MobiliseYourCity Mastering Mobility Modules

Data types and data collection methods for an urban mobility diagnosis

DATE at TIME (TIME ZONE) – Insert link for joining the session

1. Description

Understanding urban mobility is the first thing cities need to do when planning for urban mobility. In this session, we will present the data required to conduct an evidence-based status quo analysis of your city’s mobility system and what such a status quo looks like. We will also discuss how to collect data after the covid-19 pandemic and the consequences of low-data environments for sustainable urban mobility planning.

1. Learning Objectives:

* Define an urban mobility diagnosis and understand why it’s essential to do one as part of an urban mobility planning process
* Identify the requirements and steps for conducting an urban mobility diagnosis
* Define the types of data needed to conduct an urban mobility diagnosis and their corresponding data collection methods
* Reflect on how to close data gaps in low-data environments

1. Speakers:

* **Person 1** | Position | Organisation (Moderator)
* **Person 2** | Position | Organisation
* **Person 3** | Position | Organisation

1. Agenda

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| **Time** | **Activity** | **Responsible** |
| **10:00-10:10** | **Welcome and Housekeeping (10‘)** | **Moderator** |
| **10:10-10:15** | **Icebreaker (5’)** | **Moderator** |
| **10:15-10:20** | **Urban Mobility Diagnosis: in the context of sustainable mobility planning (5’)**   * The importance of collecting data in the planning process | **Speaker** |
| **10:20-10:25** | **Why Mobility Surveys (5’)**   * Why is data required? * What is the data collection process? | **Speaker** |
| **10:25-10:45** | **Types of Mobility Surveys (20’)**   * What types of surveys can be carried out? | **Speaker** |
| **10:45-11:05** | **Methods of Data Collection (20‘)**   * Steps for survey plan design and implementation * Key methods used for data collection * Risks to data collection and considerations | **Speaker** |
| **11:05-11:25** | **Breakout Groups (20’)** | **Moderator** |
| **11:25-11:30** | **Questions, Feedback and Farewell** **(5’)** | **Moderator/Speaker** |