

Workshop

Digital data collection and Planning Tools - the potential of mobile apps



Date: Tuesday, 25 September 25, 2018
Time: 10:30 – 12:30
Moderator: Carolin Capone, Michael Engelskirchen (GIZ)
Speaker: Enrico Howe (InnoZ/Modalyzer)
Yohnny Raich (WhereIsMyTransport)
Miguel Ángel (IMEPLAN, Mexico)

Objective

Transport planners are in general concerned with the demand, travel patterns, travel behavior of existing and potential customers and users. The worldwide availability of mobile phones is increasing the potential of these devices to be used effectively as part of large-scale data collection efforts in many sectors, including transport and mobility.

During this 2 hours workshop, participants will get an introduction on selected tools for mobile-app based urban mobility planning data collection. Two internationally tested products / apps will be showcased, namely those offered by MODALYZER and WHEREISMYTRANSPORT. Applications will be discussed with respect to its potentials and limits based on case real world examples. Participants from national and local Governments will give an insight into their experience and plans in data collection.

Key Questions

- ✓ What to expect from new digital technologies for the urban mobility planning process (e.g. related to SUMPs / NUMPs)?
- ✓ What cannot be expected?
- ✓ At what stage to engage such new digital technologies?
- ✓ How to engage / procure such new digital technologies?
- ✓ What are experienced challenges and success factors in data collection using new digital technologies

Transport and Climate Change Week

24 - 28 September 2018

Agenda, Tuesday, 25 September 2018

| Time | Activity | Responsible/Speaker |
|-------|---|---|
| 10:00 | Welcome Introduction to the topic / Overview | Carolin Capone, Michael Engelskirchen (GIZ) |
| 10:20 | Country Experience Guadalajara's plans using new digital technologies for data collection in the SUMP process | Miguel Ángel (IMEPLAN, Mexico) |
| 10:30 | MODALYZER: Overview & application examples in Ukraine and Colombia | Enrico Howe (InnoZ/Modalyzer) |
| 11:00 | WHEREISMYTRANSPORT Overview & application in selected cities | Yohnny Raich (WhereIsMyTransport) |
| 11:30 | Moderated discussion on key questions | Carolin Capone, Michael Engelskirchen (GIZ) |
| 12:30 | Lunch | |