

INTEGRATED AND DIGITALISED: ENABLING MOBILITY SOLUTIONS IN SOUTH AFRICAN CITIES

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ABSTRACT

Informally run transport is increasingly recognised as an enabler of sustainable urban mobility. This talk will focus on how to harness informally run transport data collection projects to improve mass mobility. Integrating formal and informally run transport data in a single, open platform accelerates the use of digitalised data to improve the final passenger experience. Drawing from our own recent successful collection projects in major South African cities, we will discuss how new tools to benefit citizens, operators, and cities can be powered through such a platform-based approach. These lessons from South Africa will provide audiences with the necessary knowledge to optimise informally run transport within their own cities to foster integrated mobility ecosystems.