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SHOWCLIX CTO EXPLORES THE EFFECT OF RIDESHARING ON PHILADELPHIA PUBLIC SAFETY TRENDS

PITTSBURGH, PA (September 8, 2014) - [ShowClix](#) CTO Nate Good looked to a neighboring city, Philadelphia, for a public safety precedent in the midst of a controversial summer decision by the Pennsylvania Utility Commission. Despite growing popularity, the PUC had issued a cease-and-desist to popular ridesharing apps Lyft and Uber, forbidding them from operation in Pittsburgh.

Good researched years of publicly available data on DUIs from PA's Uniform Crime Reporting System, before plotting the information in a data visualization that indicated the first operations of SideCar, Uber Black and Uber's ridesharing service, UberX, in the city.

What Good's study immediately demonstrated was that the introduction of a low-cost ridesharing option correlated with a drastic decline in DUI charges — particularly for drivers under the age of 30.

The data visualization was quickly picked up by [Uber's company blog](#) and the Washington Post, which shared the information on their Wonkblog as a point in favor of ridesharing's potentially [positive effect on public safety](#).

In addition to working closely with the technology of events and ticketing, Good's career has required him to become an expert in data analysis.

"At ShowClix, we have to make sense of massive amounts of data," Good said. "Whether we're gathering empirical evidence to support decisions about how to improve our system, or conceiving easily understood ways to share important sales and other data with our ticketing partners."

"This ridesharing project required a little bit of both evidence gathering and presentation."

Good explained that his interest in the research came from his personal support of the efforts of Lyft and Uber, which he says are becoming "a part of the event life cycle by getting people home safely from events."

ABOUT SHOWCLIX: ShowClix is a Pittsburgh company that helps event organizers sell tickets to festivals, conventions, theatres and all types of events around the world. When the company was founded in 2007, ShowClix quickly learned that selling tickets online is just scratching the surface of what can be done for event professionals. With leading event technology and a fanatical team of on-site experts, ShowClix goes beyond simple event ticketing.

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