



The power of data in planning for more accessible cities.

The importance of integrating formal and informally run public transport in emerging cities.

Yohnny Raich, *Business Development at WhereIsMyTransport*





Johannesburg, SA



SANDTON
SANDTON

4a	6m
4a	26m

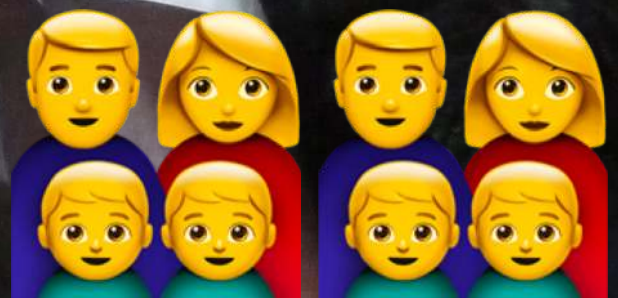
Exit

GAUTRAIN





73% OF JOBURG'S
PUBLIC TRANSPORT



Network Operators

27 FORMAL OPERATORS

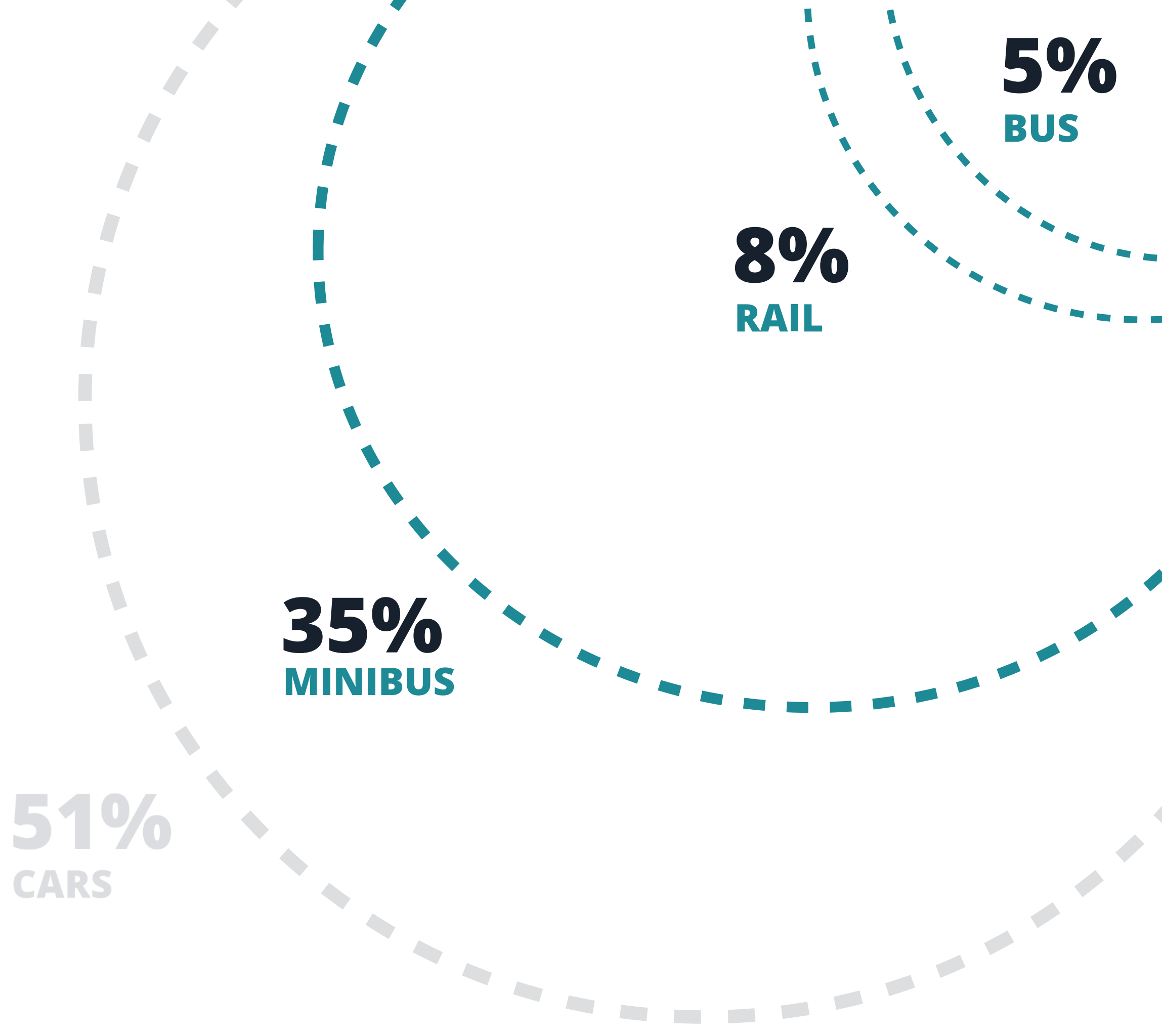
314 INFORMAL OPERATORS

51%
CARS

35%
MINIBUS

8%
RAIL

5%
BUS



Challenges of Public Transport

- Little integration between services, modes, technology and systems
- Inefficient operations across complex, interconnected networks
- Lack of understanding of areas of under and over supply in the city

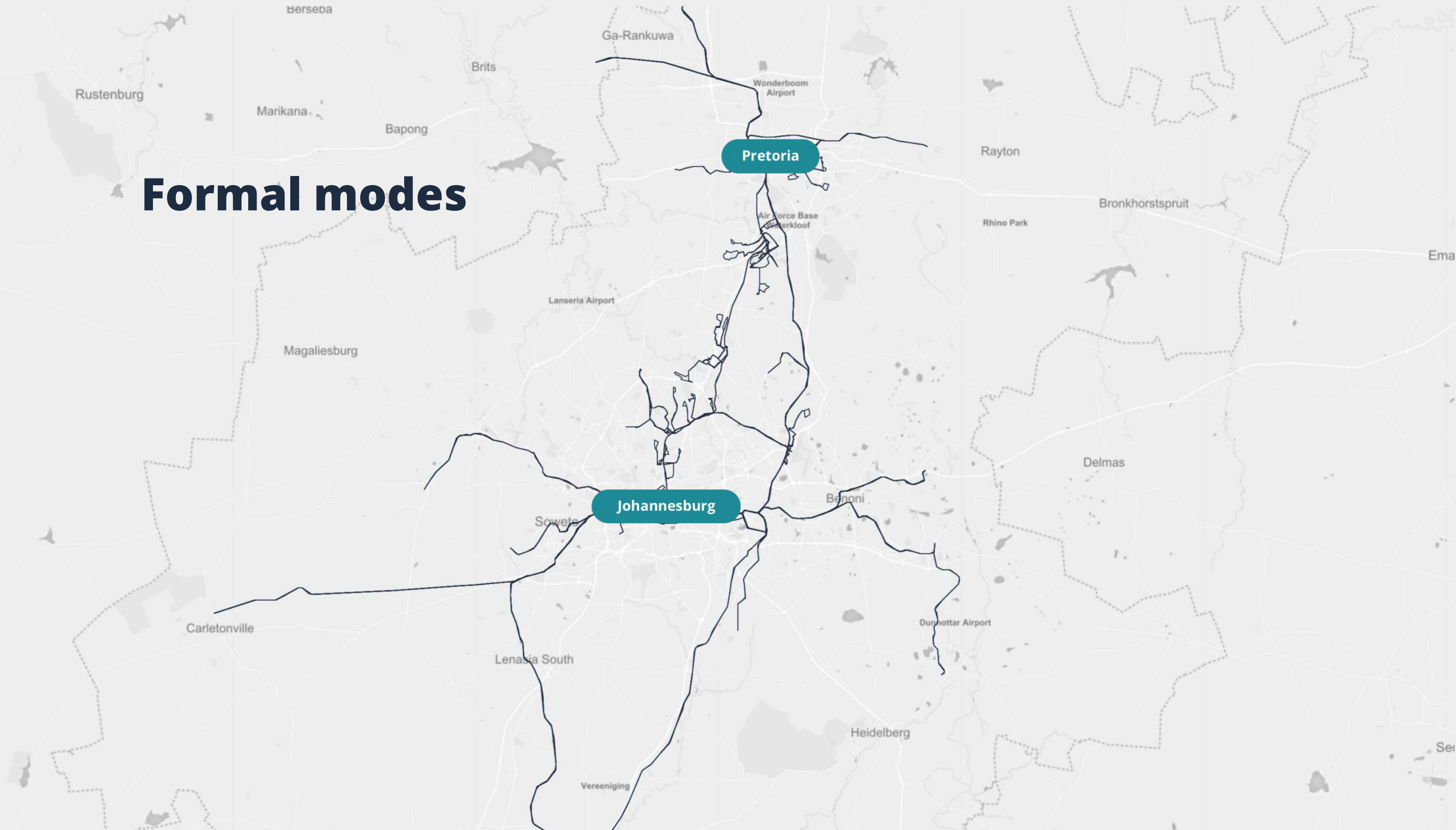
An aerial, high-angle photograph of a bustling bus terminal or transit station. Numerous buses, primarily white with blue and yellow accents, are parked in rows or moving through the area. People are seen walking on the ground, some near the buses. In the background, there are tall, thin structures that look like light poles or part of a transit system's infrastructure. The overall scene is one of active urban transportation.

“ A city’s mobility is as much about information as it is about infrastructure.



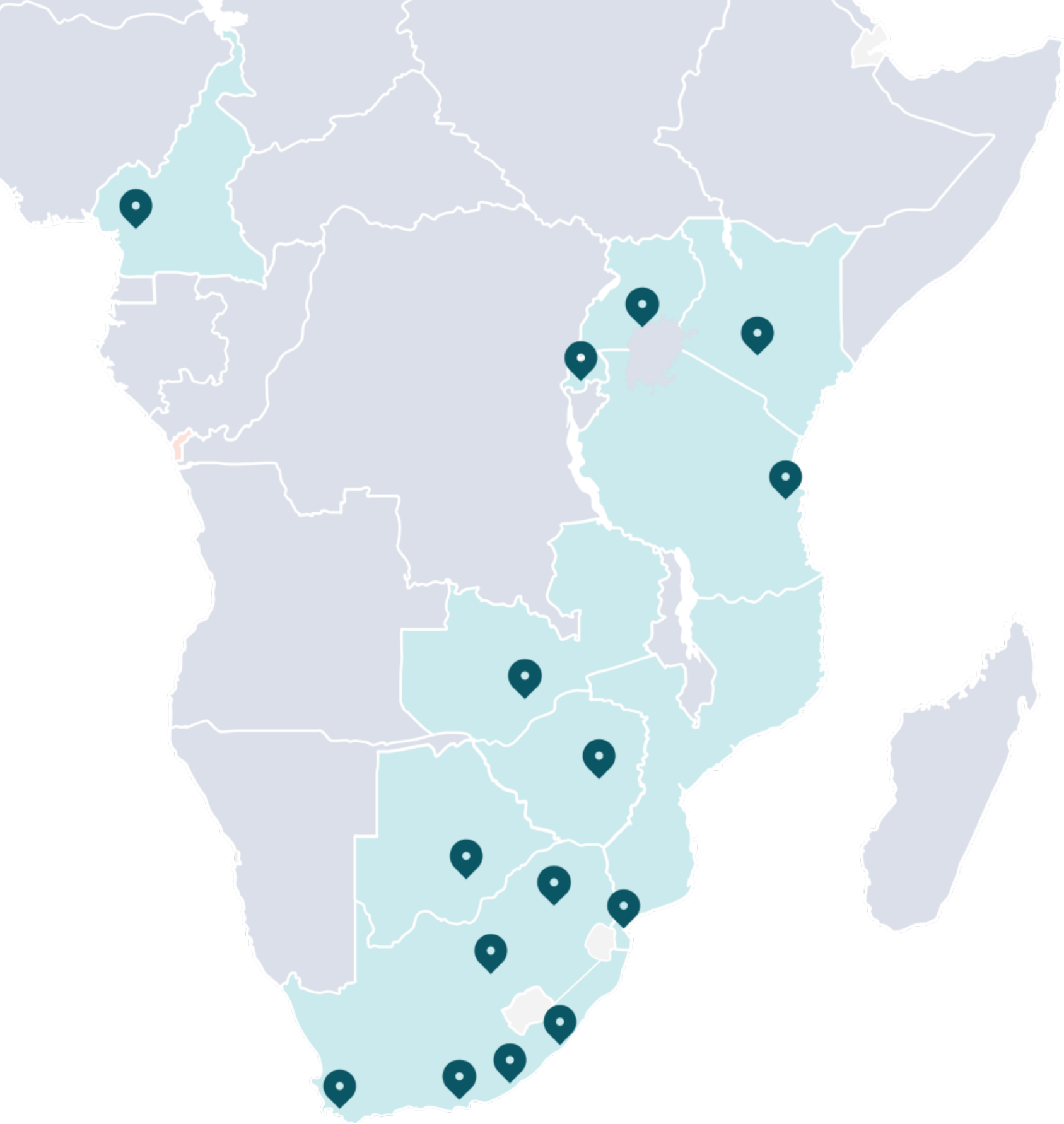
A little about us

Formal modes



Formal & informal modes





+98,000km OF ROUTES
17 cities MAPPED
+10M IN 10
DAILY COMMUTERS COUNTRIES
IMPACTED

Data collection

Methodology

Routes: shapes, names

Stopping points: location, names

Boarding and alighting numbers

Fares and variations

Frequencies

Travel times

Output: GTFS, Shapefiles, etc.

The image shows two overlapping mobile app screens. The background screen is the 'WhereIsMyTransport' app, which has a yellow background and a logo consisting of three horizontal white bars. It features a 'Map routes' button and a version number 'Version: 2.0.12' at the bottom. The foreground screen is a 'Recording Route' form. At the top, it says 'Recording Route' with a timer '00:01:20' and a red 'FINISH' button. Below this are two tabs: 'STOPS' and 'GENERAL INFO'. The form contains several input fields: 'Route name (Required)' with a placeholder 'Name your route', 'Fare cost (Required)' with a dropdown menu showing 'UGX' and a placeholder 'Add fare cost', and 'Notes' with a large text area. At the bottom, there is a 'Vehicle times' section with a car icon and a right arrow.

8:51

Recording Route

00:01:20

FINISH

STOPS

GENERAL INFO

Route name (Required)

Name your route

Fare cost (Required)

UGX Add fare cost

Notes

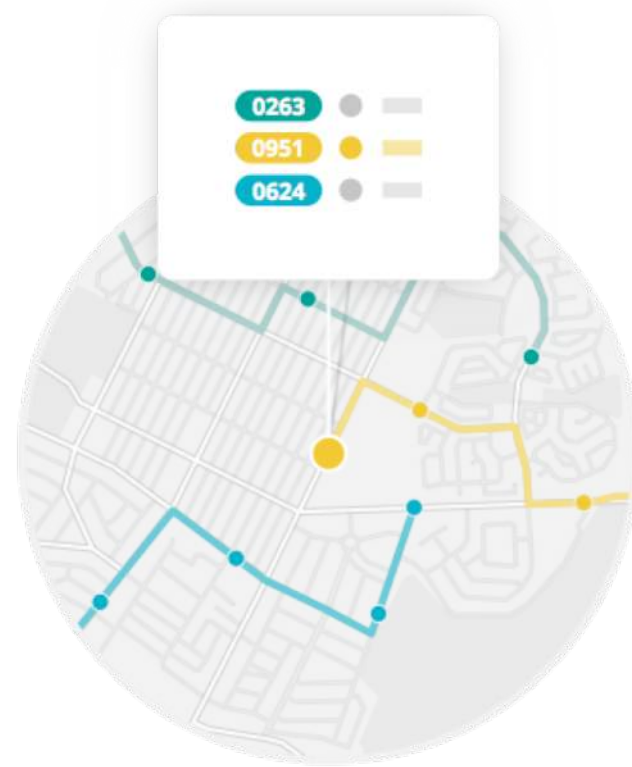
Vehicle times

WhereIsMyTransport

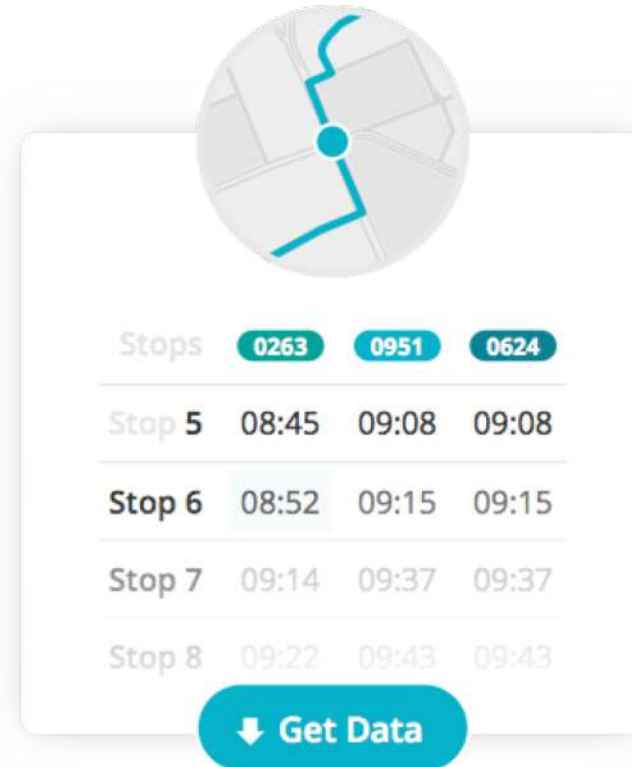
Collector

Map routes

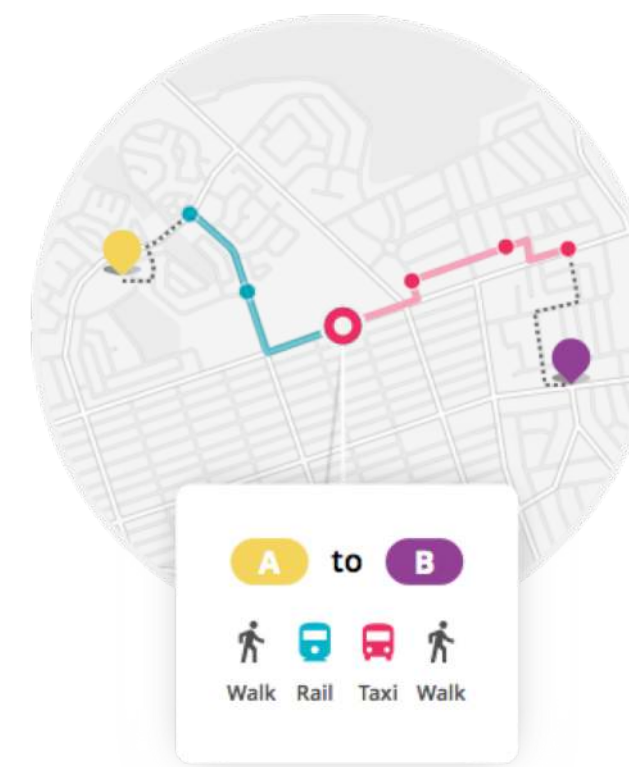
Version: 2.0.12



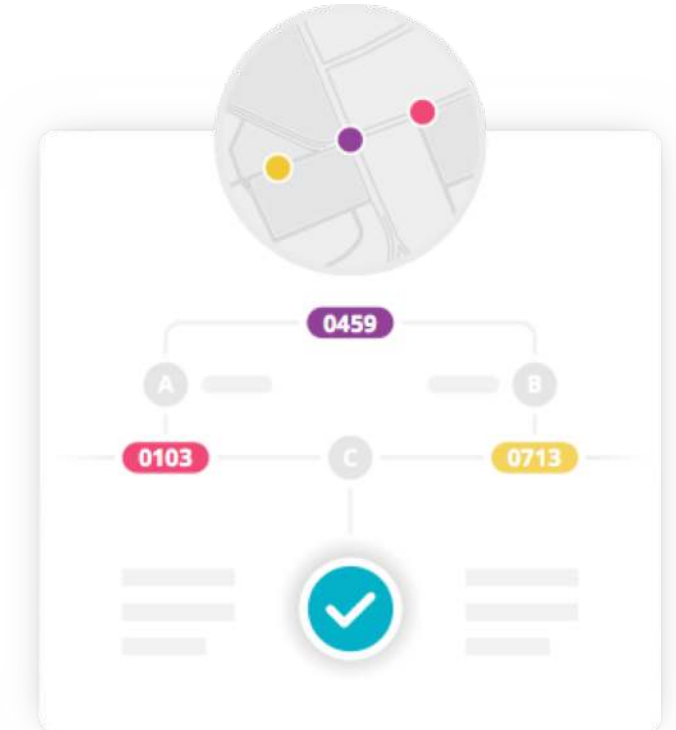
Data Collection
Fastest, most accurate
service in emerging cities



Open Data Access
Integrated Transport
Data Platform (API)



Products
Trip Planner API, collection
and validation tools



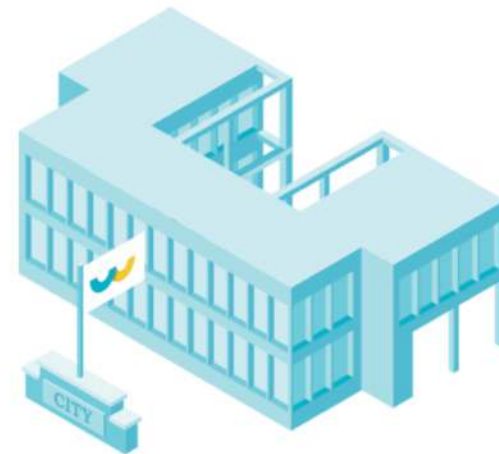
Education
Advocacy, training &
Capacity building



A to B



**Data collection +
Third-party data**



**Mobility Data
Platform**



**Tools, studies,
apps, research**

How to start

A few tips

1. Adjust your policy

Make sure you have a policy framework in place favourable for innovation procurement.

2. Technology

We are working in the context of technology platforms & Open Data portals; governments can use these budgets for services like ours.

3. Innovation

You might not have to go through a standard procurement to kick-off a project; talk to us.



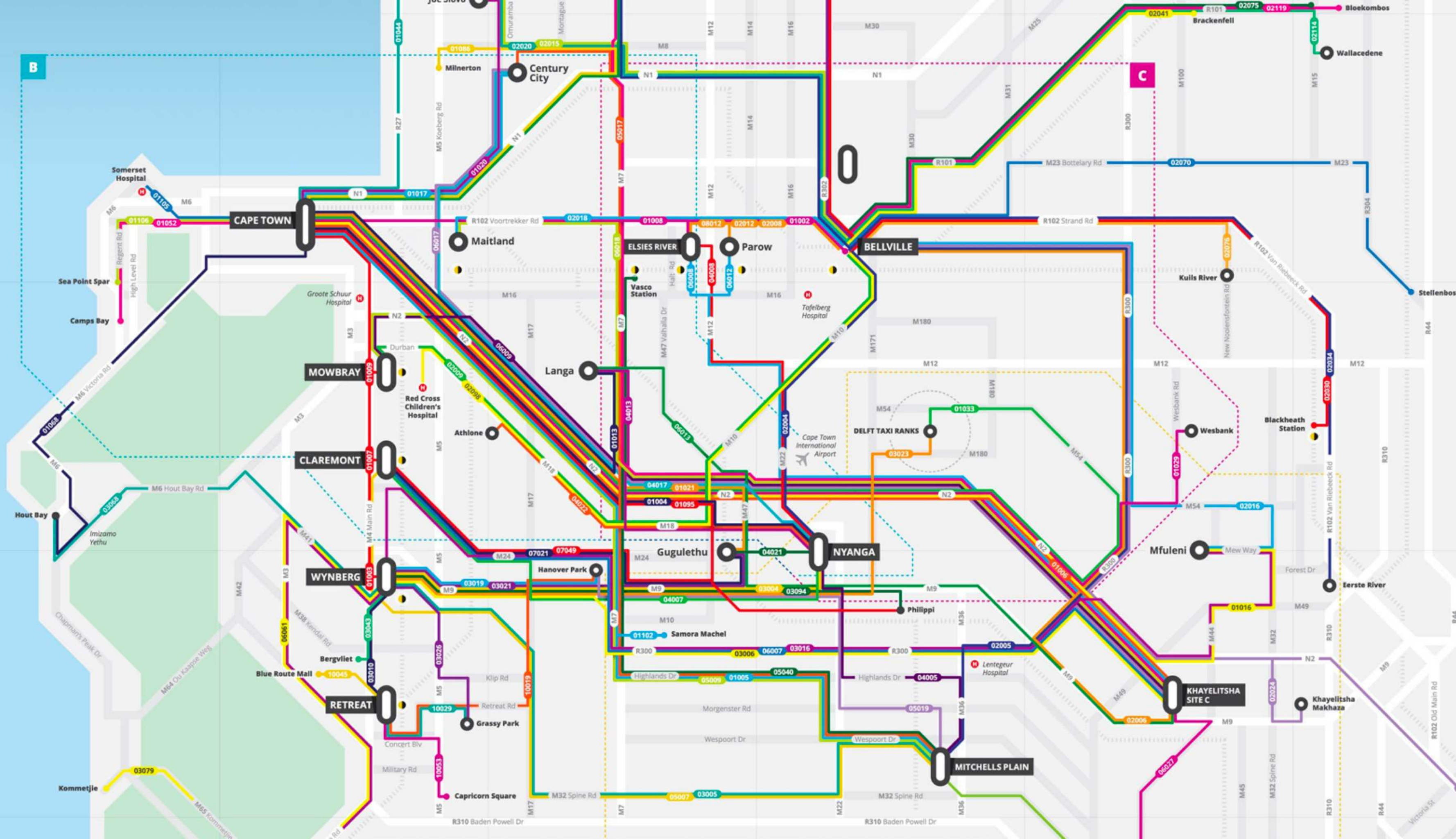
Kampala, Uganda

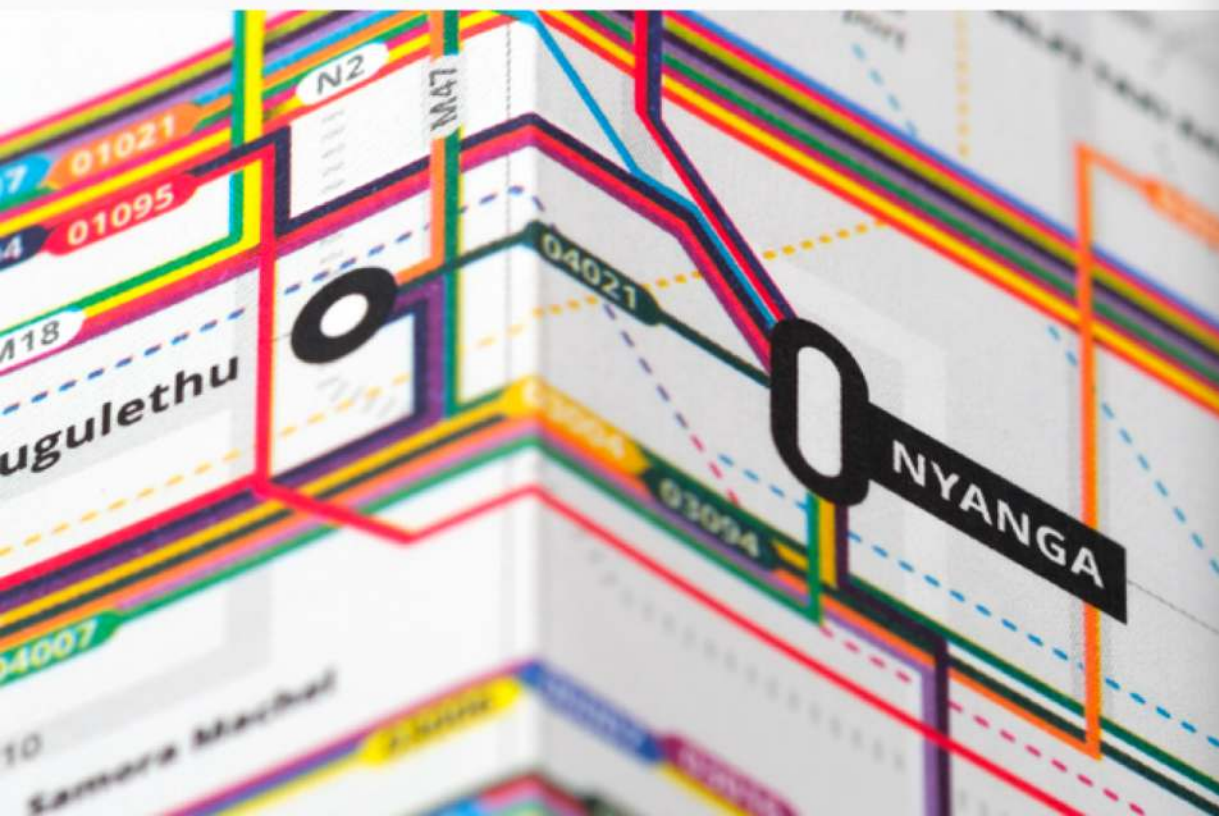


Nairobi, Kenya



Case Studies





DIGITAL GAUARDJIES

The chaos of South Africa's taxi system is being tackled with open data

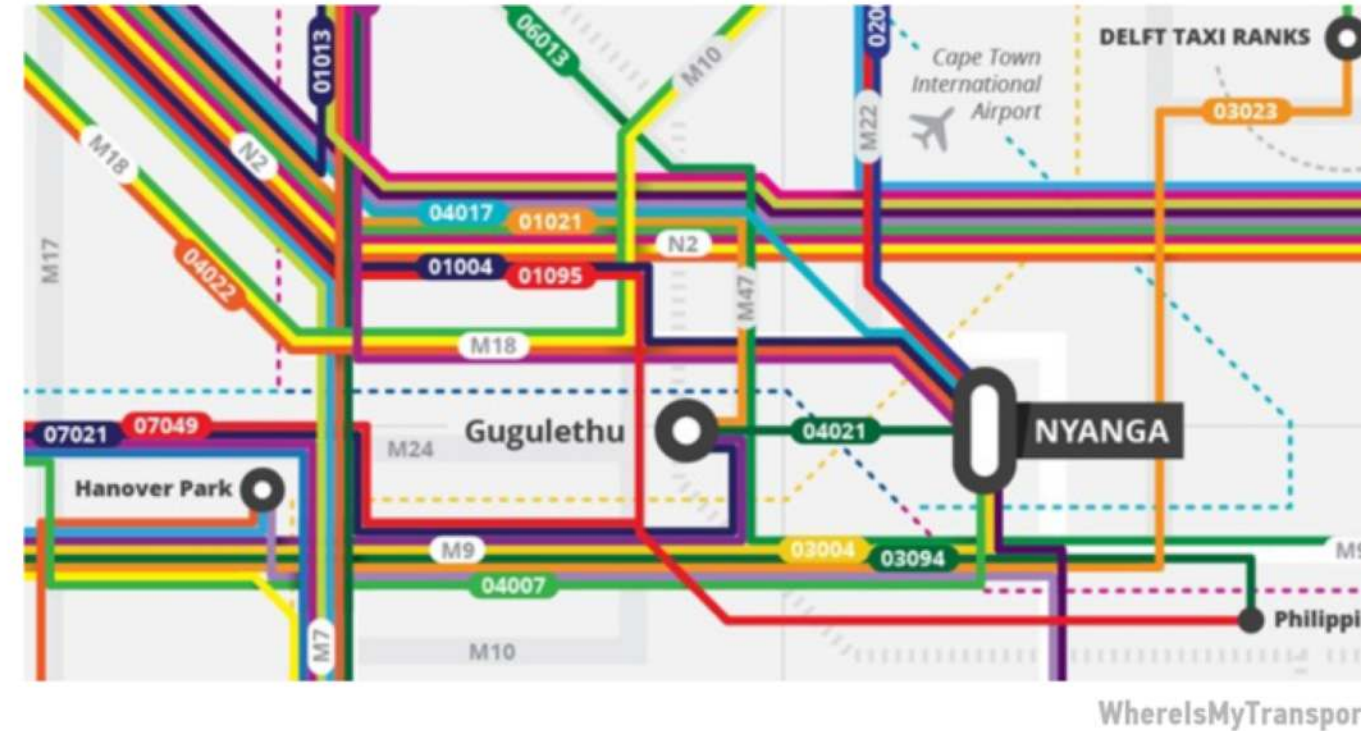
By [Lynsey Chutel](#) | February 11, 2017 | Quartz Africa



Will technology ever capture the communal spirit of taxi? (Reuters)

On any given day in South Africa's cities the daily commute can be chaotic and unpredictable. A new open data platform hopes to bring some order to that—on

DESIGN / TRANSPORTATION / ENVIRONMENT / EQUITY / LIFE



Mapping Cape Town's Informal Minibus Taxi Network

LINDA POON FEB 13, 2017

How a startup mapped 657 routes, nearly 1,500m and 5,500 miles in three weeks.

SHARE

TWEET

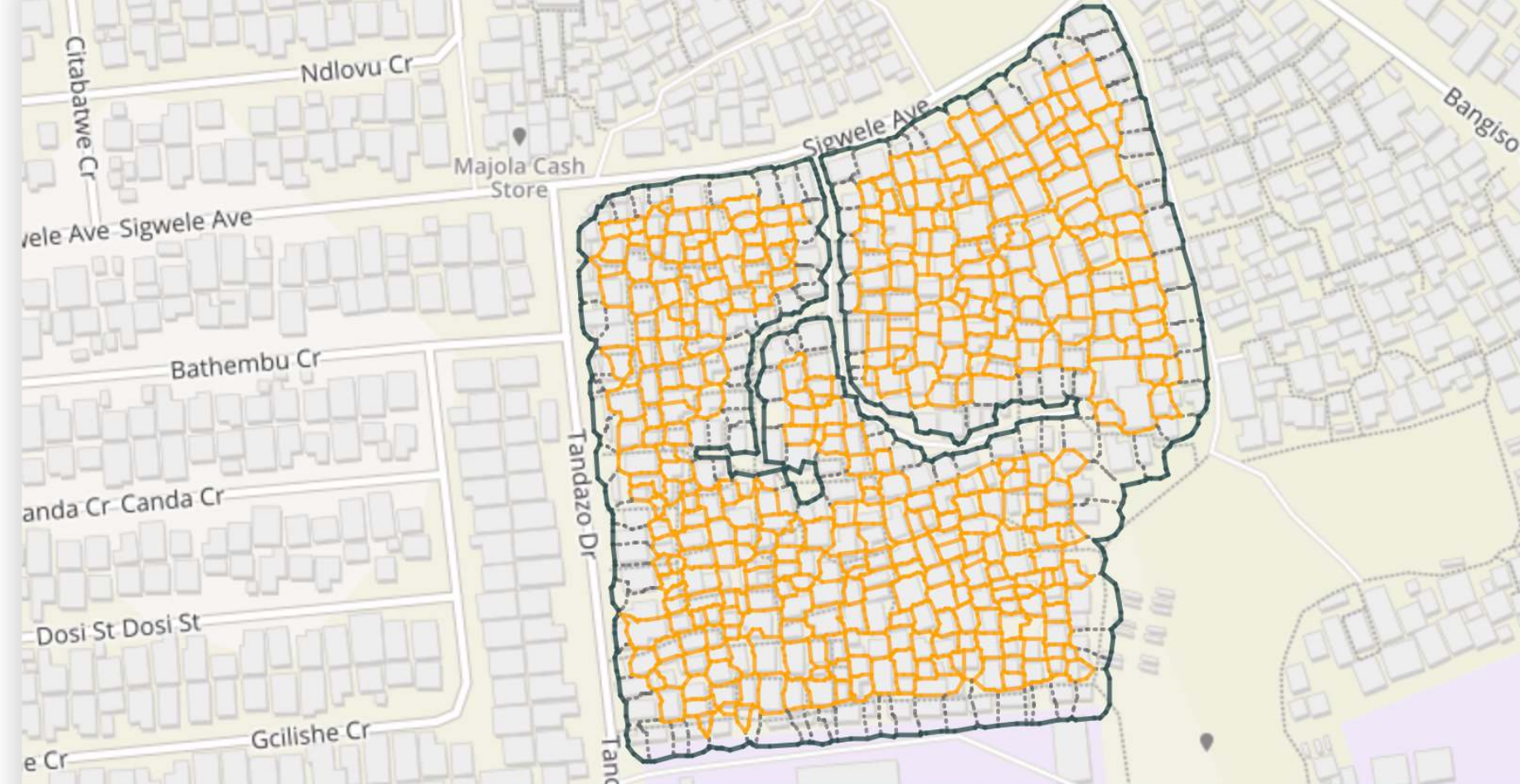
...

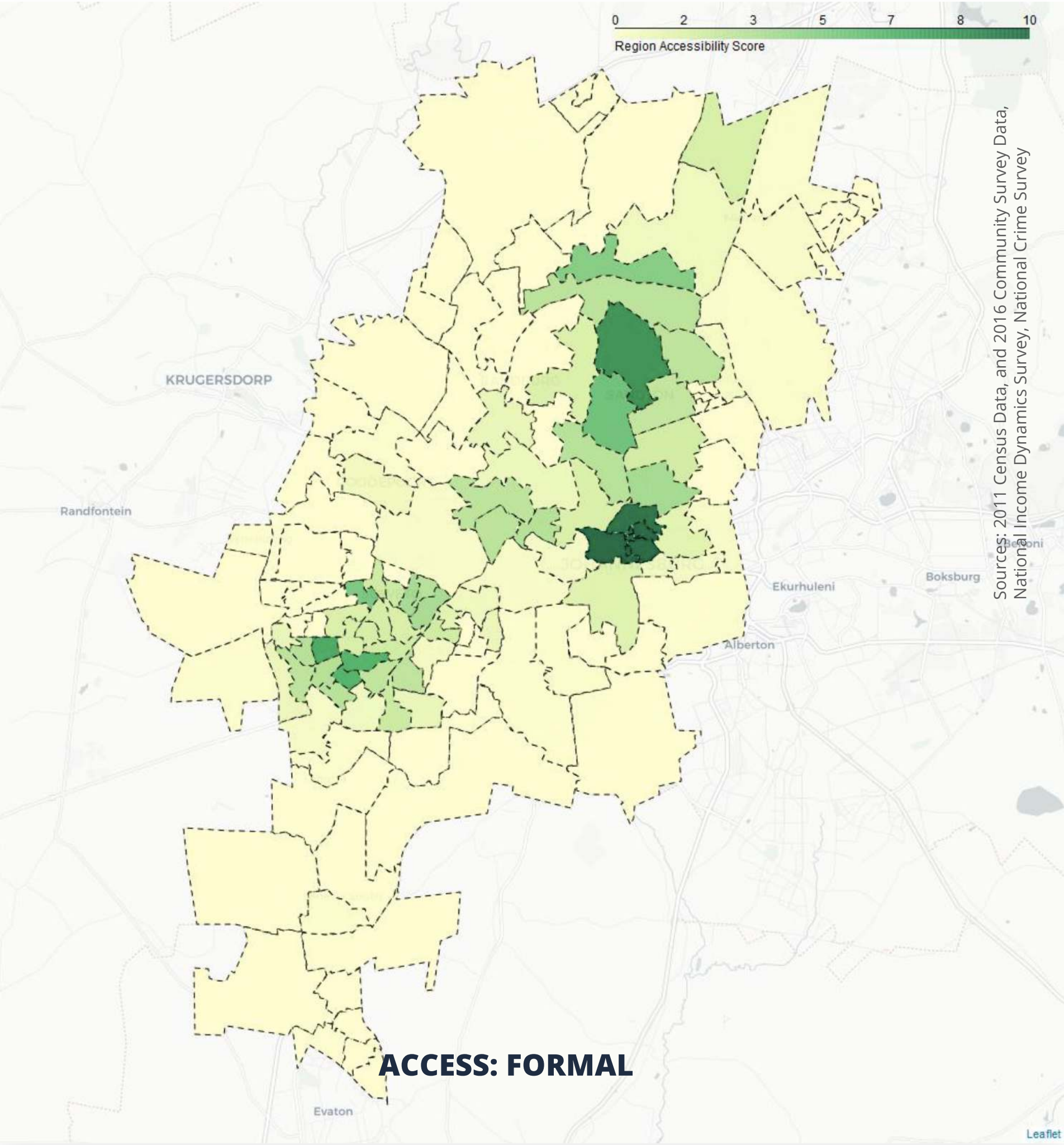
It's easy to miss Nyanga, one of Cape Town's oldest black neighborhoods, on a map of the South African city. Nyanga doesn't show up on the city's official MyCiTi Bus Rapid Transit routes; it's easily overlooked on tourism maps, too. Unless you zoom way in on Google Maps, the town is unlabeled.

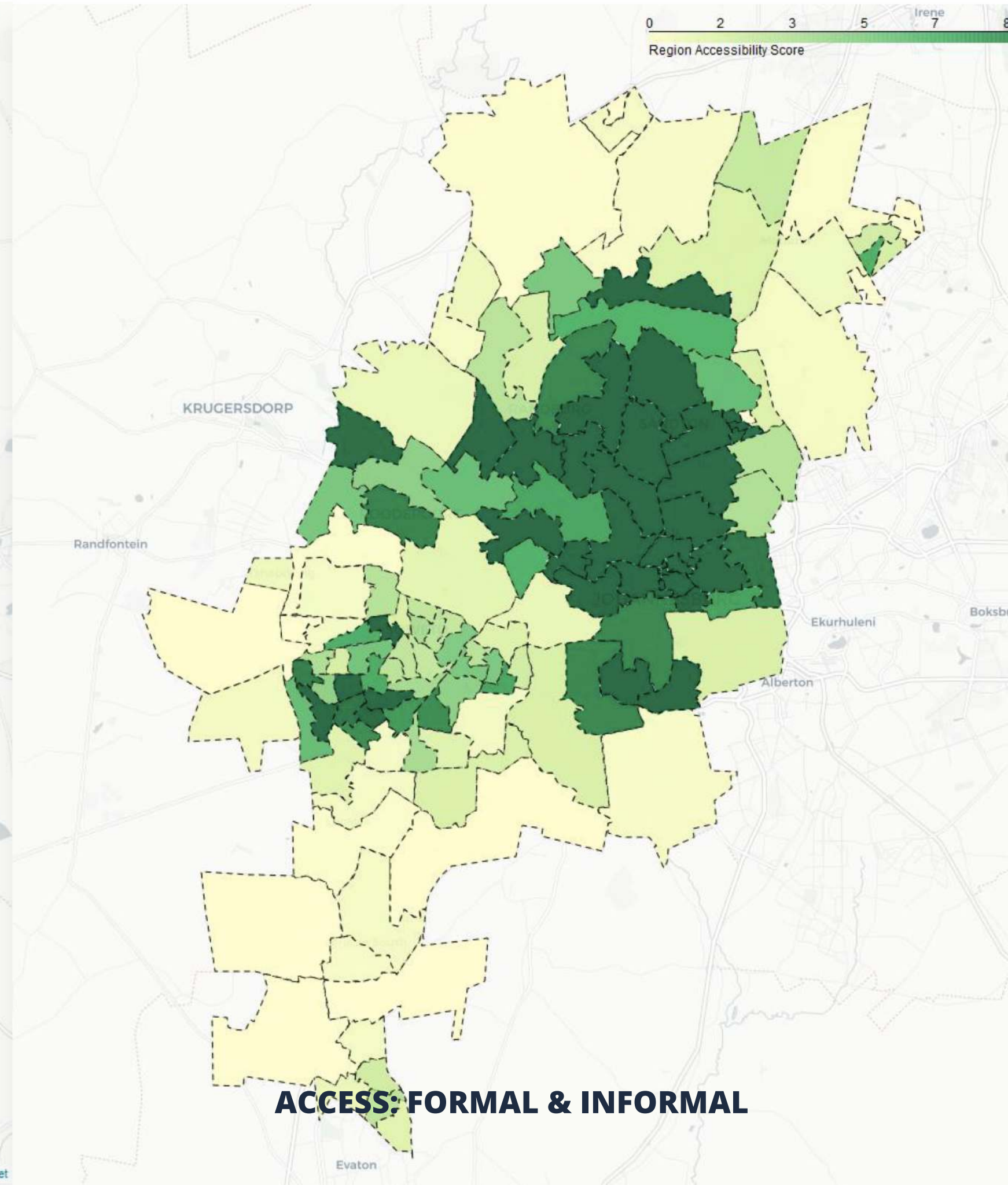
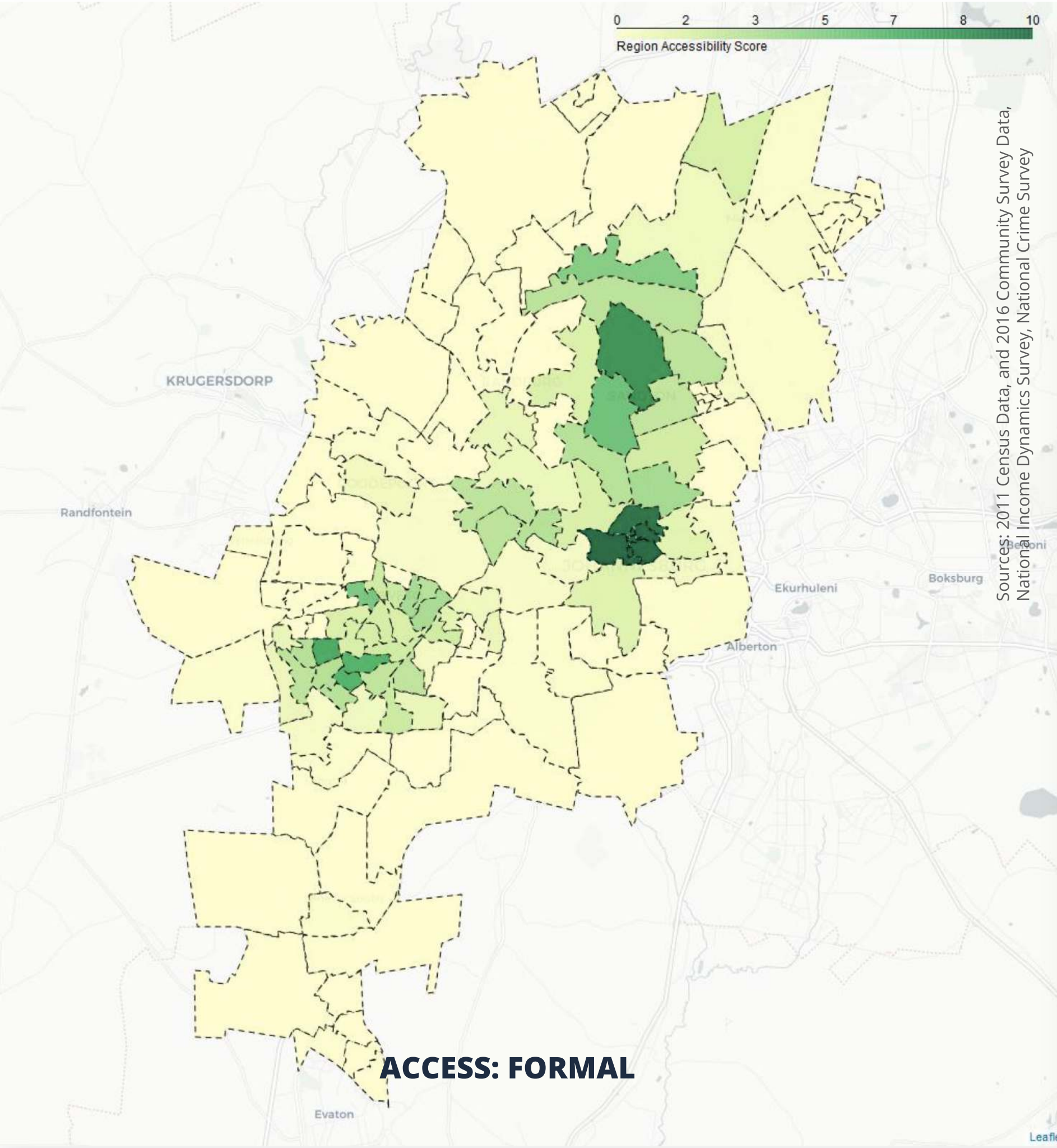
Open
Reblock

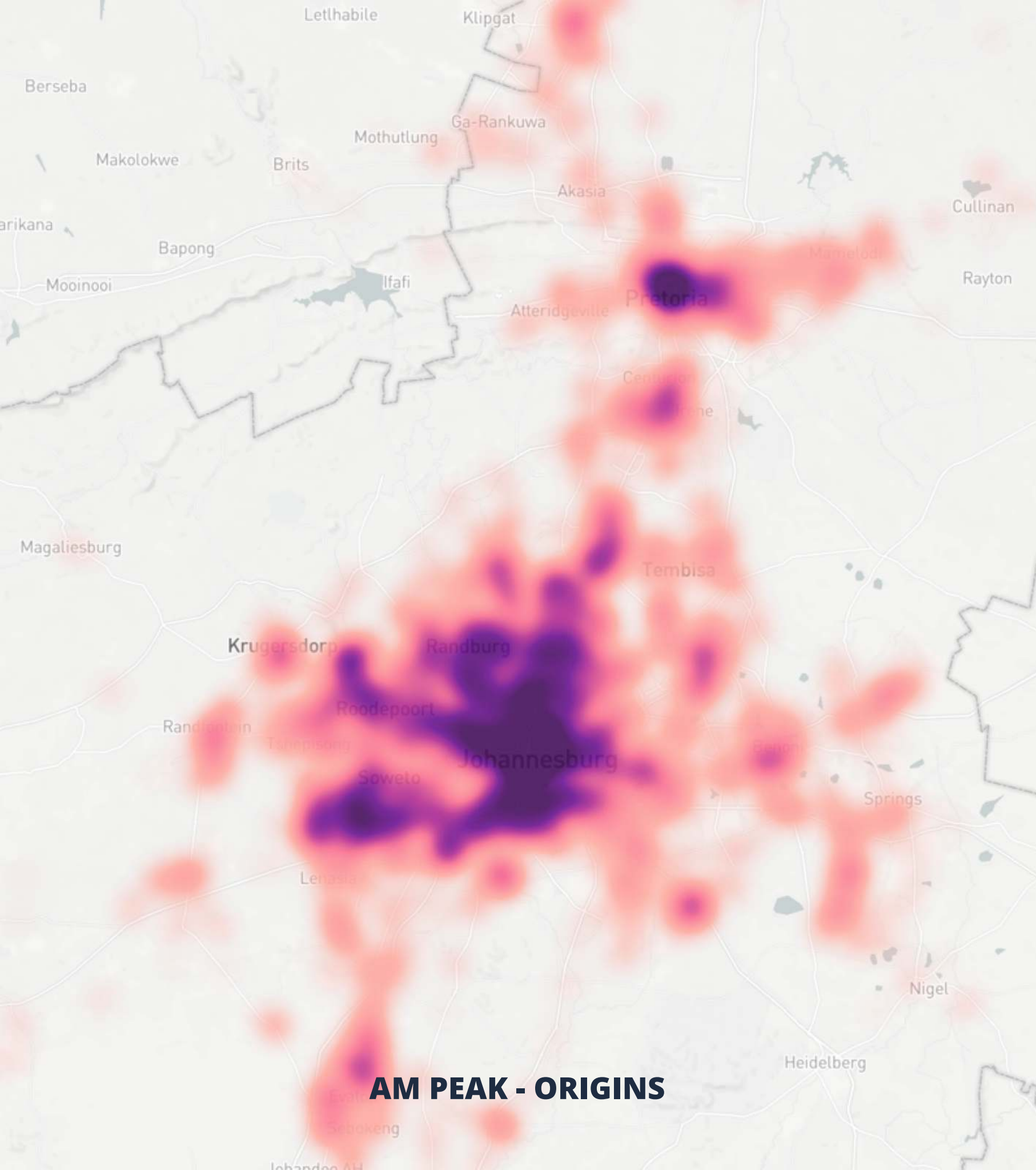


- **Open Reblock** is a digital platform for informal neighbourhood development
- The team uses our data platform to illustrate **the existing connections within and between the community and the city**

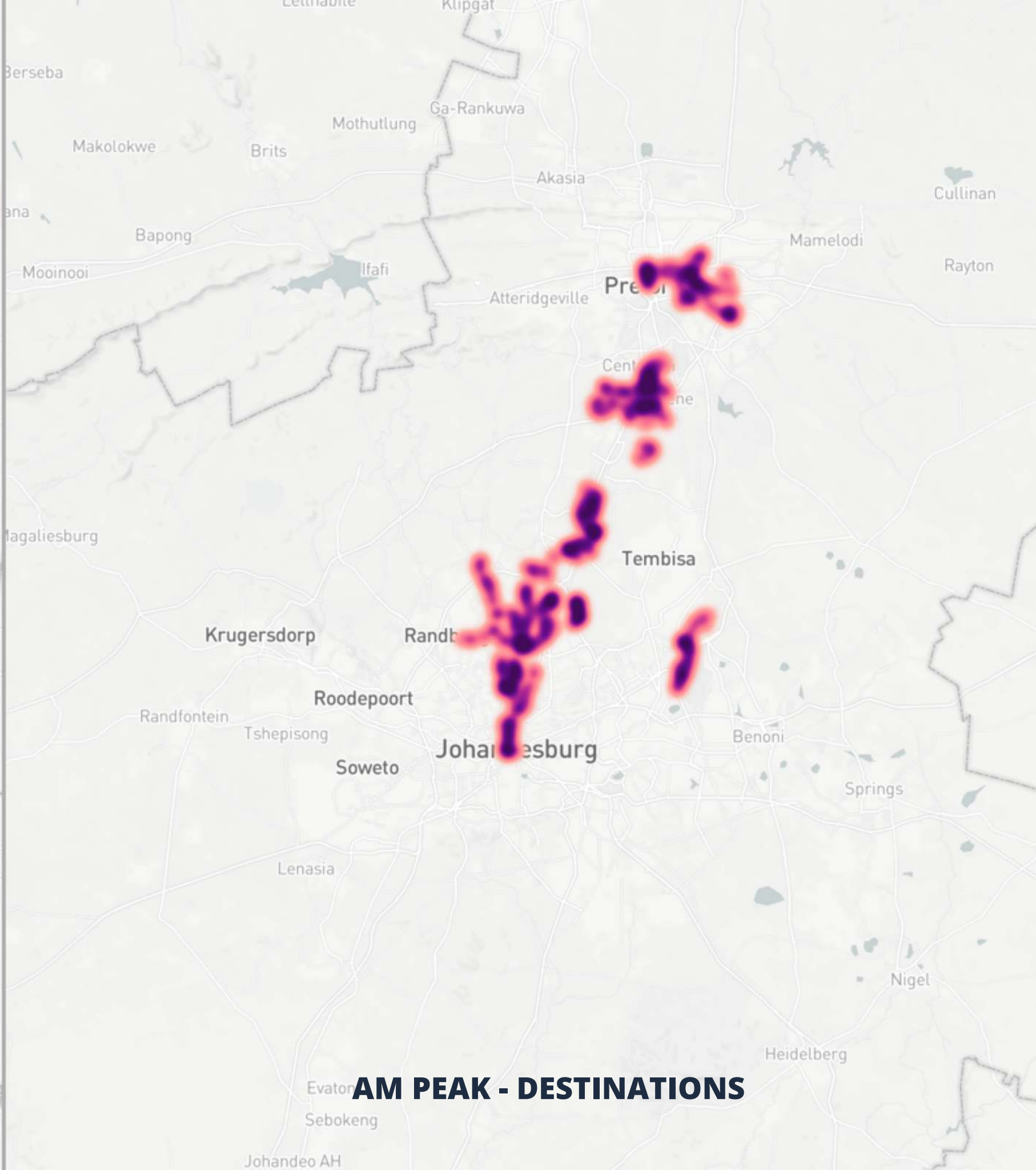
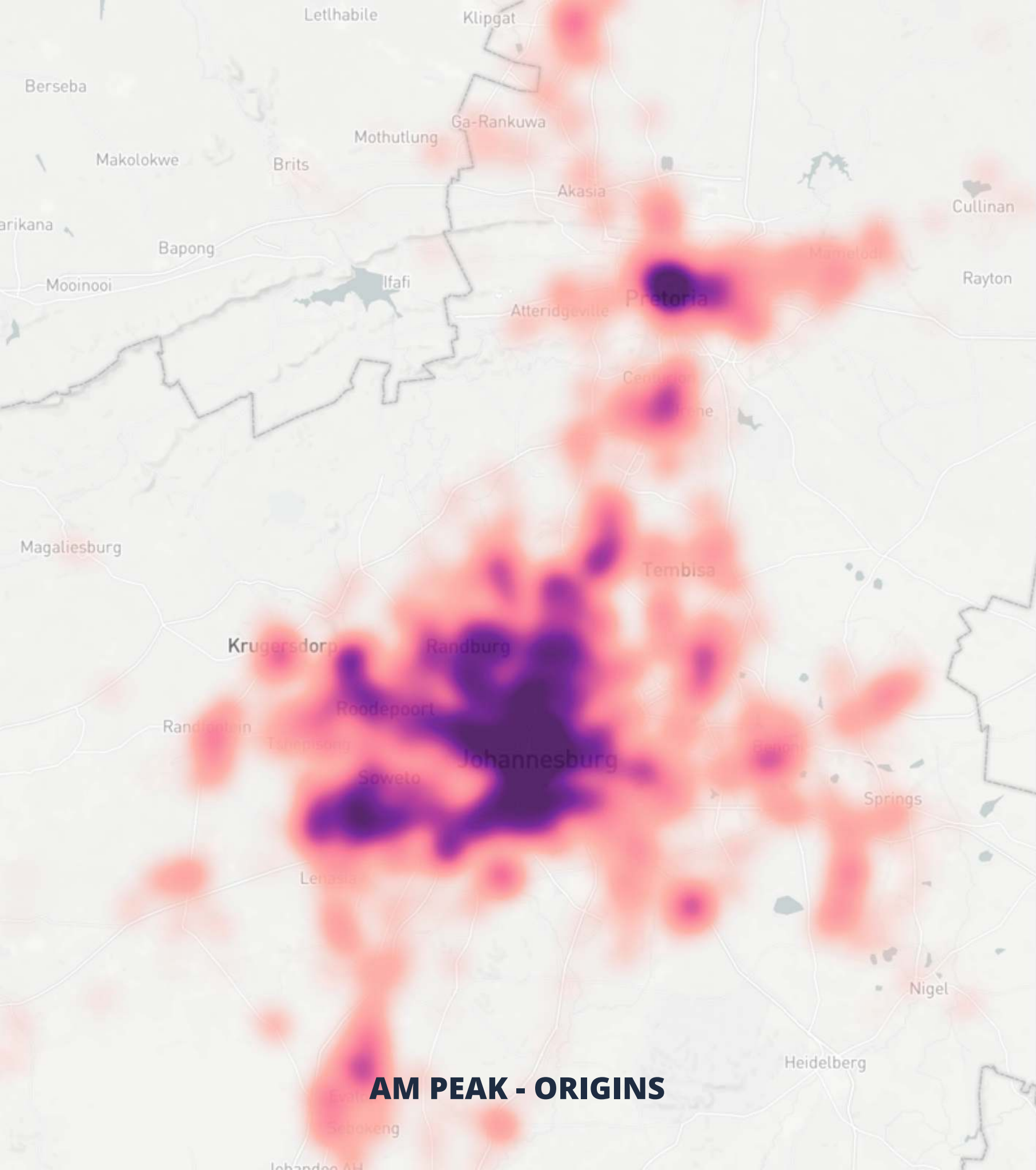








AM PEAK - ORIGINS





“ Expanding to emerging cities globally



Yohnny Raich, *Business Development*
yohnny@whereismytransport.com