

# THE IMPORTANCE OF COLLECTING AND DIGITALISING INFORMALLY RUN PUBLIC TRANSPORT DATA IN EMERGING CITIES

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## ABSTRACT

WhereIsMyTransport's purpose is to empower people everywhere to get where they want to go. The reality in African cities, as in many emerging countries, is that the vast majority of the population relies on informal means of transport to access opportunities.

In South Africa, 27.8% of the female population rely on minibus taxi systems to access socio-economic opportunities. In order for government and decision makers to include the needs of marginalised groups in planning emerging cities, they require accurate data on current mobility networks which, often, does not exist.

WhereIsMyTransport has created a unique tool kit to collect and digitalise public transport information in emerging cities. Our expertise lies in collecting data on informally run systems - the minibus taxi in Southern Africa or the Pesero in Mexico City. Our tools and methodologies are designed to collect accurate and complete data on informal mobility system - making these unmapped networks visible for the first time.

By increasing the availability of information on disparate formal and informally run transport systems we now offer an unprecedented opportunity to respond to challenges of equitable access to socio-economic opportunities through a more comprehensive picture of the mobility landscape.

This presentation aims to discuss the implications and applications of data collection projects and data technologies for improved capacity to respond to challenges of mobility access in African cities and provide decision makers and implementers with insight on how to incorporate an information-led approach into their own planning frameworks.