HVT Africa Urban Mobility Observatory

December 2021

Overview

Project
stakeholders

01

Introduction

Consortium partners

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

Research questions

02

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

03

Locations:

· **Blantyre** (Malawi)

· **Gaborone** (Botswana)

· **Kigali** (Rwanda)

· **Kinshasa** (DR Congo)

· **Lagos** (Nigeria)

· **Maseru** (Lesotho)

UMA
USSD
WhatsApp
Web
Face-to-Face
3rd Party Data

BIG DATA Environment

Data Processing

Local Planning Authority

Data Collection:
UMA

04

Methodology:
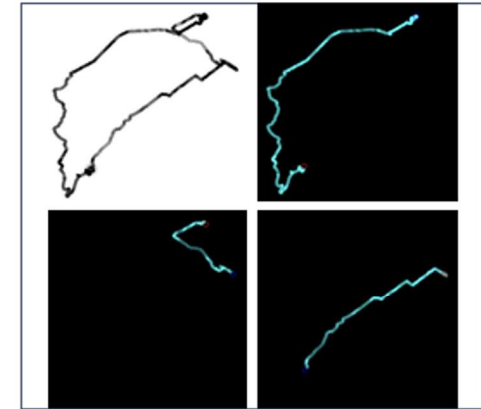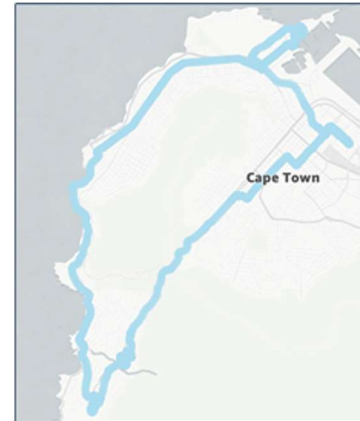
Update of local apps with GoMetro SDK.

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.
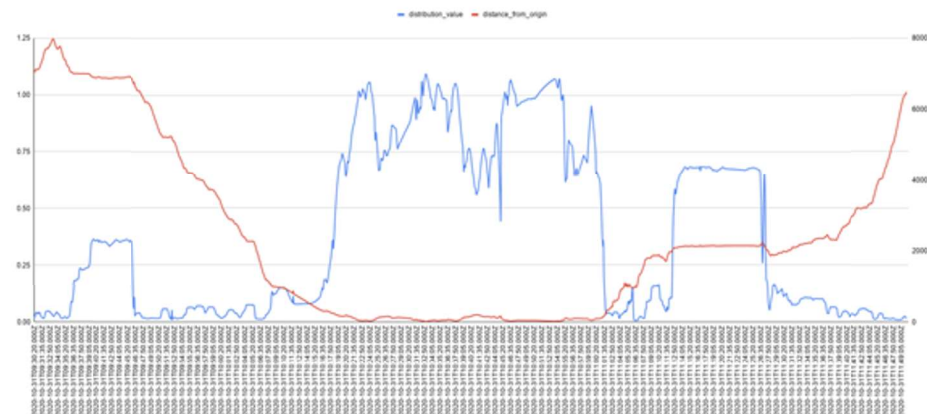
Data Collection: USSD/WhatsApp/Web /Intercept Survey

04

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

Step 1	Step 2	Step 3

Data Visualisation Platform
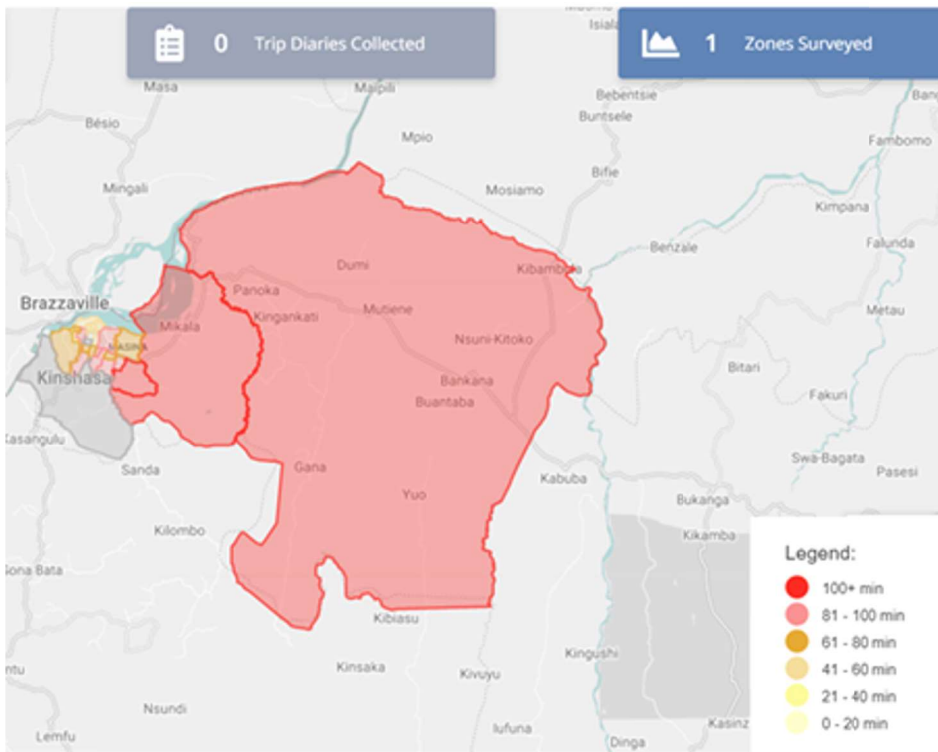
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GoAscendal
STRATEGIC ADVISORY

▶ **Thank you.**

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