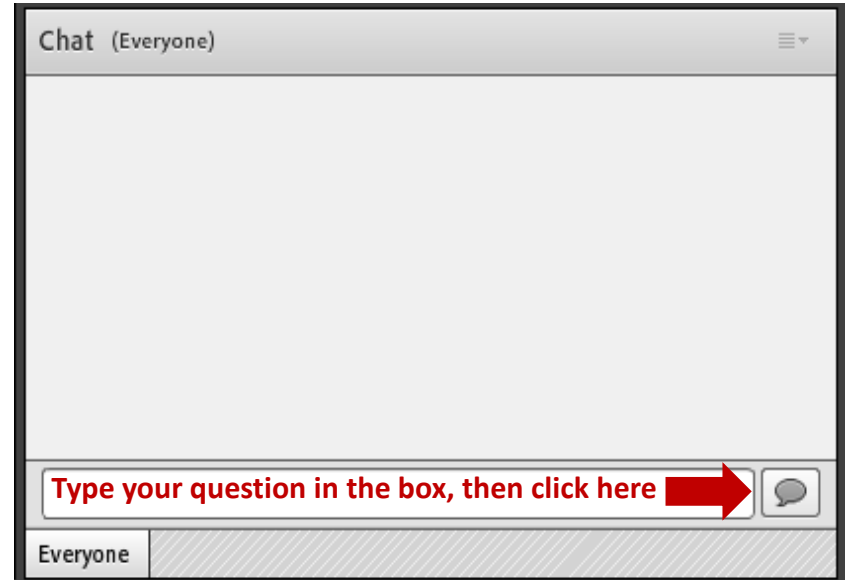
Webinar & Audio Information

- The call-in phone number is: x-xxx-xxxx & enter xxxxxxxx# at the prompt
- Participants will be in “Listen Only” mode throughout the webinar
- Please press *0 to speak to an operator for questions regarding audio
- Please call Justin Ferri at xxx-xxx-xxxx for difficulties with the web or audio application
- This webinar will be recorded.
- Presentations will be posted to the I-95 Corridor Coalition website. Participants will receive a link to the presentations after they are posted.



Asking Questions

- Please pose your questions using the **chat box**
- Questions will be monitored then answered by the speakers either at the end of their presentation or at the end of the webinar



Welcome and Introductions



Denise Markow, PE

I-95 Corridor Coalition

TSMO Director

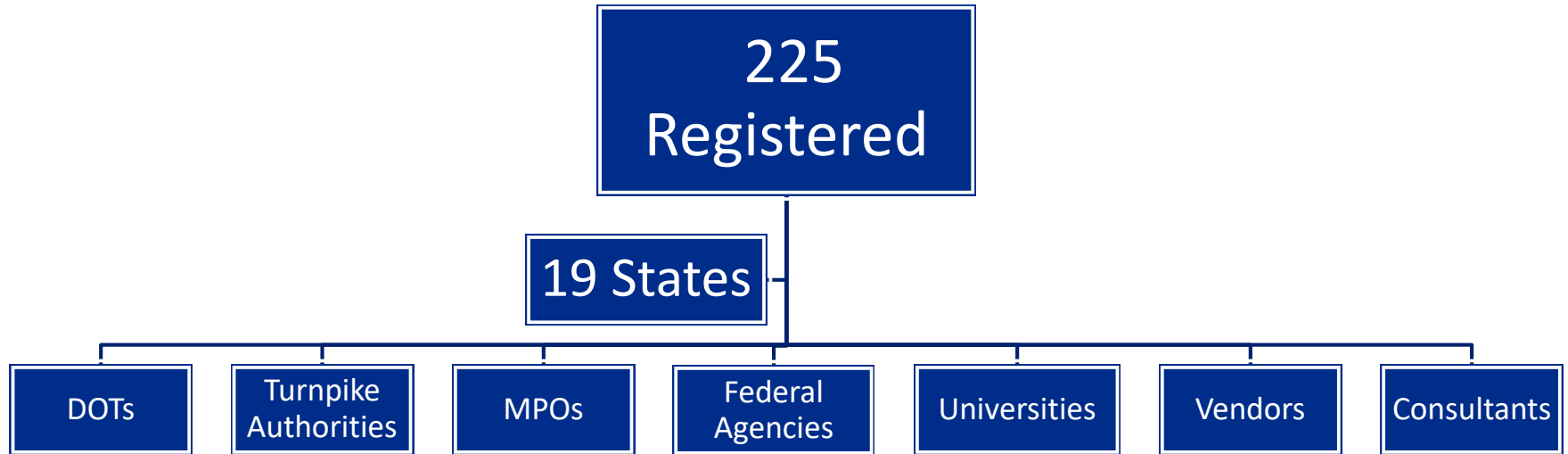


Agenda

1:00 pm to 1:05 pm	Welcome and Introductions	Denise Markow, I-95 Corridor Coalition
1:05 pm to 1:35 pm	MaaS: Understanding the Concept and Current Status	Carol Schweiger, Schweiger Consulting
1:35 pm to 2:05 pm	MaaS: TNCs & Data	Joe Castiglione, San Francisco County Transportation Authority
2:05 pm to 2:25 pm	Question & Answer Session	Led by Denise Markow, I-95 Corridor Coalition
2:25 pm to 2:30 pm	Wrap Up	Denise Markow, I-95 Corridor Coalition



I-95 Corridor Coalition Sponsored Event



16 states + D.C.

In the Corridor

2nd

Largest Economy
in the World

\$4.7 Trillion
40% of US GDP

46

Major Seaports
\$172 Billion Imports
34% of U.S. total

37%

Of America's population:
110 Million people



Introductions



Carol Schweiger

Schweiger Consulting

President



Joe Castiglione

San Francisco County
Transportation Authority

*Deputy Director for
Technology, Data and Analysis*



Understanding the Concept & Current Status

Carol Schweiger
Schweiger Consulting

MOBILITY AS A SERVICE (MAAS): UNDERSTANDING THE CONCEPT AND CURRENT STATUS

Carol Schweiger

President, Schweiger Consulting

I-95 Corridor Coalition Webinar

MaaS: Understanding the Concept, Current Status and the Role of Data

Thursday, July 11, 2019

PRESENTATION OUTLINE

What is MaaS? How is it different from Mobility on Demand (MOD)?

LA Metro

Dallas Area Rapid Transit

Greater Dayton Regional Transit Authority – Agency provides MaaS

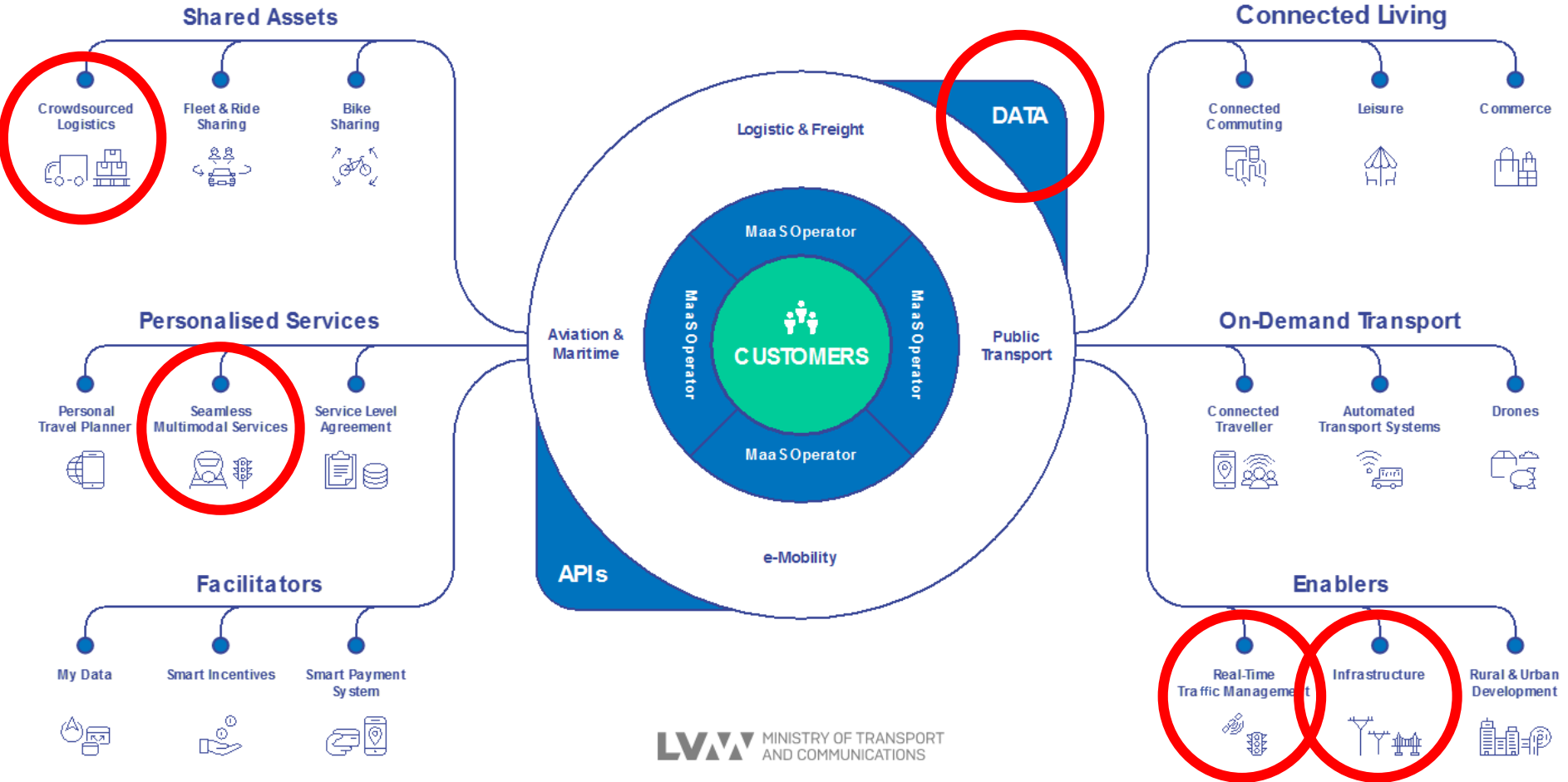
Tompkins County, NY

Where is the US in the MaaS Topology?

Importance of Data

Balancing Customer Needs, City Goals & Private Sector Opportunities

MOBILITY AS A SERVICE



DEFINITIONS

MaaS

Integration of various forms of transport services (and their fares) into a single mobility service accessible on demand

Mobility on Demand

Multimodal, integrated, automated, accessible, and connected transportation system in which personalized mobility is key feature. – **Not MaaS**

New mobility services

Ridesourcing, carsharing, bikesharing, microtransit, etc. See SAE J3163 – **Not MaaS**

Transportation Demand Management

Service offerings and incentives to get commuters out of single-occupant vehicles. – **Not MaaS**

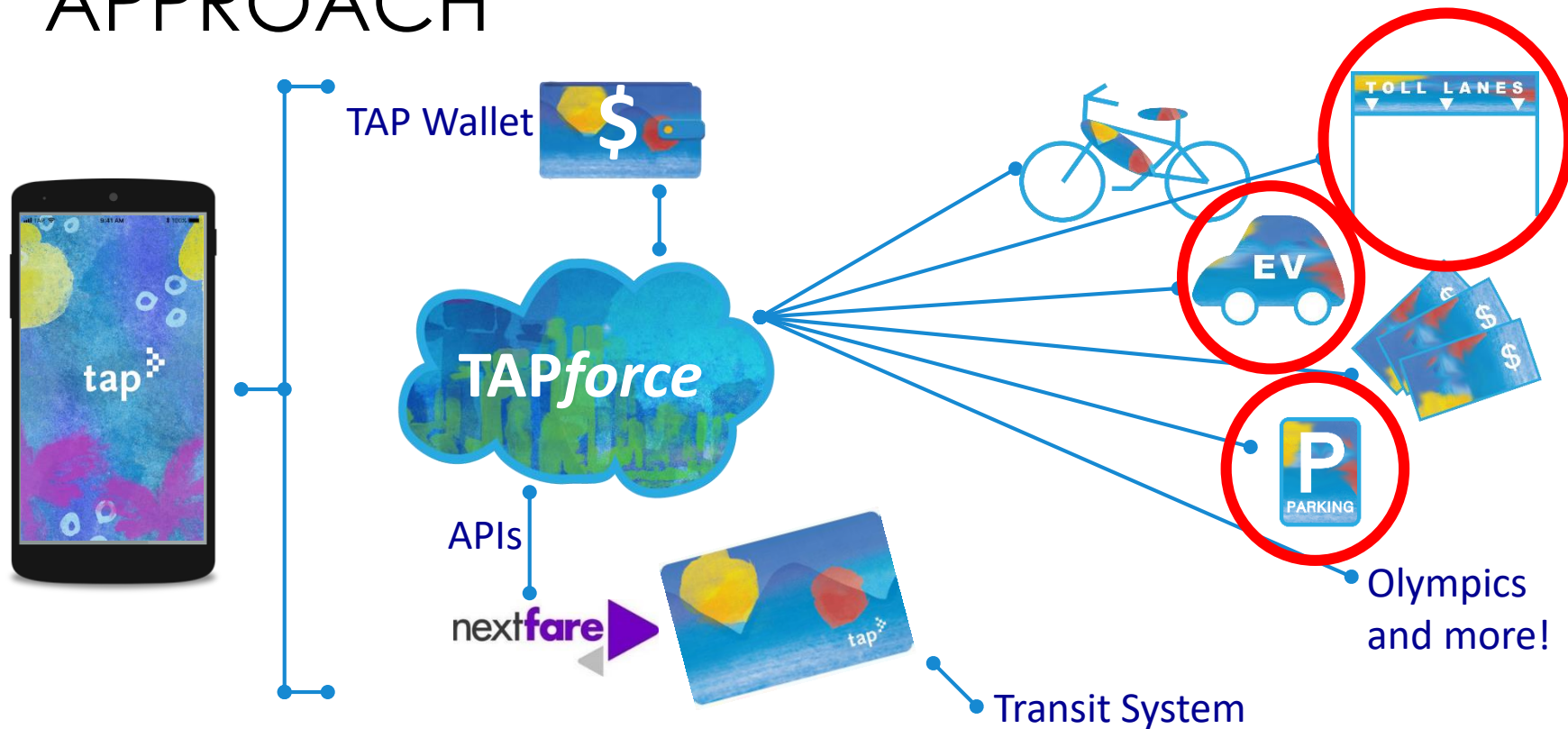
Mobility Management

Provide viable alternatives for non-drivers. – **Not MaaS**

MOBILITY ECOSYSTEM

Public Transit	Taxis	Car Rental
Microtransit	Bikesharing	P2P Carsharing/Rental
Ridesourcing	Carsharing	Shared Ride Services
Automated Vehicles	Scooter Sharing	Electric Scooter Sharing
Private Automobile	???	

LA METRO'S MULTI-SYSTEM APPROACH



Courtesy Robin O'Hara, Executive Officer, Regional TAP Customer Experience, LA Metro

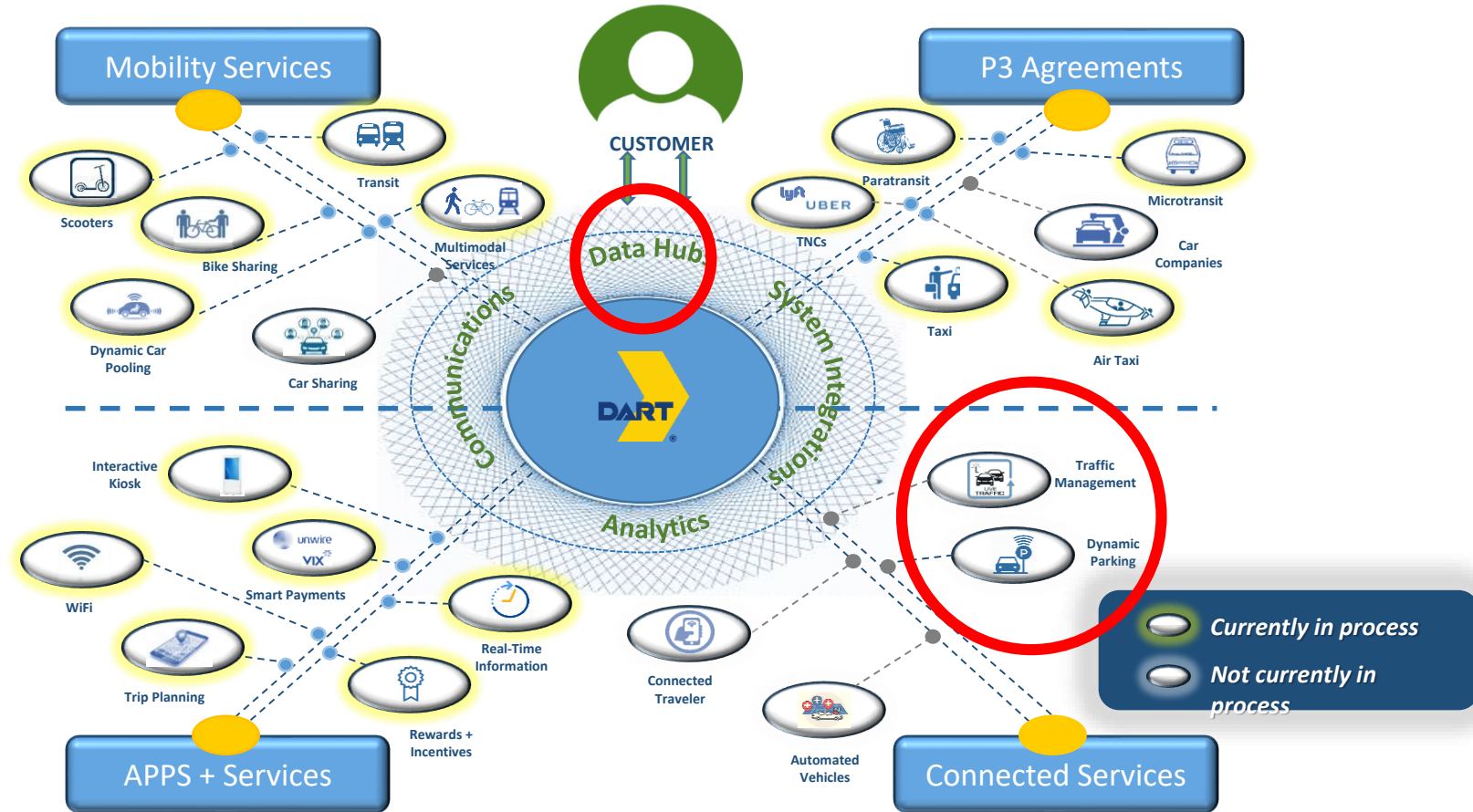
BENEFITS

- Offer account loading choices:
 - Different options for Mobile App, Computer, Call Center and Retail Locations
 - Connected by APIs to the programs
- Offer rewards:
 - Alternative to transfers
 - Let the customer choose



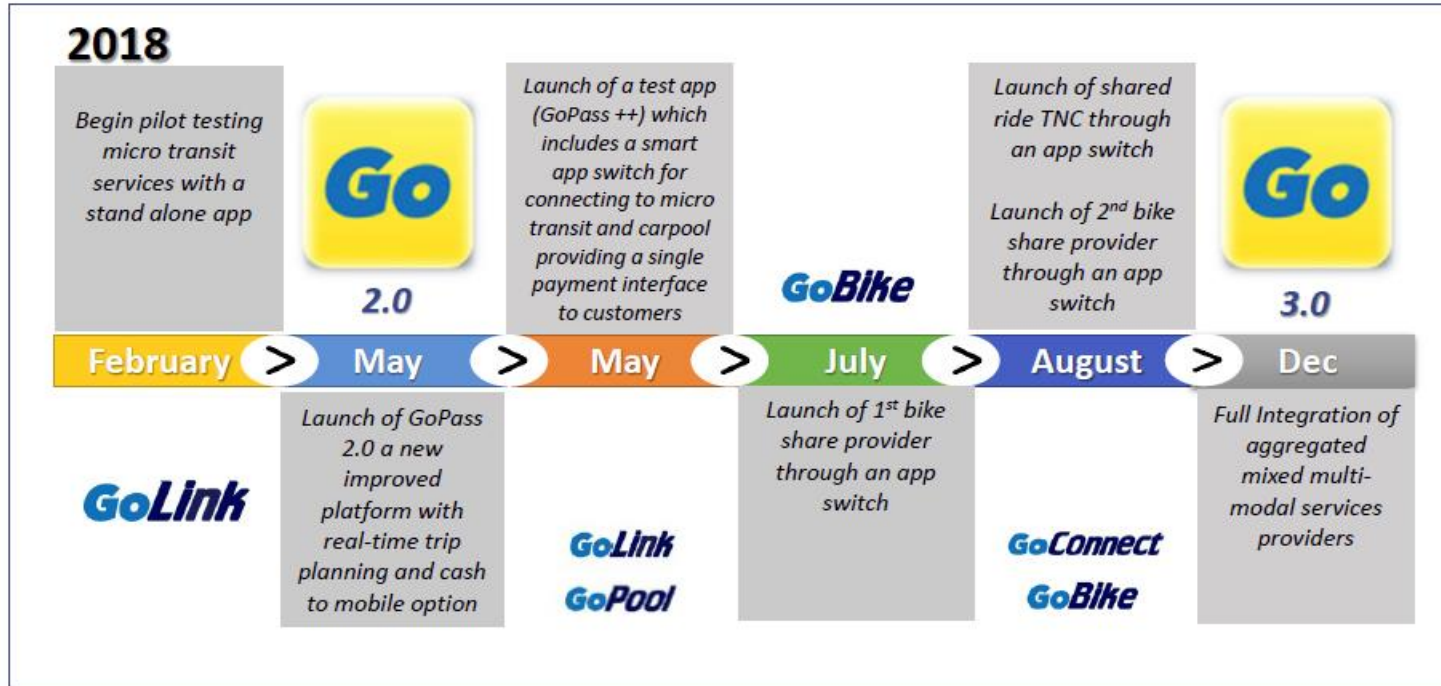
- Incentivize behavior:
 - Bad Air Day?
 - Offer easily configurable discounts that incentivize transit and get people off the freeways
- Cross-Program Discounts: Provides discounts across multiple programs
 - One sign-up for customers
 - Easy customization
 - Configurable by programs such as Metro's Low Income Subsidy Program (LIFE)

DART's Mobility as a Service Framework



Source: Tina Mörch-Pierre, Assistant Vice President, Payment Systems & Statistical Reporting, Dallas Area Rapid Transit, "Building MaaS: Technology Challenges and Solution," Shared-Use Mobility Center Summit, March 2019, Chicago

DART'S PATH TO LEVEL 3

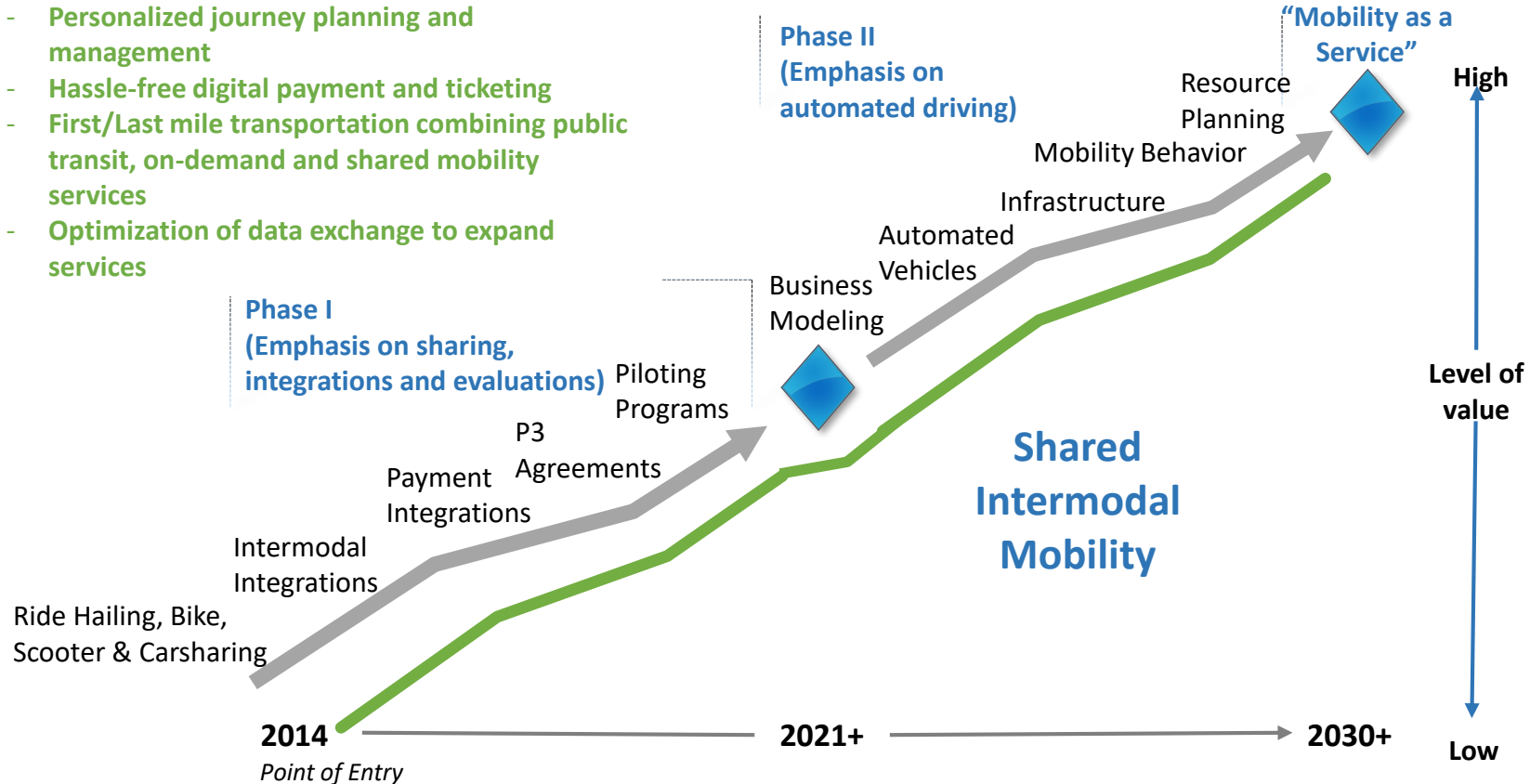


Source: Gary Thomas, President/Executive Director, Dallas Area Rapid Transit, “Mobility as a Service: DART Case Study,” June 18, 2018 TRB Webinar, Handouts, pages 84-104

DART's Mobility as a Service Development Cycle

MaaS Definition

- Personalized journey planning and management
- Hassle-free digital payment and ticketing
- First/Last mile transportation combining public transit, on-demand and shared mobility services
- Optimization of data exchange to expand services



GREATER DAYTON REGIONAL TRANSIT AUTHORITY

Service Overview

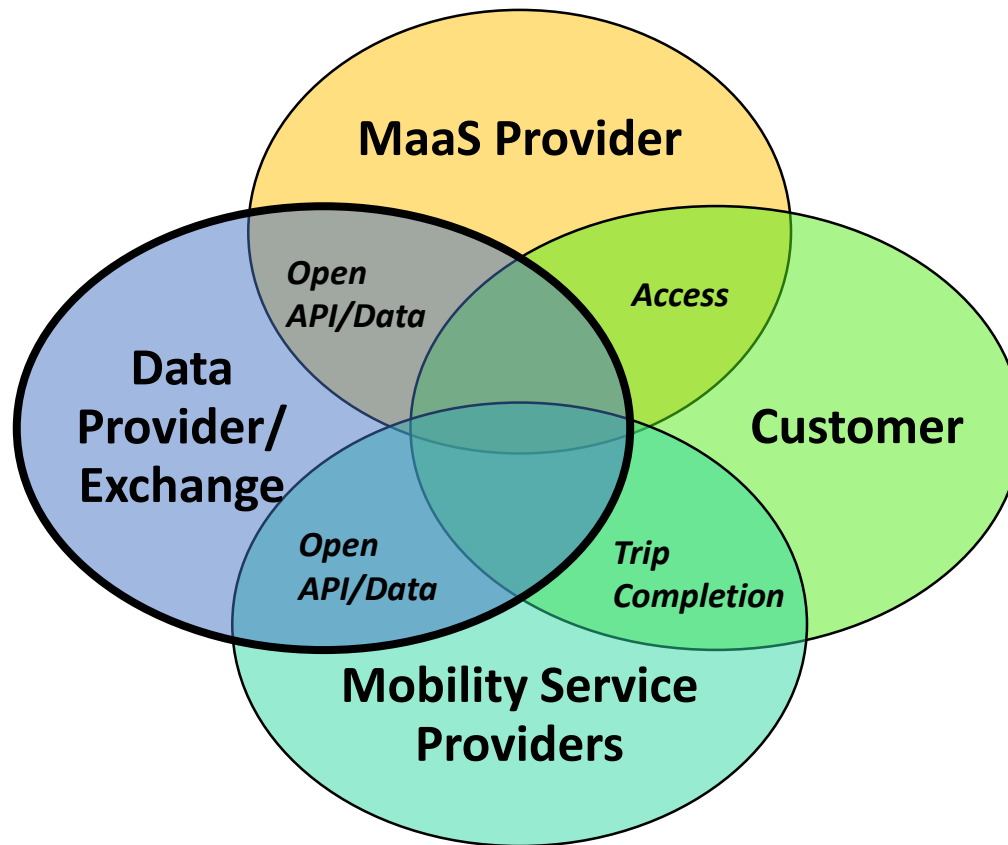
- Montgomery and western Greene counties
- Fixed route, demand response and first/last mile services
- 300 vehicles; 29 routes; 3,000 stops
- 5 transit centers, RTA Connect transfer points, PnR lots
- 9 million annual passengers
- Planned service expansion to 9+ counties

Goals

- Seamless Regional Mobility Ecosystem
 - Equitable Access
 - **Open Data**
 - Integrated Payment
- “All mobility providers will collaborate with us delivering one unified mobility network via Dayton MaaS platform”***

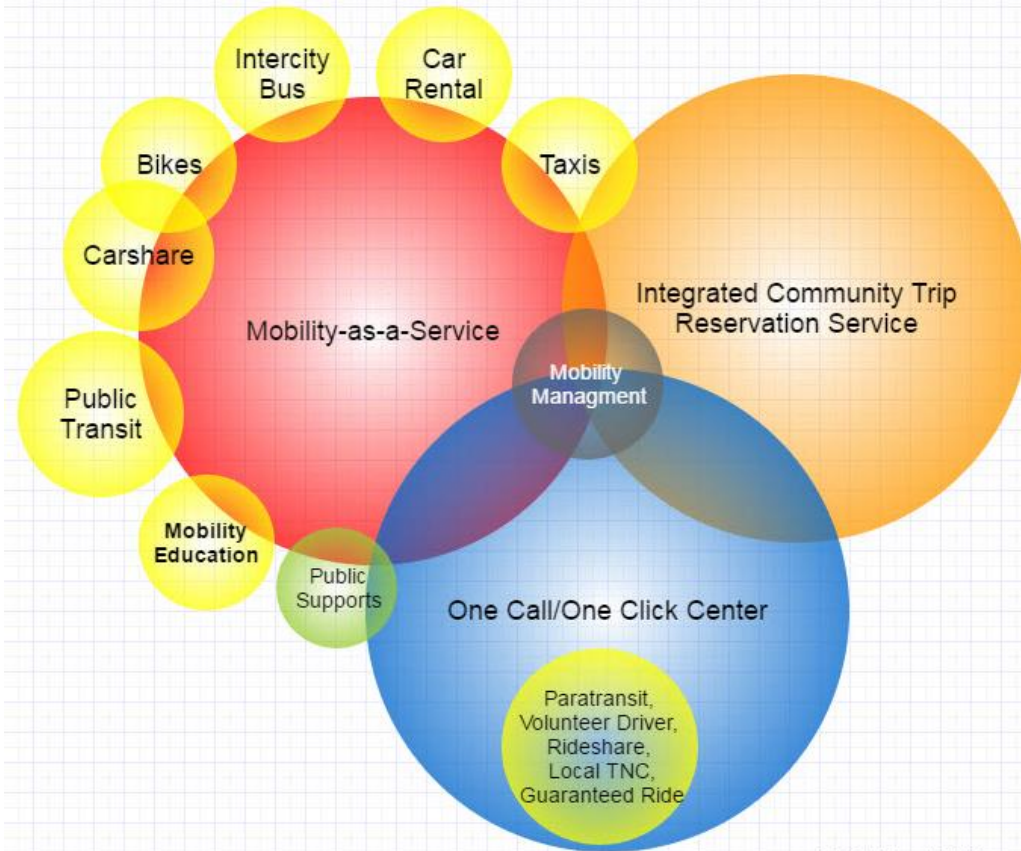
Source: Santosh Mishra, IBI Group and Nick Mantia, RTA, “Mass Transit to MaaS Transit: Are We Ready?” presentation to 2018 APTA Fare Collection/Revenue Management & TransTech Conferences, https://www.apta.com/resources/mobility/Documents/DaytonRTA_FarePaymentSolsSys.pdf

RTA MAAS FRAMEWORK



Adapted from Santosh Mishra, IBI Group and Nick Mantia, RTA, “Mass Transit to MaaS Transit: Are We Ready?” presentation to 2018 APTA Fare Collection/Revenue Management & TranslTech Conferences, https://www.apta.com/resources/mobility/Documents/DaytonRTA_FarePaymentSolsSys.pdf

Mobility Coordination Center



Dwight Mengel, Chief
Transportation Planner
Tompkins County, NY
3/6/2017

Tompkins County, NY MaaS Vision

MaaS as Customer
Service Integrator

“... shift from selling
features & benefits
to building
relationships with
consumers...”

VALUE PROPOSITION

- **Mobility Education**
- Member Organization
 - Member recruitment
 - Governance/ Operations
- Financial Services
 - **Individual Mobility Plans**, estimates of annual use & budget
 - Monthly Budget Billing or Single Payments
 - Coordinate Fare Payment with mobility operators & customers
 - **Streamline how Public agencies purchase travel for clients**
 - Credit volunteer driver mileage reimbursements as revenue
 - Credit employer subsidies as revenue
- **Customer Service**
 - Concierge Service 24/7 & Guaranteed Ride
 - Feedback to mobility operators
 - Business Co-Marketing & Discounts
- Capacity to **adapt & innovate**: Increase supply of volunteers & rideshare drivers

Your Everyday Transportation Options Within Tompkins County

Options by time & distance

0 mins.	5	10	20	40	60+
0 miles	1	3	10	30	50+



WALKING



BICYCLING

Put a bike
on the bus and
go farther!



PUBLIC TRANSIT



Your local transit system
bus tracker & schedules
tcatbus.com
607-277-7433



New mobile apps
myStop & Transit App

Going to or coming from places outside Tompkins County?
Turn the page for Long Distance
Transportation Options

Use your favorite mapping app to find the best route
or visit bikewalktompkins.org to learn about
walking and biking resources in Tompkins County.



SHARE A RIDE



Find and share a ride on the
Finger Lakes Rideshare network
powered by Zimride.
zimride.com/flxrideshare

Share a ride with
family, friends,
or colleagues!



Contact us for tips & advice
way2go.org/rideshare
607-272-2292



BIKESHARING
BIGREDBIKES

Borrow a bike at Cornell 24/7
bike.zagster.com/cornell
Zagster



RENT A CAR



Cars available 24/7 for members
ithacacarshare.org
607-277-3210

One time, multi-day, or one-way trip? Consider a car rental company
Avis – avis.com Enterprise – enterprise.com
Budget – budget.com Hertz – hertz.com



HAIL A RIDE



and ridehailing apps

Let someone else take you there
ASAP Cab Company – 607-272-7222
Collegietown Cab – 607-588-8888

Green Hornet Taxi – 607-280-3779
Ithaca Dispatch – 607-277-7777
T-Cab – 607-279-0137

Lyft – lyft.com
Uber – uber.com

Information

Finger Lakes Region, New York
2-1-1
Get Connected. Get Answers.

Need help finding help?
211tompkins.org
1-877-211-8667

Way2Go
Take Charge of Your Transportation

Learn how we can help
you or your organization
way2go.org
607-272-2292

Specialized Transportation

GADABOUT

For seniors (60+) and
people with disabilities
gadaboutbus.org
607-273-1878

**RETIRED
EDUCATORS
DRIVE
SCHOOL RIDES**

For I/CSD students and families
to attend school events and activities
schoolsuccesstc.weebly.com
REDSchoolRides@gmail.com



FRIENDS IN SERVICE HELPING

Volunteer transportation service
to in-county medical appointments
fishoftc.org
2-1-1 or 1-877-211-8667



There are other non-emergency medical
transportation options available
way2go.org/medical
2-1-1 or 1-877-211-8667

Additional Support

AVRE – avreus.org or 607-724-2428
Travel training for people who are visually impaired
Catholic Charities – 607-272-5062 x27
Bus passes and gas cards for people who qualify

Challenge – 607-272-8990 x124
Travel training for people with disabilities and other barriers
County Office for the Aging – 607-274-5482
Referrals to people who can help seniors with transportation

MOBILITY MENU	Unit Cost	Unit
Annual Adult Bus Pass	\$450	Annual
Annual Youth Bus Pass	\$110	Annual
Ithaca Carshare "Its my car" Plan	\$8	Hour
Ithaca Carshare "Just in Case" Plan	\$11	Hour
Car Rental	\$55	Day
Taxi trip - City	\$8	Urban Trip
Taxi trip - Rural	\$20	Rural Trip
Bicycle Maintenance	\$50	Voucher
Electric Bike Purchase	\$2,000	HE Bike
Bike Purchase	\$700	Bike
Rideshare Driver – Miles	\$0.54	Mile
Rideshare Rider – Miles	\$0.15	Mile
GADABOUT Paratransit	\$4	Trip
Vanpool Membership	\$125	Month/Seat
Guaranteed Ride	\$30	Annual

Source: Dwight Mengel,
Tompkins County Dept
of Social Services

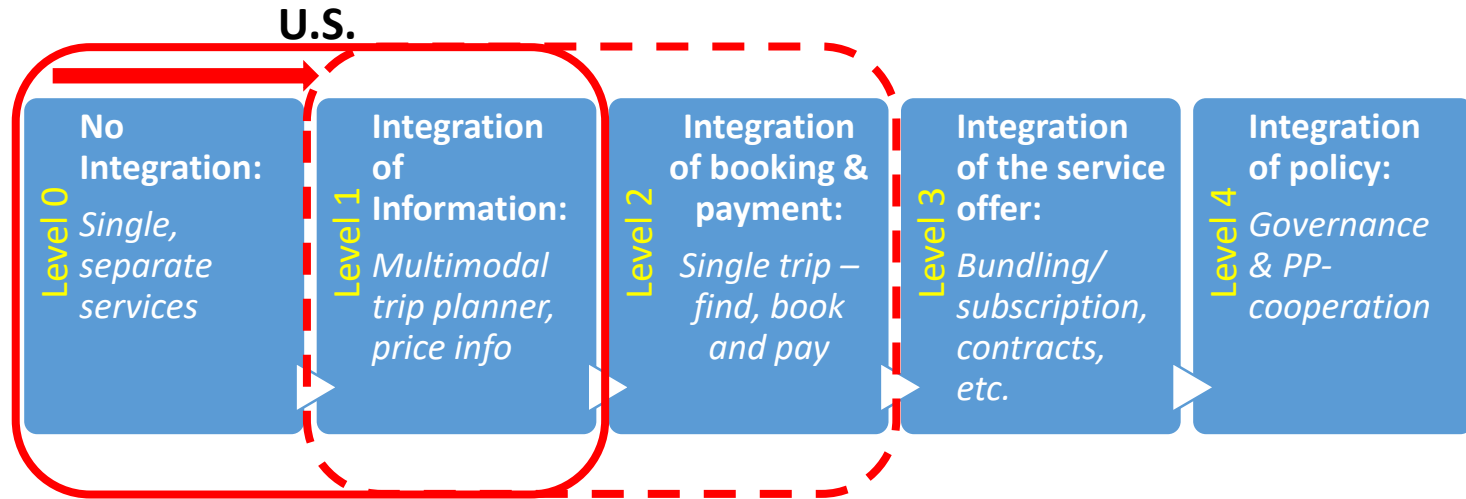
Small City Mobility Budget (1 car, 2 adults, 1 youth, Walkscore = 96)	
Carshare	\$ 900
Annual Bus Passes (2)	\$ 560
Taxi	\$ 192
Bicycle Maintenance	\$ 100
Guaranteed Ride	\$ 30
Member Support	\$ 178
Annual Total	\$ 1,960
Monthly Payment	\$ 163

Source: Dwight Mengel, Tompkins County Dept of Social Services

Rural Household Mobility Budget (1 car, 2 adults, 1 youth, Walkscore = 0)	
Vanpool Membership	\$ 1,500
Carshare (Discount Plan)	\$ 480
Taxi	\$ 200
Guaranteed Ride	\$ 30
Member Support	\$ 121
Volunteer Driver Revenue	\$ (400)
Vanpool Program Subsidy	\$ (600)
Annual Total	\$ 1,331
Monthly Payment	\$ 111

Source: Dwight Mengel, Tompkins County Dept of Social Services

MAAS TOPOLOGY: US MARKET



Source: Jana Sochor, Hans Arby and MariAnne Karlsson, "The topology of Mobility as a Service: A tool for understanding effects on business and society, user behavior, and technical requirements," Paper No. EU-SP1013, 2017 ITS World Congress, Montreal

KEY ENABLERS IN OPEN MAAS ECOSYSTEM

1. Access to **dynamic, high-quality data**
 2. Access to mobility services
 3. Access to integration:
 - a) Technical bottlenecks - Harmonized APIs
 - b) Market bottlenecks - Sharing best practices and experiences
- MaaS Alliance Data Vision “Data Makes MaaS Happen”
<https://maas-alliance.eu/wp-content/uploads/sites/7/2018/11/Data-MaaS-FINAL-after-plenary-1.pdf>

USE CASES TO DEMONSTRATE MAAS DATA FLOWS

- MaaS Operator Use Case
- Public Transport Use Case
- Fleet Management For Car/Bike/Scooter sharing Operations
- **Traffic Management Use Case**
 - Traffic management has been mostly **one way**
 - Traffic **optimization measures** can also be provided by mobility service providers and used to enable some advanced services to end-users
 - Traffic management **data flow key actors:** content (=data) providers, transport authorities, transport service providers, traffic management operators, service providers, MaaS operators and travelers



1

Travelers choose mobility services

2

Private Sector provides mobility services or technology to access services

3

The City or Region tries to attain specific goals and objectives

THANK YOU!

Carol Schweiger
President
Schweiger Consulting LLC
781-424-2208
carol@tech4transit.com



TNCs & Data

Joe Castiglione
San Francisco County Transportation Authority

TNCs & Data

I-95 Corridor Coalition



**San Francisco
County Transportation
Authority**



Outline



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- What is the SFCTA?
- What questions do we want to answer?
- How did the SFCTA get data to answer these questions?
- What did we find?
- How should agencies get and manage data?

What is the SFCTA?



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- **Congestion Management Agency for San Francisco County**
- **Required by state law to:**
 - Monitor congestion
 - Adopt plans for mitigating traffic congestion
 - Program and allocate federal, state and local funds
 - Prepare a bi-annual Congestion Management Program
 - Develop San Francisco's long-range transportation plan
- **Manage ½ cent sales tax revenues for transportation projects**

2009 PM Peak Level of Service



2017 PM Peak Level of Service

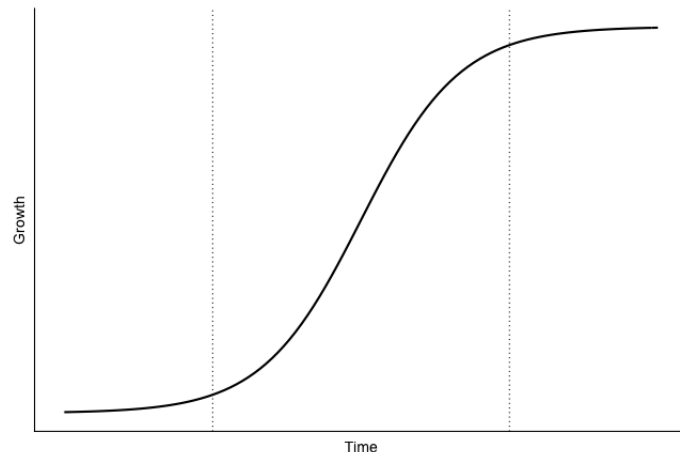


Why does the SFCTA need data?



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- In SF, seemed like lots of TNCs, but...
 - How many?
 - What are the effects?
- In a period of rapid change, data is more important than ever
 - Planning
 - Policy-making
 - Accountability



Source: <https://blog.usejournal.com/the-tyranny-of-the-s-curve-b791772ba8af>

- Risk: public policy-making without transparent data

What questions does SF want to answer?



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■ Existing Conditions

- How many TNCs operate in SF?
- How many TNC trips are occurring in SF?
- When are TNC trips occurring in SF?
- Where are TNC trips occurring in SF?
- How much VMT do TNCs generate in SF?
- Do TNCs provide good geographic coverage throughout the entire city?



What questions does SF want to answer?



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- **Congestion**
 - How do TNCs affect roadway congestion?
- **Transit Ridership**
 - How do TNCs complement or compete with public transit?
- **Equity**
 - Can TNCs be accessed by all San Francisco residents?
- **Street Safety**
 - How do TNCs affect the safety of people who use the roads?
- **Policy**
 - What is the role of government in regulating TNCs?



What data does the SFCTA need?



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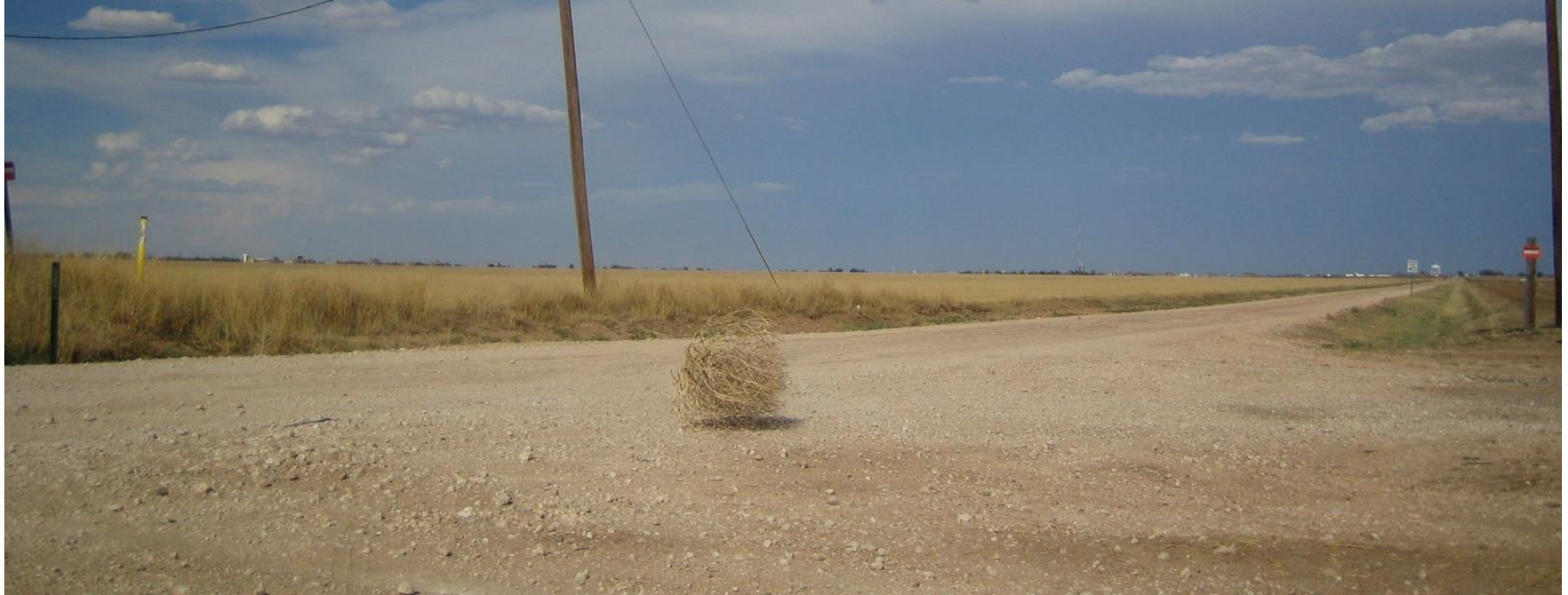
- **Inventory**
 - Assets, networks
- **Network performance**
 - Volumes, speeds, reliability
- **Demand**
 - Trips by mode, location, time-of-day
- **Demographic**
 - Income, race/ethnicity, auto ownership
- **Behavior**
 - How do people make tradeoffs between modes?



What data was available to the SFCTA?



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How did the SFCTA get data?



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- **Data “scraped” from Uber & Lyft APIs**
 - GPS Telemetry data (“breadcrumbs”)
 - Sampled every 5 seconds for 6 weeks
 - Mid-November to Mid-December 2016
 - Northeastern University collaboration
 - Impute trips from changes in supply
- **Limitations**
 - Trips not directly observed
 - No info on TNC trip purposes, travel party size, fares paid, traveler attributes



What are the existing conditions?



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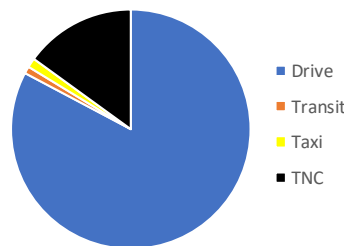
- **At least 170,000 TNC intra-SF vehicle trips on typical weekday**

- 15% of intra-SF vehicle trips
- 13 times the number of taxi trips
- Conservative estimate (excludes trips with one or both ends outside SF)
- At least 9% of intra-SF person trips

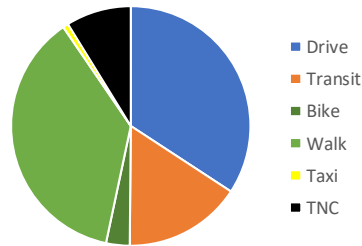
- **Generate 570,000 vehicle miles of travel (VMT) on a typical weekday**

- 6.5% of total weekday VMT
- 20% of intra-SF weekday VMT

Vehicle Trips by Mode



Person Trips by Mode



Vehicle Miles Traveled by TNCs & Taxis in SF

	TNCs	Taxis
Trips	170,400	14,400
VMT	569,700	65,900
Average Total Trip Length	3.3	4.6
Average In-service Trip Length	2.6	2.6
Average Deadhead Trip Length	0.7	2.0
% Deadhead Trips Length	21.0%	43.6%

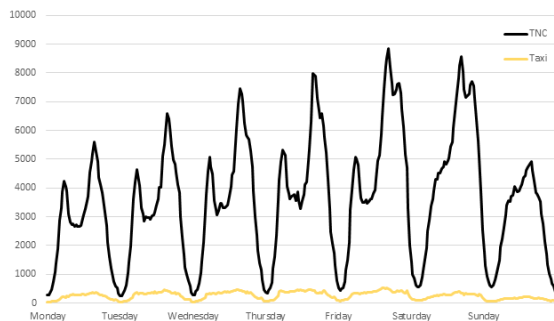
Where and when are TNC trips in SF?



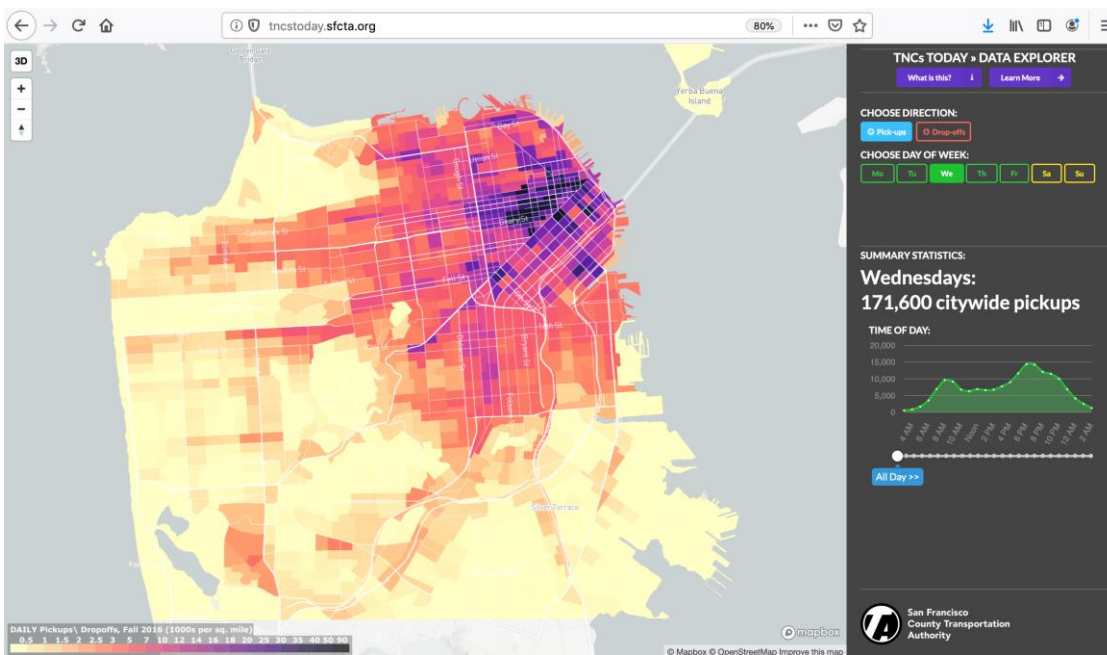
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- Most congested areas of the city
- Most congested times of day

TNC & Taxi Trips by Time-of-Day and Day-of-Week



TNC Trips by Travel Analysis Zone (TAZ)



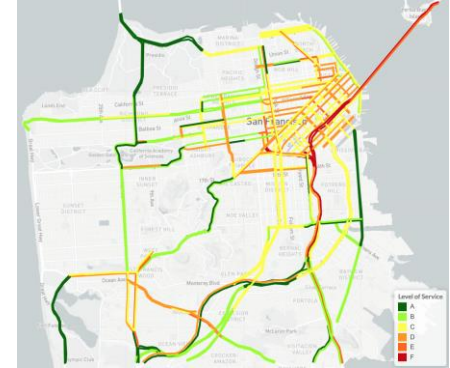
Do TNCs Affect Congestion?



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- **How could TNCs decrease congestion?**
 - Increased vehicle occupancy
 - Mode shift to transit due to easier access (first/last mile)
 - Mode shift away from auto due to reduced auto ownership
- **How could TNCs increase congestion?**
 - Add dead-heading or out-of-service vehicle miles
 - Mode shift away from transit and non-motorized modes
 - Disrupt traffic flow due to pickups and drop-offs
- **Background traffic and roadway performance**
 - Network changes (roadway capacity)
 - Population changes
 - Employment changes
- **Other**

2009 PM Peak Level of Service



2017 PM Peak Level of Service

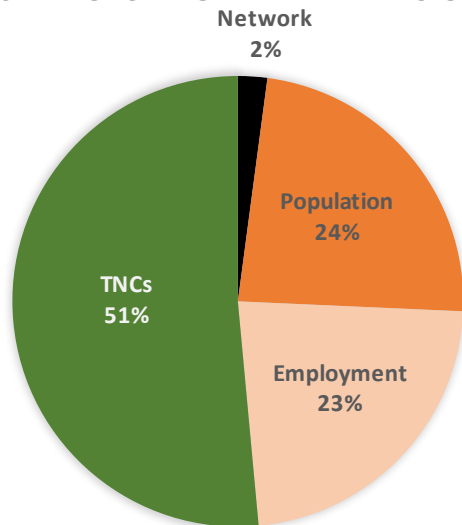


Cause of Changes in Congestion (2010-2016)

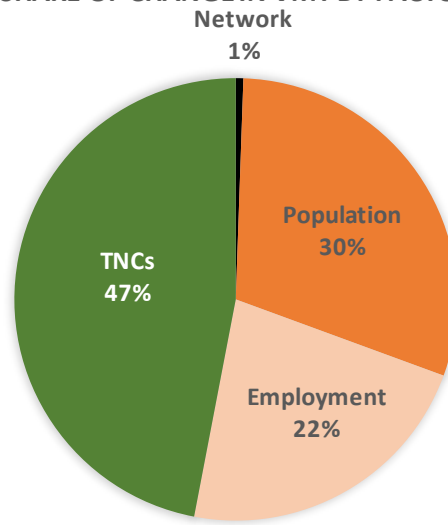


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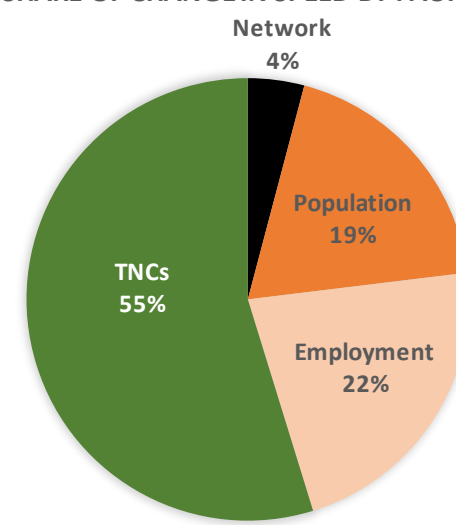
SHARE OF CHANGE IN DELAY BY FACTOR



SHARE OF CHANGE IN VMT BY FACTOR



SHARE OF CHANGE IN SPEED BY FACTOR

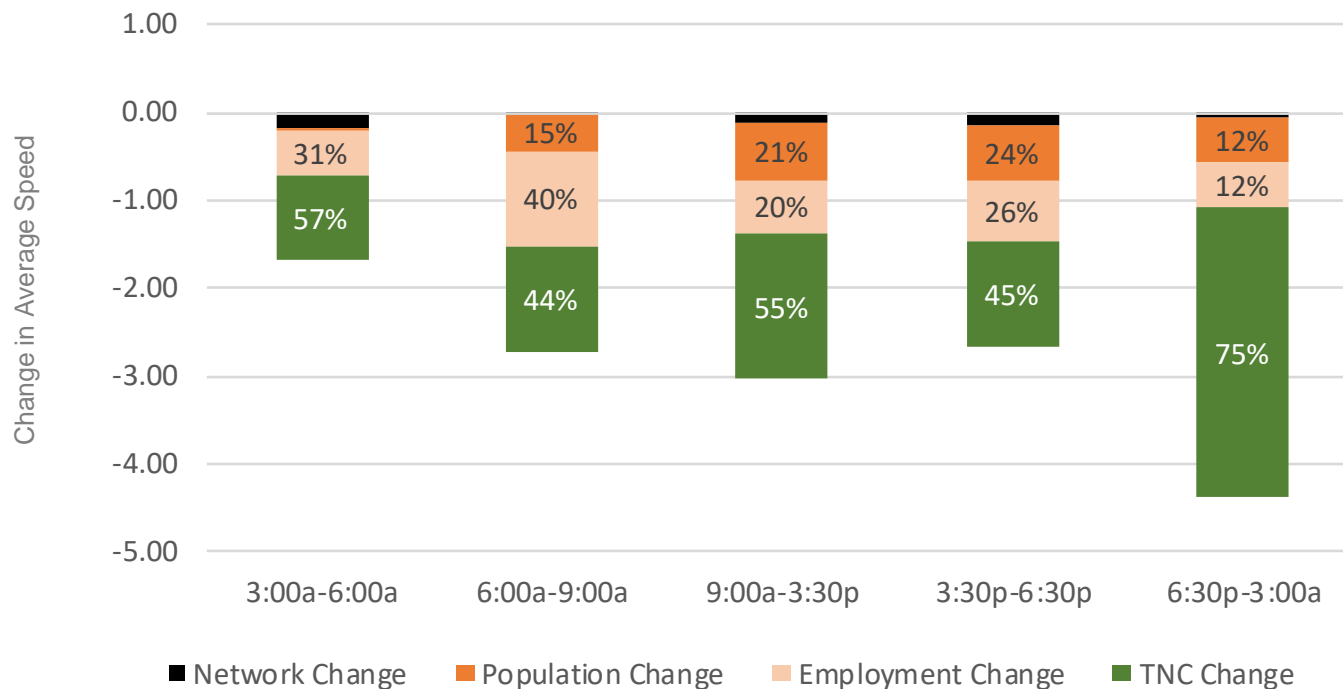


Factors Affecting Speed by Time Period



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SHARE OF CHANGE IN SPEED BY FACTOR

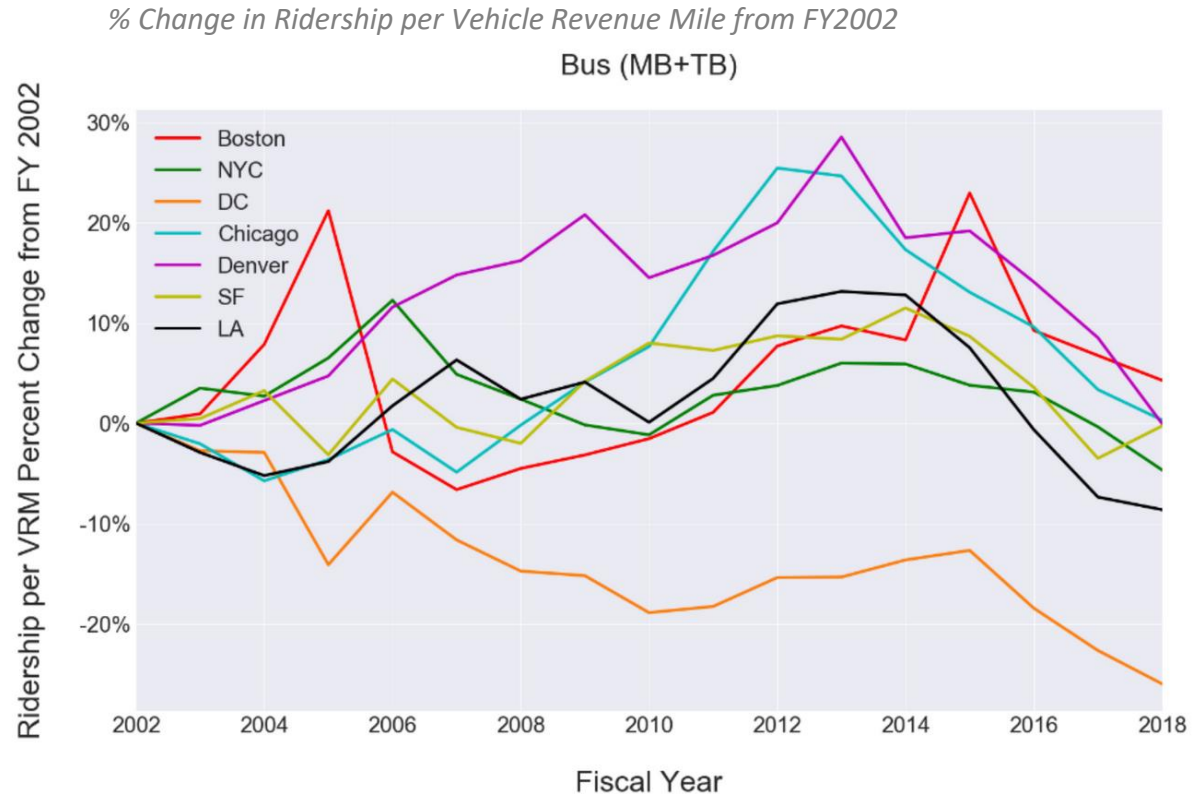


Do TNCs Affect Transit Ridership?



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- TNCs have significant negative effect on bus and heavy rail ridership
- TNCs have insignificant positive effect on commuter and light rail ridership



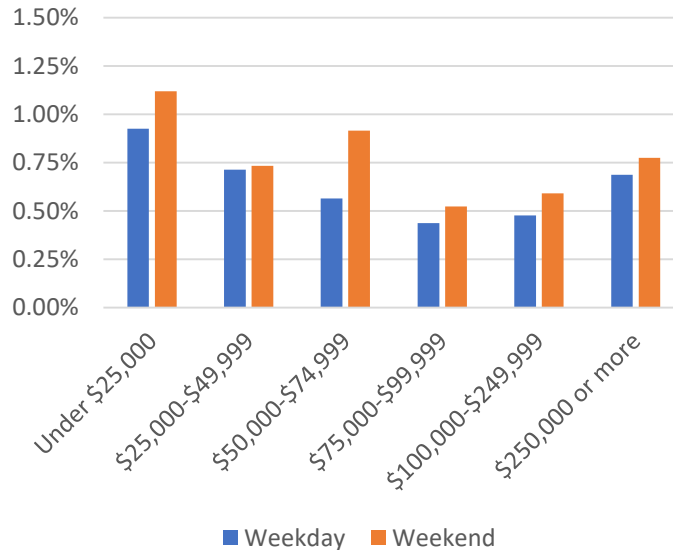
Source: Erhardt, Graehler & Mucci, "Understanding the Recent Transit Ridership Decline in Major US Cities: Service Cuts or Emerging Modes?"

What about equity?

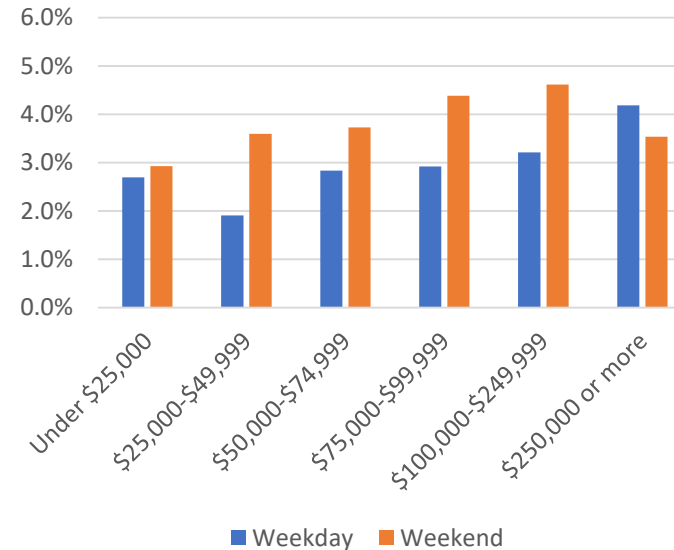


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Mode Share by Region, Income Class, and Day-of-Week



Sacramento



San Francisco Bay Area

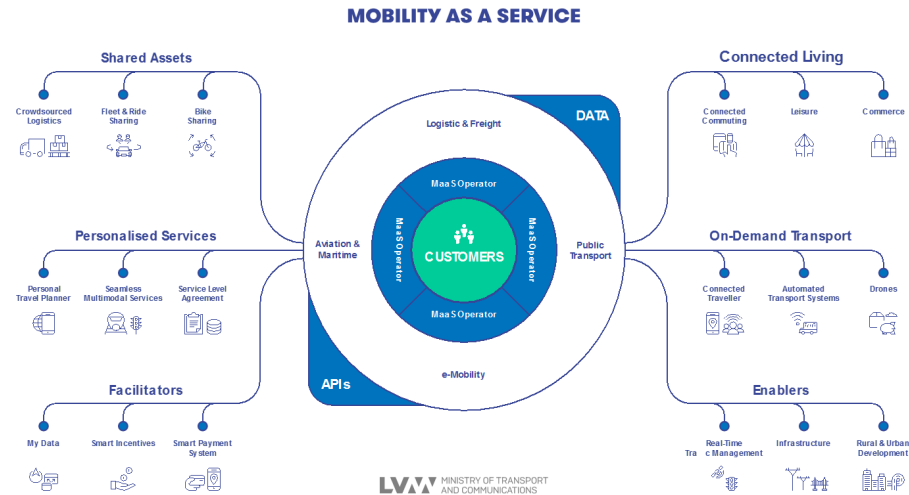
Source: Bradley, Ou, Tischler, "Including the TNC Mode in Mode Choice Models Estimated Using Smartphone-Based Household Travel Survey Data"

What we don't know...



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- What are the implications of TNCs for MaaS and MOD?
- Is the TNC business model sustainable?
- What are the effects of on-line shopping?
- What are the effects all the other emerging mobility technologies and services (e.g. courier networks)?



What data is reported to other cities?



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■ NYC

- Automatically collected and transmitted to the Taxi & Limousine Commission
- All E-Hail requests and the outcome of those requests
- Data items include
 - Fulfillment status
 - Pickup & drop off locations (lat/long)
 - Fares / fees
 - Payments



Source: Global_Citizen_Festival_Central_Park_New_York_City_from_NYonAir_(15351915006).jpg

What data is reported to other cities?



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■ Seattle / King County

- Trip records
- Operational records
- Data items include
 - Total number of rides
 - Type of dispatch for each ride
 - Pickup and drop off ZIP codes of each ride.
 - % by ZIP code of rides that are requested but do not happen
 - Number of rides when an accessible vehicle was requested.



Source: [https://commons.wikimedia.org/wiki/File:Seattle_from_Kerry_Park_\(1\).jpg](https://commons.wikimedia.org/wiki/File:Seattle_from_Kerry_Park_(1).jpg)

What data is reported to other cities?



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■ Boston

- Trip Records
- Annual Reports
 - Number of rides and origin and destination of each trip
 - Aggregated and anonymized trip route and length (miles and minutes)
 - Accident locations
- Monthly
 - Detailed driver/rider complaints and the actions to respond to complaints.



Source: Boston_skyline_from_Longfellow_Bridge_September_2017_panorama_2.jpg

Can data & analysis affect policy?



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- SF voters will likely have the opportunity to vote this year on imposing up to 3.5% tax on TNC trip fares
- Size of TNC market has prompted regional and local agencies to incorporate TNCs into their forecasting tools
- Transportation and land use development projects subject to more rigorous analysis of potential impacts
- City again looking at downtown pricing



How should agencies get data?



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- Need regulatory framework that reflects where impacts occur, and types of impacts
- Require data reporting
- Develop inter-agency data sharing guidelines that address privacy concerns
 - CA agencies are spending millions of dollars to collect relatively small samples of data because although data reported to CPUC, not shared with other agencies.

A screenshot of a survey app interface on a smartphone. The status bar at the top shows 'Verizon', signal strength, Wi-Fi, and the time '21:04'. The app header has an orange icon and the time range '8:10 AM-8:25 AM'. The main text asks 'What type of taxi or smartphone-based app car service did you use?' and instructs to 'Select all that apply.' There are five radio button options: 'Regular taxi (e.g., Yellow Cab)', 'Uber', 'Lyft', 'Other smartphone-based app car service (e.g., Arro, Summon, Wingz)', and 'Other hired car service (e.g., black car, limo)'. At the bottom, there are 'Previous' and 'Next' buttons with a home icon in between.

How should agencies manage data?



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- **Aggregate data is less useful**
 - Can't say anything about first/last mile
 - Can't say anything about congestion impacts
 - Can't say anything about transit impacts
 - Can't say anything about curb management impacts
- **Need to protect potentially personally identifiable information**
 - Public sector already does this effectively
 - Should not be an excuse to avoid providing data
- **Transparency / accountability are key**

Where do we go from here?



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- Identify key policy questions
- Require data reporting, using a common data standard (e.g. MDS) that can address these questions
- Adopt privacy protection and data sharing standards
- Encourage multi-jurisdiction / multi-agency collaborations (e.g. CA 4 big MPOs)

Reports and Visualizations



TNCs & Congestion

- www.sfcta.org/tncsandcongestion
- tncsandcongestion.sfcta.org
- <https://advances.sciencemag.org/content/5/5/eaau2670>

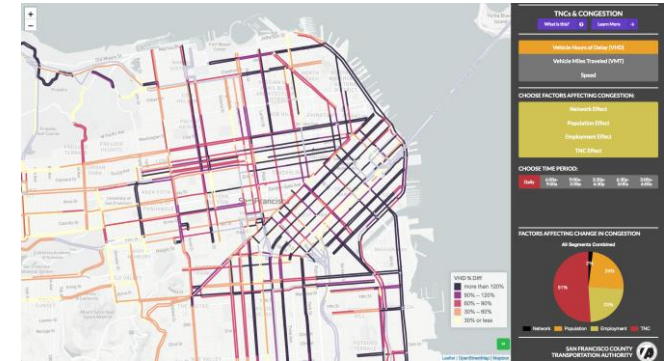
TNCs Today

- www.sfcta.org/tncstoday
- tncstoday.sfcta.org

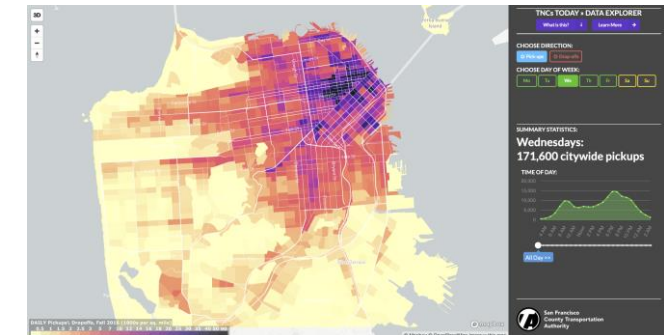
Future Reports

- TNCs & Transit (Sept 2019)
- TNCs & Equity (Dec 2019)

TNCs & Congestion Visualization



TNCs Today Visualization



Thank you.

Joe Castiglione

joe.castiglione@sfcta.org



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Questions?



Remaining Questions from the CHAT Box



Wrap Up



Meeting information & presentations will be posted to the I-95 Corridor Coalition website.
Participants will receive a link to the presentations after they are posted.



Contact Information

I-95 Corridor Coalition

- Denise Markow, PE, I-95 Corridor Coalition, TSMO Director - dmarkow@i95coalition.org, 301-789-9088

Speakers

- Carol Schweiger, Schweiger Consulting - carol@tech4transit.com
- Joe Castiglione, San Francisco County Transportation Authority - joe.castiglione@sfcta.org





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COALITION**
www.i95coalition.org

Thank You!