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Presentation Title: Using Data To Unlock Multimodal Transportation And Enable A New Mobility Paradigm

Abstract: As one of the largest emitting sectors, transportation is a critical lever for mitigating climate change and improving the health of communities. At the same time, transportation systems are essential for supporting access to education, employment, and healthcare. Particularly for developing and rapidly growing cities around the world, designing, operating, and regulating transport systems to meet growing demand in a way that enables and motivates citizens to make clean transportation choices will be critical to ensuring that cities are livable into the future. Enabling seamless multimodal transportation, particularly as a means of increasing ridership on public transit, is a key component of the sustainable mobility transition. If cities can ensure that getting from point A to point B by connecting several modes is just as efficient and convenient as using a private vehicle, consumers will be incentivized to shift to shared transport, in turn improving air quality and reducing congestion. Data collection and sharing is key to unlocking multimodal mobility. Yet many transport operators are hesitant to share data, or do not collect adequate data. How can transportation operators be incentivized to change their behaviors around data collection and sharing, in order to ultimately drive a behavioral shift in how citizens move? Rocky Mountain Institute is exploring these questions in Indian cities through a data sharing pilot in Bangalore and convenings with a network of cities throughout the country. In Bangalore, RMI has brought onboard a diverse set of transportation providers to develop and test technical and governance infrastructure to motivate data sharing across modes of transport, to prove that everyone can benefit from a collaborative approach. This presentation will provide an overview of the experiences and lessons learned from RMI's ongoing work with Indian cities to motivate a paradigm shift toward data sharing and multimodal transportation.