

Data Acquisition and Use for good urban access in a period of Social Distancing

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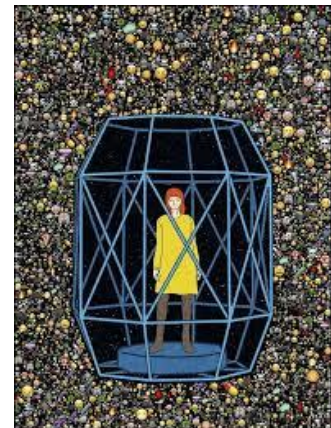
At the EIT Mobility Talks on

“Analysis of mobility behaviour using data during and after the COVID-19 confinement”

Social Distancing is here to stay, but...



- Social Distancing (+ mask) is only measure proved to be effective
 - Wide scale availability of cure or vaccine still months away
 - Immunity levels still very low, risk of rebound(s) is real
- In many countries, distancing rules relaxed for Public Transport. Why?
 - No alternative for many workers, in industry and retail
 - Impossible to increase supply quickly
- Besides official rules, **FEAR OF CONTAGION** will be a big element in reduction of usage of Public Transport
 - Most people with an alternative (i.e. private car) will prefer it → big risk of traffic gridlock as economy opens



Solutions for efficient access

- Adaptation requires **quick measures** from demand & from supply side
- Demand:
 - Tele-activity (work, medical appointments, meetings, bureaucracy, ...)
 - Digital access (now **proved to be possible and efficient at scale**)
 - Significant reductions of car traffic, especially at peak hour
- Supply
 - Bicycles
 - Shared or owned, requiring wide, connected, safe network of dedicated lanes
 - **Procurement difficulties for quick increase of shared fleets**
 - Contagion possible through bike handle, easily avoided with small disinfectant spray
 - Carpooling
 - So far never able to scale, but great potential for those escaping (or left unserved by) PT
 - **New business models needed for stronger adhesion**
 - **No CapEx required**
 - Effective contribution to reduce congestion
 - Low risk of contagion if only 1+1 pax on board, with masks



Data as the scaffold for these processes

- Sophisticated, coordinated activities in a new mix require strong data support
- Three main data sources
 - Public sensors for flows, stocks and performances
 - Individual devices (smartphones) for location, displacement, contacts
 - Sensors (smartphones or other) on professional services vehicles (pax & goods)
- Sensitive issues : **Privacy** regarding individuals and **Commercial Value** regarding operators
 - Individual authorisation necessary
 - Many people have granted such authorisations by default or for use of transport services (PT, Uber and similar, shared bikes)
 - Some operators resisting sharing their data (e.g. Uber in L.A.)
 - Authority may force data sharing by operators as condition to access market
- The key question is not “who has access to my data” but “What use is made of my data”

Analysing mobility behaviour, improving access and mobility quality

- Joint use of data from multiple sources can provide (among others)
 - Very smart analysis of situations of poor performance, individually and collectively
 - Detection of
 - Harmful roaming by ride-hailing operators → smart charging possible
 - Users in “lose-lose” situations → Individual advice messages for those people
- Less private car use & better access with bespoke mobility planning services
 - “Mobility assistant”
 - Looks radical, but so did teleworking by 50%+ of the work force 3 months ago
 - Many people would probably accept it willingly
- **Resilience:** Survive the crisis and come out stronger for the next one

Thank you for your attention

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