

Bogotá's first steps towards big-data-driven public policy

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The importance of data for transport authorities is unquestionable



• Good data assist in:

- Transparency and accountability
- Public policy formulation/evaluation
- Impact analysis
- Traffic management
- Transport/transit planning
- Road safety...

• Data revolution in place

- Big data from multiple sources
- Waze, GTFS, etc.

• However, local agencies suffer from:

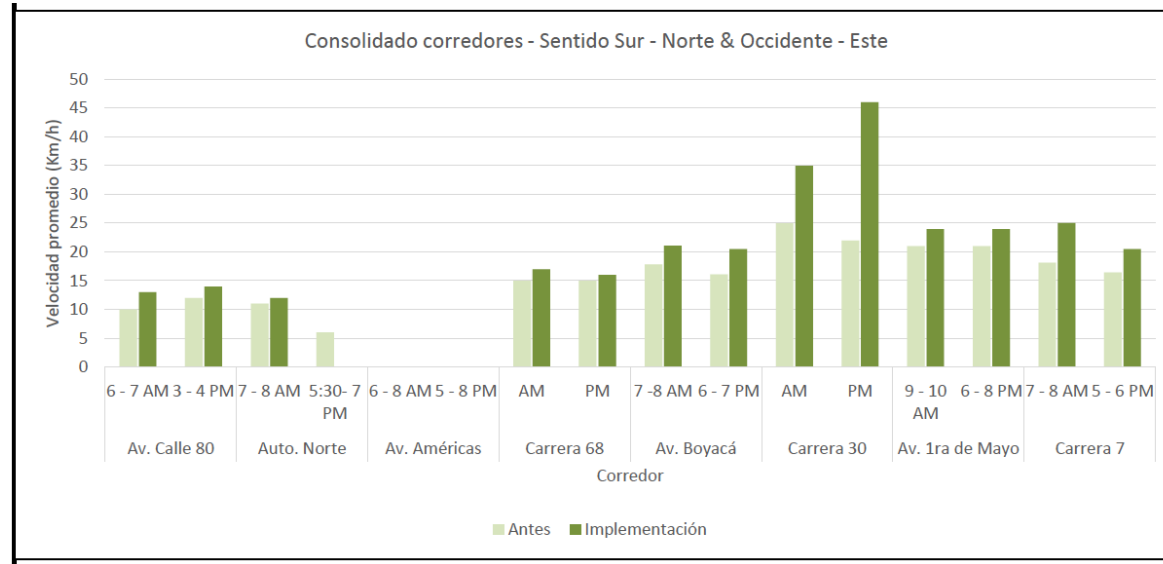
- Expensive/slow surveys
- Limited technical capacity
- Legal framework restrictions
- Unbespoken confidentiality



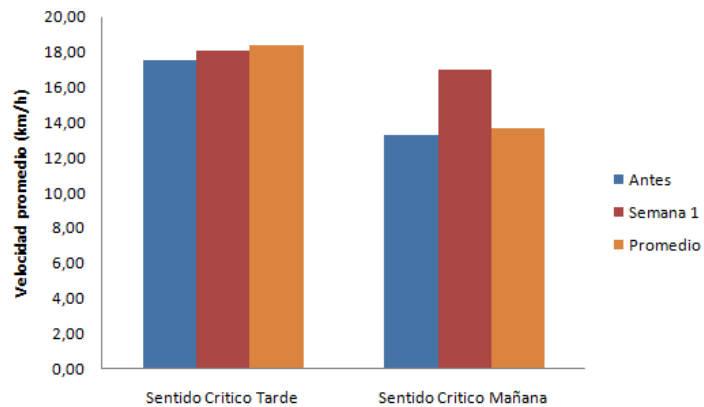
We have more Data. How we use it

• New challenges for the professionals, institutions, Research Centers and Universities

- OD Information
- Speeds and volumes
- Freight conditions
- Before and After



Velocidad Calle 19



E.g., data collection in Bogota, Colombia until 2016

Manual surveys



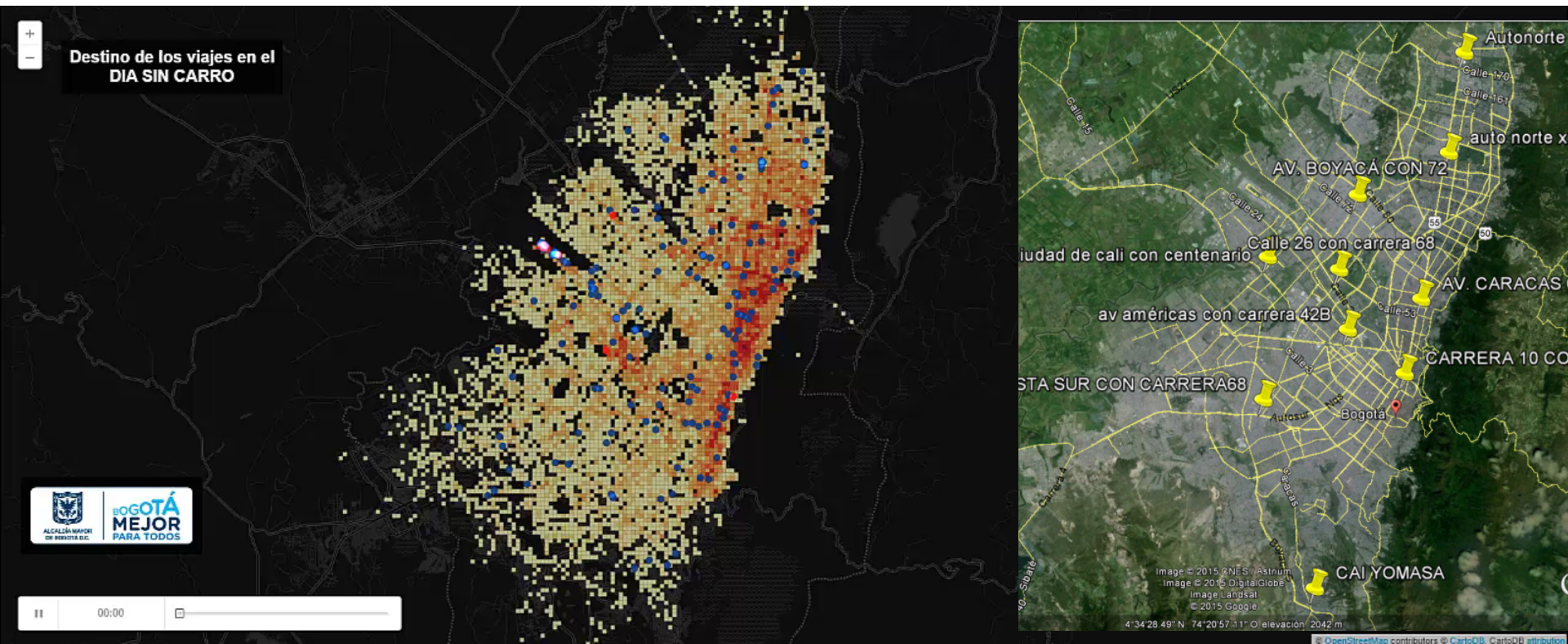
Bureaucratic processes



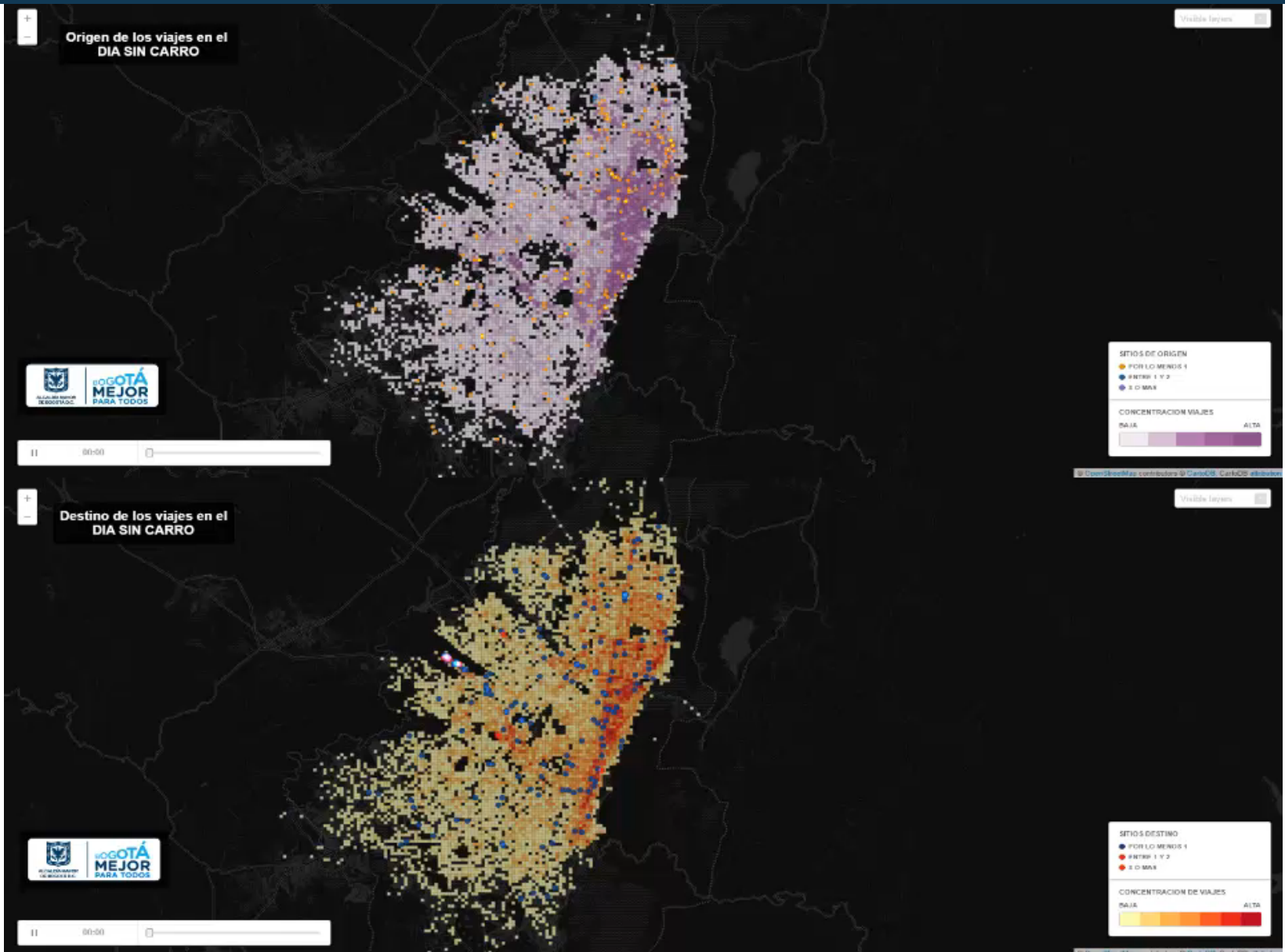
Limited capacity



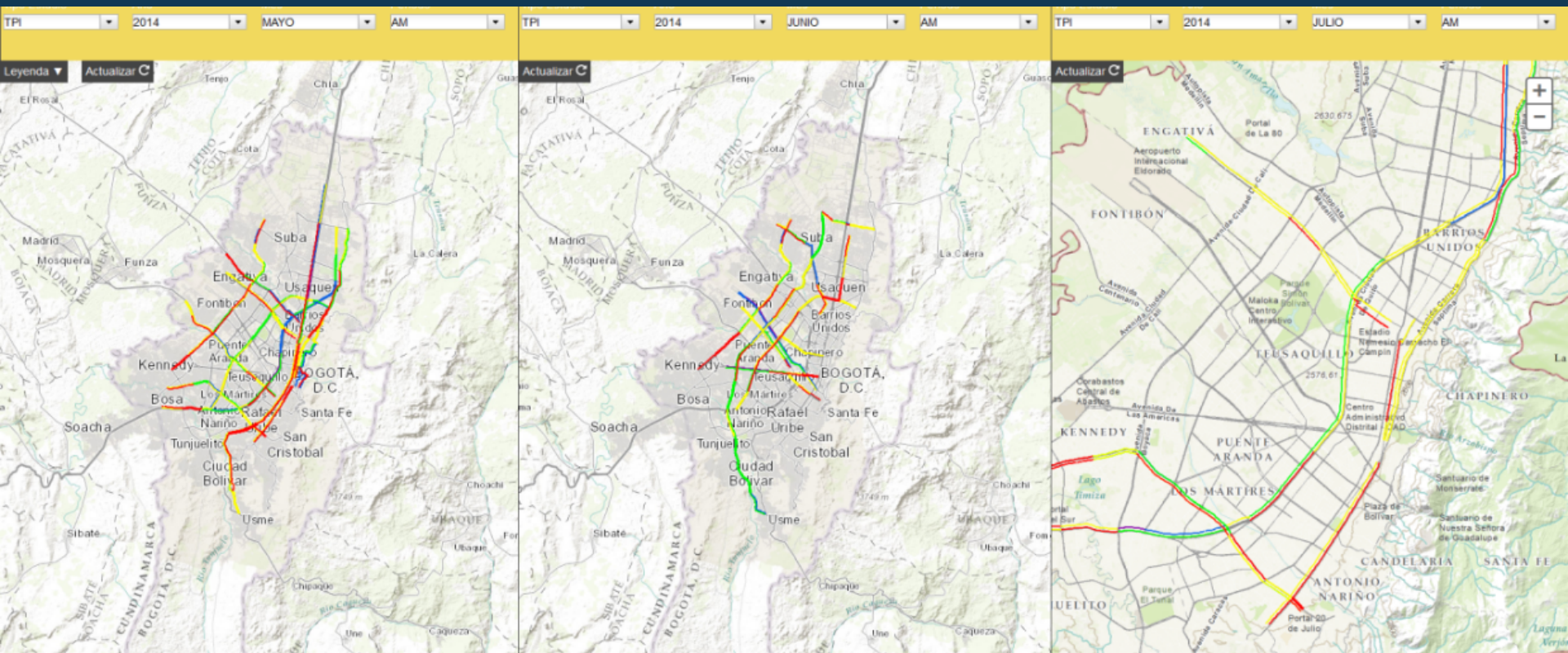
With low investments and a bit of cooperation from the private sector



Origins and destinations from taxi-booking data



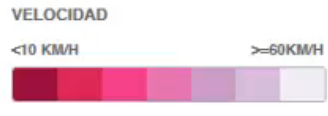
Speeds: from 1 snapshot per month to 1 snapshot per minute



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Change basemap Options

HORA 12 AM - 1 AM



Bogotá's work on 2016

- Tappsi
- Prosperity fund
- Waze
- CAOBA
- Google Transit
- Data Hackaton



Six challenges for public agencies

- Trust building:
 - Are private parties willing to exchange data?
- Legal framework:
 - Can you get access/buy info from private parties? Privacy?
- Technology:
 - Are you prepared to securely store and manage the data?
- Methodology:
 - Are your personnel experienced in handling these kinds of data and analyses? Are there any standards?
- Scalability:
 - How can you scale up the number of partnerships?
- Integration
 - Can these data be easily integrated with current systems? Can you share the data with other authorities?

- Make use of available “standard” partnerships
 - E.G. Waze, Google transit
- Send a signal of trust
 - Open up your data
- Overcome quickly the legal and trust barriers

- Big-data isn't unattainable, instead it is the low-hanging fruit.
- It's not about the next step, it's about a GIANT leap forward.
 - From 1 snapshot per month and limited coverage to 1 snapshot per minute and full city coverage
- Still, big investments are necessary (e.g. CCTV)
- Trust building and legal framework are the main barriers.
 - Local agencies would benefit from international guidance on these issues
- New capacity needs to be built

Contact

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