About The Inter-Modal Transport Data-Sharing Programme

The Inter-Modal Transport Data-Sharing Programme is a proposed research programme that will commence with a conference and convene a Working Group to explore alternative data sharing models and framework conditions in unlocking and supporting intermodal transport in Hong Kong. Doing so will drive the local development of smart city applications such as traffic management, electric and autonomous vehicles. It will put long-term urban planning and sustainability policies on a more evidence-based and data-driven footing.

You are receiving this newsletter following your recent indication of support or interest in an Inter-Modal Transport Data-Sharing Programme. This proposed research programme is a collaboration between Associate Professor Zhou Jiaping of the Faculty of Architecture and Dr John Ure, Director of the Technology Research Project (TRP), based at the Social Sciences Research Centre (SSRC) of the University of Hong Kong, and in collaboration with other industry specialists. This newsletter sets out our progress to date. Further information about the programme and associated partners can be found below.

PROGRAMME UPDATE

Support for ITF proposal secured and application ready to be submitted

Good news first: thanks to support from MTR, Thales, Via Transportation and Daimler Mobility, we are now ready to submit the application for the ITF.

Alongside MTR’s focus on improved mobility services for passengers, and with Thales, a provider of Big Data Analytics tools for passenger journeys, Via, an on-demand mobility service provider and Daimler’s mobility blockchain platform, we are looking forward to exploring new ideas for Hong Kong’s transport system.

Fora on Inter-modal Data Sharing with Lessons from the Transport Sector

Two phases of research for the Inter-Modal Transport Data-Sharing project have been shared with stakeholders during Phase 1 and Phase 2 fora funded by MTR and KMB respectively. All of the major transport companies and associations in Hong Kong participated in the Phase 1 presentation on 27th May 2019, and two fora were held for Phase 2 presentations on 24th June 2019. Ten Government agencies participated during the Phase 2 morning meeting, with 32 participants for Phase 2 afternoon session from different sectors that include NGOs, transport consultants, data analytics service providers and academics. All three fora were well-attended and well received, confirming acceptance of the ‘proof-of-concept’ for the consultative approach being taken. In particular, a focus has emerged on the importance and practical value of multimodal 'use...
cases’, with operators and government agencies demonstrating strong interest.

Use cases will form the basis of the future research for the TRP Team working closely with transport companies, government agencies and sponsors. The team intends to use the ‘policy sandboxing’ approach to test the feasibility intermodal transport data sharing using a variety of desktop methods to prioritise candidates for potential on-road pilots in Hong Kong.

Presentation slides for the forums can be accessed here.

**INDUSTRY DEVELOPMENTS & INSIGHTS**

**Transport Operators and Government Can Explore Innovative Data Sharing Models**

In June, our research team member Waltraut Ritter presented on transport data sharing in Hong Kong at an expert roundtable at the UITP Global Public Transport Summit in Stockholm. For Public transport operators and authorities, the value of data for public transport is currently a "hot" topic in many cities. Millions of data points are generated every day in every transport network, creating many opportunities to better understand customer behaviour and operational performance in order to develop new value-adding services and, more critically, to prepare for zero or low carbon mobility to address the climate emergency. The Transport Department in Hong Kong is asking all operators to open up ETA (Estimated Times of Arrival) under the Open Data policy, however, many operators in Hong Kong are private companies. For business to support government data sharing, different business models could be explored. Apart from ETA data, here are also many other types of data:

- Repository Data: GTPS (network maps, schedules stop times)
- Passengers Wi-Fi connections, GPS and geolocation, social networks
- Operations (ATS, routes and stops, mileage, real stop times)
- Open Data (demographics, economic data)
- Ticketing (ticket validation, tracking number, timestamp & location
- Origin-Destination (OD) passenger movement on the network
- Passenger Load: analysis of occupancy and identification of systemic excess or inadequate capacity

The awareness and know-how on how public transport can create value from data is creating a new environment which transport authorities around the world need to actively shape in order to keep control on technological developments.

**Intermodal transport data sharing: How are other cities doing it?**

**Vienna**

Started about 3 years ago, the major public transport operator (Wiener Linien) and utility company (Wiener Stadtwerke) set up a public company called Upstream Mobility. Right from the start Vienna realized that a common digital infrastructure is needed in the public interest to ensure sustainable non-discriminatory access to mobility for all people.

While the central mobility data platform is in public hands, it gives both public and private operators access to anonymized data. Private operators benefit from joining it as they receive additional sales channels and greater presence,
reaching more users than through their own app. Value added, anonymous and GDPR compliant mobility data from Upstream Mobility are available to all partners. The mobility data solution is the basis for the end-user app WienMobil.

In addition to the public transport services (tram, bus, metro) there are 2 bicycle sharing, 2 car-sharing, private rail, car rental, parking and 2 taxi operators accessible under WienMobil. Additional operators can join the platform subject to negotiation with the mobility service provider. Upstream Mobility offers information, routing, access, billing and location data (GPS).

WienMobil offers a high degree of customisation, users can choose between three different walking speeds, set filters, such as only showing public transport, only bicycle routes, as well as choose level of data-sharing with the platform. The success of WienMobil has led to partnerships with other cities; Hamburg recently became a client of Upstream Mobility.

**UPCOMING WORKSHOP**

**Workshop on Use Case Development**

A workshop is being planned for end of October 2019 (open to all interested stakeholders), to jointly work through use-case methods and models of data classifications for the purposes of multimodal data-sharing, drawing upon our discussions with operators, TD and other stakeholders. The workshop is part of Phase 3 (Sept-Nov 2019) of our programme, which aims to build a solid background and common ground before ITF programme begins. This phase of knowledge sharing and collaboration with all stakeholder further supports the principle that the programme should be transparent, accessible and inclusive.

**COMMUNICATIONS PREFERENCES**

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**JENNY WAN**

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