



Overview

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Africa Urban Mobility
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01 Project stakeholders

▶ Introduction

This research is funded by UK Aid, and is part of the 2nd phase of FCDO's High Volume Transport Applied Research Programme (HVT)

▶ Consortium partners



Research questions



Questions:

- **Policy Levers:** What are the main levers for transport mode share and what is the role of data? What cities have achieved high or low transit ridership, cycling, etc, and what factors/policies explain their differences?
- **Big Data Technology:** What are the opportunities and risks of big data applications in Global South cities?
- **Informal Paratransit:** What is role of informal transport in the global South, and how to enable a transition towards clean, affordable & efficient transport solutions

Indicators:

- | | | |
|-------------------------|---------------------------|-------------------|
| 1) Travel Time | 7) PT Vehicle Comfort | 13) Fatalities |
| 2) Travel Distance | 8) PT Vehicle Reliability | 14) Affordability |
| 3) Period of Travel | 9) Sexual Harassment | 15) Accessibility |
| 4) Driver Behaviour | 10) Modal Split | 16) Transfers |
| 5) Vehicle Occupancy | 11) CO2 | 17) Crime |
| 6) PT Vehicle Condition | 12) Congestion | |

Observatory ecosystem

Locations:

- Blantyre (Malawi)
- Gaborone (Botswana)
- Kigali (Rwanda)
- Kinshasa (DR Congo)
- Lagos (Nigeria)
- Maseru (Lesotho)



Data Collection: UMA

Methodology:



Update of local apps with GoMetro SDK.

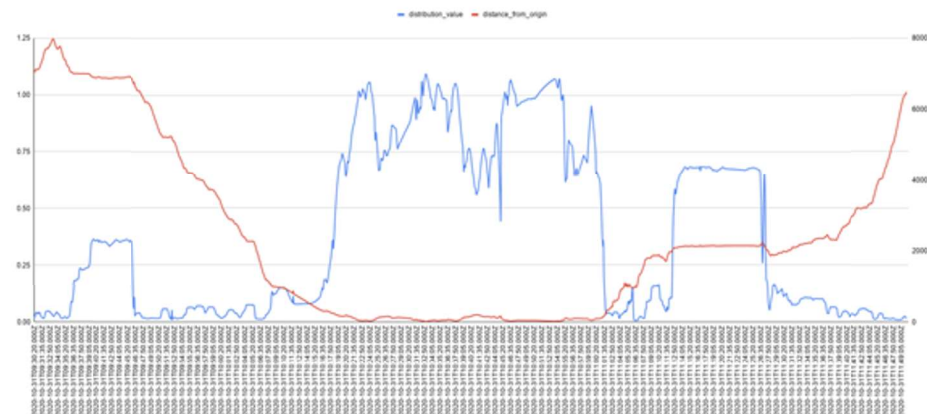
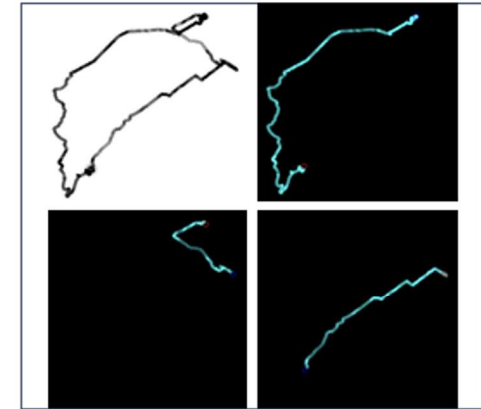
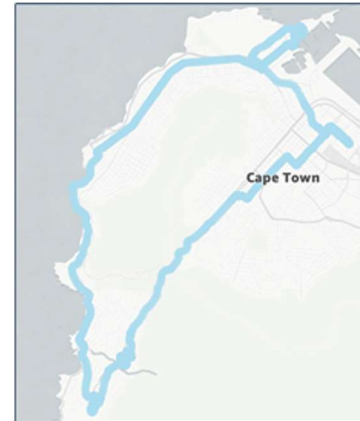


Anonymous and passive location tracking given the user has granted permission: Origin/Destination, Travel times, Trip distances, Lat/Lon, Trips, Journey stages.



Stratification survey to select a sample that would reflect Census structure.

Integration with popular regional apps, to generate a representative user-base.



Data Collection: USSD/WhatsApp/Web /Intercept Survey

Methodology:



Market survey to travellers via SMS Campaign.



Travellers interact with survey questionnaire through USSD, WhatsApp, web platform, or through face-to-face interview

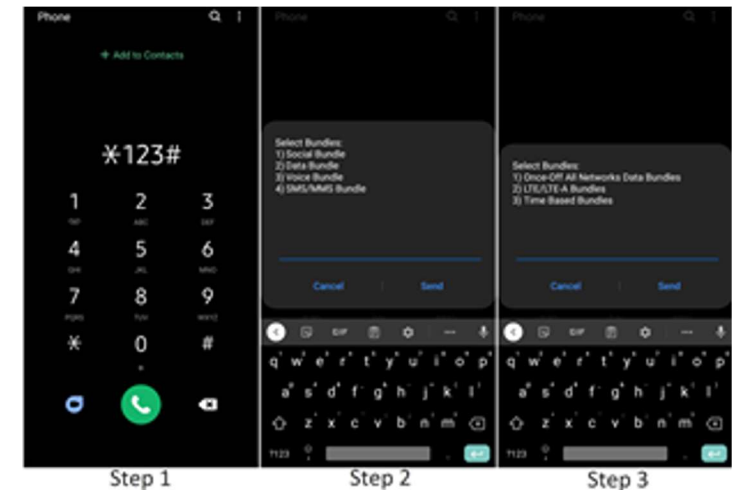


Data collected is anonymised, but aggregated by demographic profile.

Supports:

- Low-end mobile phones
- Feature phones
- Smartphones
- Travellers without cellular devices

country	city	zone	option	attribute	mode_share	mode_share	mode_share	mode_share	mode_share
					private_mode	walking	cycling	regular_bus	minibus_taxi
BW	GBE	all	all	all	13	19	-	55	347
BW	GBE	all	gender	male	8	13	-	37	173
BW	GBE	all	gender	female	5	6	-	18	164
BW	GBE	all	gender	prefer_not_to_say_gender	-	-	-	-	10
BW	GBE	all	age	18_24	2	7	-	20	154
BW	GBE	all	age	25_34	4	10	-	22	126
BW	GBE	all	age	35_54	6	2	-	8	61
BW	GBE	all	age	55_64	1	-	-	3	18
BW	GBE	all	age	65_plus	-	-	-	2	8
BW	GBE	all	disability_status	sight_impaired	1	2	-	2	9
BW	GBE	all	disability_status	mobility_impaired	-	-	-	-	-
BW	GBE	all	disability_status	hearing_impaired	-	-	-	3	11
BW	GBE	all	disability_status	other_impaired	-	-	-	-	-
BW	GBE	all	income_level	usd_0_99	-	1	-	4	15
BW	GBE	all	income_level	usd_100_249	2	9	-	9	86
BW	GBE	all	income_level	usd_250_499	3	1	-	16	105
BW	GBE	all	income_level	usd_500_999	6	-	-	7	33
BW	GBE	all	income_level	usd_1000_1999	1	-	-	1	1
BW	GBE	all	income_level	prefer_not_to_say_income	1	8	-	17	94
BW	GBE	all	education_level	no_education	-	-	-	-	3
BW	GBE	all	education_level	primary_school	-	1	-	2	7
BW	GBE	all	education_level	secondary_school	1	9	-	16	139
BW	GBE	all	education_level	tech_vocational	2	2	-	11	86
BW	GBE	all	education_level	college_university	10	7	-	26	112
BW	GBE	all	employment_status	employed_sellemployed	10	12	-	35	253
BW	GBE	all	employment_status	full_time_parent	-	1	-	2	4
BW	GBE	all	employment_status	student_scholar	2	4	-	12	63
BW	GBE	all	employment_status	unemployment_pensioner	-	2	-	6	24
BW	GBE	all	employment_status	other_employment_status	1	-	-	-	3
BW	GBE	all	trip_purpose	work	10	12	-	35	253



Data Visualisation Platform

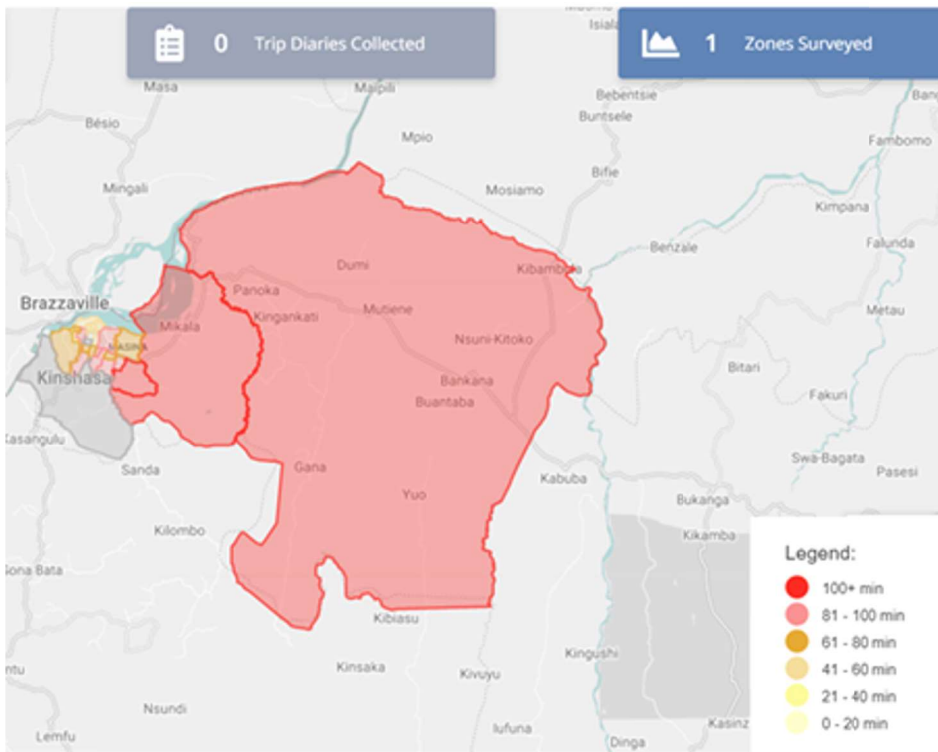
Kinshasa ▼ All Zones ▼

Maps
TRAVEL TIME  

BACK UNIVERSAL ACCESS



Charts



Universal Access

Universal Access indicators measure access to mobility, health, education and jobs, among others, through different modes of transport and according to attributes such as income level and gender.

Modal Split. Main mode of transport (i.e.: mode which covers the most distance) used by respondents' to reach their primary regular activity location (such as trips to and from school, work, shops).

Summary

800 989
Population

45
Zones surveyed



▶ **Thank you.**

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