Multimodal mobility

Why is mobility data management essential to help cities adapt to societal changes and business needs?

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Introduction

« The objective aims to remain open and inspire other actors »

In the interest of the common good, cities need access to complete and comprehensive data if they are to make informed decisions and truly understand the consequences for citizens. This is especially important as the line between data of general interest and data that must remain private to ensure public safety is blurred.

Boston, Montreal, and the Metropolis of Lyon see data as essential for transport planning, advocacy and improving sustainability and inclusion. Given the existing decentralised cooperation, it was only natural to collaborate on mobility data at the international level.

As data, sometimes sensitive, is collected by different private and public actors and operators, sharing it is not as simple as expected. To strengthen the links between stakeholders and collective action, Boston, Montreal, and the Metropolis of Lyon have joined forces to draft a Manifesto that defines a framework for sharing mobility data while considering the common good or general interest.

Between April 2020 and for almost 2 years, the three municipalities, Boston, Montreal, and the Metropolis of Lyon, with the mobilisation of the MOVIN'ON ecosystem, wrote three chapters of a Mobility Data Manifesto:

- Access and governance of mobility data

- Responsible management of mobility data

- Application, experimentation and scaling up (the example of kerb sharing)

The Mobility Data Sharing Manifesto results from a systemic, ongoing, and collaborative approach involving several public, private, and academic organisations. It contains principles that engage the private sector and courses of action for municipalities to implement through projects on the ground.

It aims to remain open and inspire other actors, particularly local authorities. It also seeks to optimise and manage mobility services and use its data to meet the requirements of sustainable, social, and environmentally friendly mobility.

1.
Access and Governance

Engagement, Trust, and Governance Frameworks

We are committed to creating a more liveable, stronger, and sustainable city for our residents. The evolution of transport and mobility services towards a data-driven operating environment offers opportunities for engagement with our community and collaboration with innovative private sector partners. But the proliferation and increased influence of mobility data have also created new challenges for managing the processes and thus the data governance. Policy implementation is linked to the quality of mobility data, so it is essential to work towards a robust framework for accessing, sharing, and managing data to maintain constituents' trust. We see that cities are now at a critical juncture: can we rethink how we interact with the street, the pavement, and our urban network while maintaining data governance that protects and engages the public?

Commitment

We strive to improve and create sustainable mobility solutions for citizens, considering that data access and sharing between all actors remains a significant challenge. To optimise these efforts, we need access to a wide range of data, which private actors often control. This reality also applies to individuals who want to discover new data.

Our commitments :

↗ Putting the user at the centre of all mobility and data sharing decisions.

↗ Implement regulations to encourage private companies to share their data in a regulated way.

Trust

Building mutual trust between the public, private actors and local authorities is essential for effectively implementing municipal policies. In the current mobility context, diverging interests can create a real gap between public authorities and the private sector, especially in managing critical and sensitive data. In this context, we ask ourselves how best to manage the complex interaction with the different actors, to strengthen public trust.

Our commitments :

↗ Improve access to data and increase citizens' knowledge of the nature of shared data.

↗ Fostering new, mutually beneficial partnerships.

Governance framework

Establishing a clear governance framework with all stakeholders in the complex mobility ecosystem is essential. We hope to find the critical success factors to enable a global mobilisation of data sharing. The potential for innovation that will add value to citizens' mobility is undeniable by sharing data. While cities have a vested interest in promoting the public good, anyone producing mobility data must have a reason to share it. Cities are striving to anticipate better the expectations of all stakeholders on what they can offer them in return.

Our commitments :

↗ Act as guarantors of the public interest and governance without necessarily managing this framework.

↗ Suggest a data sharing agreement that clearly defines the source and intended use of the shared data.

↗ Create the conditions for the success of the same governance framework: participation, ethics, access to knowledge and privacy.

2.
Responsible data management

Ensuring inclusion, equal opportunities, and privacy

We recognise that the responsible use of mobility data must address privacy, transparency, security, fairness, and inclusion concerns. Whenever data is collected, stored, or shared, cities must comply with the highest standards of protecting citizens' data rights. Mobility data is susceptible and can threaten the security of personal information on location and travel patterns.

Therefore, ethical projects or collaborations must directly address these specific challenges. Furthermore, our goal is to serve all our constituents equitably: an inclusive city must harness mobility data to address entrenched inequalities rather than allowing data-driven policies and work to reflect and perpetuate inequitable realities.

Promoting inclusiveness

We want an inclusive mobility service offer that meets the needs of all citizens and visitors of our cities. Some communities, spaces, periods, or uses are under-represented due to data available for analysis. We want to ensure that we have diverse data to build a comprehensive picture because what we measure ultimately becomes the only reality represented.

Our commitments :

↗ Do not be satisfied with existing data.

↗ To provide resources to develop comparative scenarios and to best plan mobility services.

↗ Ensure an objective system that does not encourage certain behaviour contrary to the public interest because of data availability.

Levelling the playing field

The playing field is not level for all players in the ecosystem. The security standards surrounding mobility data management are often more stringent and restrictive for public bodies than private companies. We want to level the playing field to create an environment for innovation and healthy competition while ensuring the security of user data.

Our commitments :

↗ Define common public and private sector requirements for data collection, storage, use and sharing.

↗ Enable traceability of data to ensure validity and compliance with ethical standards.

↗ Encourage the standardisation of data to facilitate sharing between actors.

Ensuring privacy

Mobility data is sensitive, and misuse can lead to an individual's identification or even tracking. Users who provide their data directly or through mobility services must therefore give informed consent to their use. Risks may also change over time, as may the understanding of consent, so it must be possible to revoke or expire after a certain period.

Our commitments :

↗ Document the data life cycle by establishing a framework and mechanisms for sharing data use and associated risks with the public.

↗ Supervising the surveillance of individuals where it is unavoidable due to functional or legal constraints.

↗ Facilitate understanding consent and establish mechanisms to limit it to a particular context or duration.

3.
Application, experimentation and scaling up

The example of curb sharing

Just as cities are constantly changing, the needs related to the management and use of mobility data are bound to change over time. Public administrations must adapt to this at an evolving pace. They must adopt a posture that allows them to respond promptly and legislate mobility data practices in an informed manner when necessary.

To achieve this, each municipality must surround itself with an available ecosystem committed to experimenting and developing methods and tools to scale up solutions that are deemed viable.

Fact-based planning

Putting the principles formulated in chapters one and two into practice requires the involvement and participation of many stakeholders, public and private. We want to encourage and guide discussions to ensure evidence-based planning for our cities. Sharing knowledge and data is key to achieving this.

In the absence of comprehensive data, cities commit themselves to the following concrete guidelines for planning, especially regarding the sharing of public space.
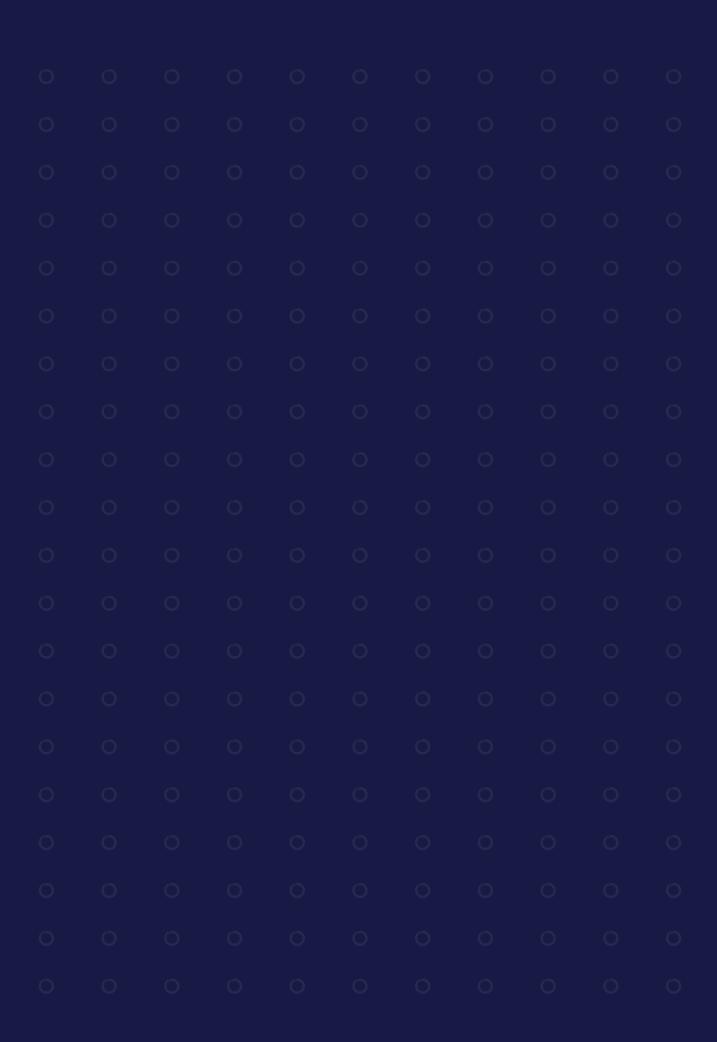
Our commitments :

↗ Promote the collection and public dissemination of data and results of experiments that allow for a better understanding of local issues and the characterisation of the ecosystem.

↗ Contribute to an international community of practice to share our experiences, successes, and failures to feed into global thinking.

From experimentation to scaling up

Many cities worldwide rely on experimentation and innovation to find solutions to urban challenges. This approach generates many ideas and opportunities. However, it can be difficult to scale up some of these initiatives due to the complexity of public administrations, funding methods, available resources or simply a lack of knowledge of the context in which the projects are to be implemented.

Our commitments :

↗ Find ways to open the public administration to communities and private companies to share achievements and define new ways to develop partnerships.

↗ Propose new ways of popularising innovations to facilitate change management and implement projects in local communities.

↗ Present an evaluation framework to ensure a gender analysis from an intersectional perspective on the principles of universal accessibility for temporary solutions.

This Manifesto contains action principles and commitments
from the three municipalities regarding mobility data sharing.
It now paves the way for the implementation of projects in the field,
for example, in the framework of the Montreal in the joint project on mobility
data (Fabrique des mobilités Québec with the support of the MOVIN'ON Lab)
or similar projects in Boston or the Lyon metropolis.

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FROM AMBITION TO ACTION

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