

Measuring New Mobility

Case studies and best practices

11th ITF Statistics Meeting
15-16 April 2025



2023



2024

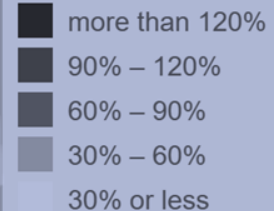


New mobility services have become a small but important – and popular – component of urban mobility

**Additional vehicle
hours of delay (VHD)
due to TNCs
San Francisco (2018)**

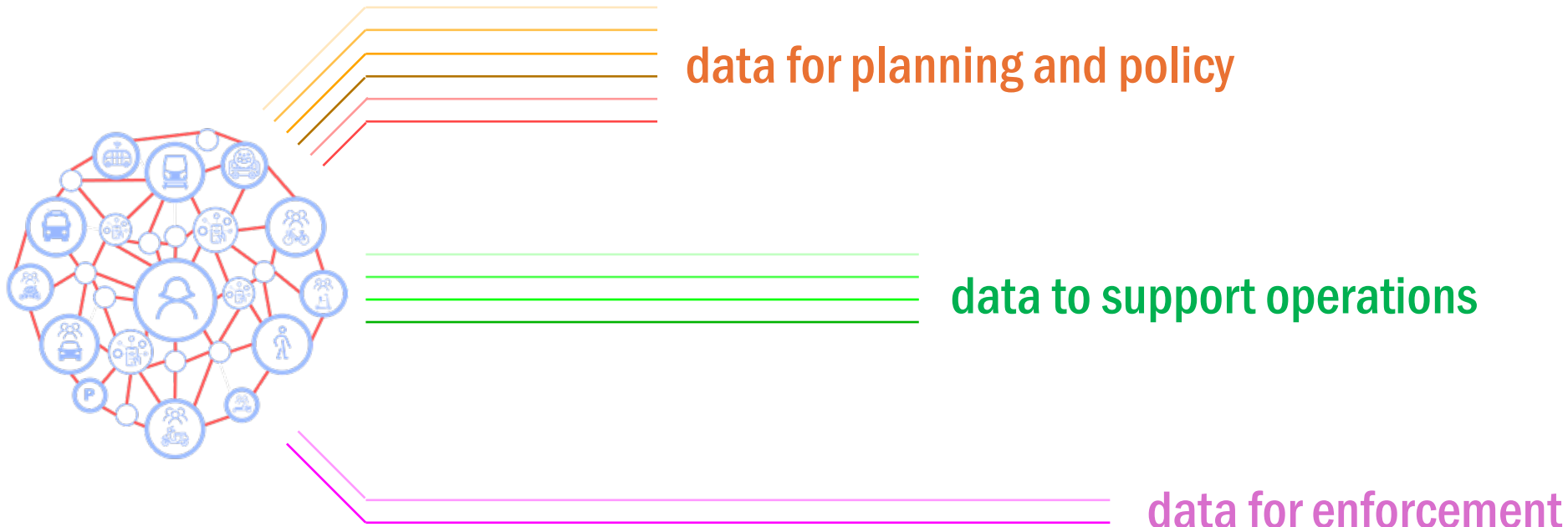
**Despite their widespread benefits,
new mobility services may also
negatively impact people and cities
if they are not managed effectively.**

VHD % Diff



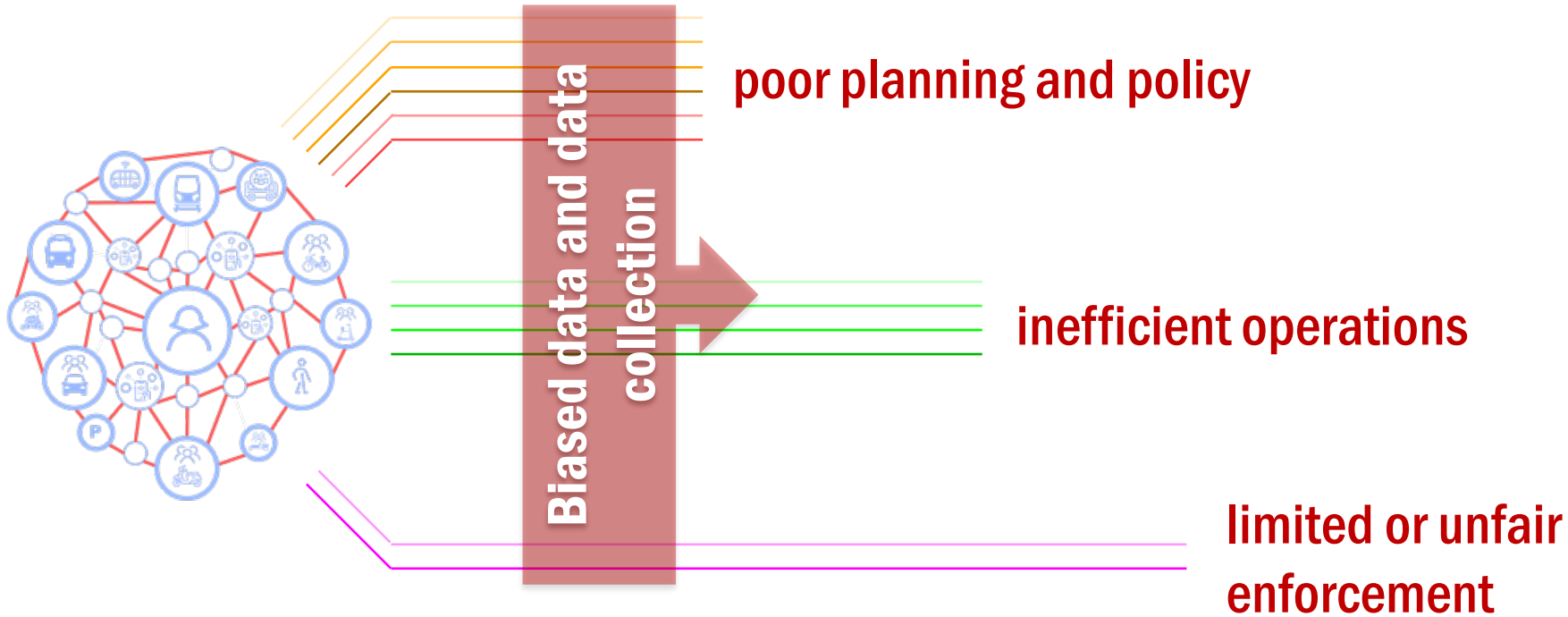


Measuring these services helps local authorities understand their benefits, monitor their negative impacts and guide policy interventions when they are



**Purposive data collection
and reporting --
measurement not just for
the sake of measurement**

← aggregate, public → granular, sensitive

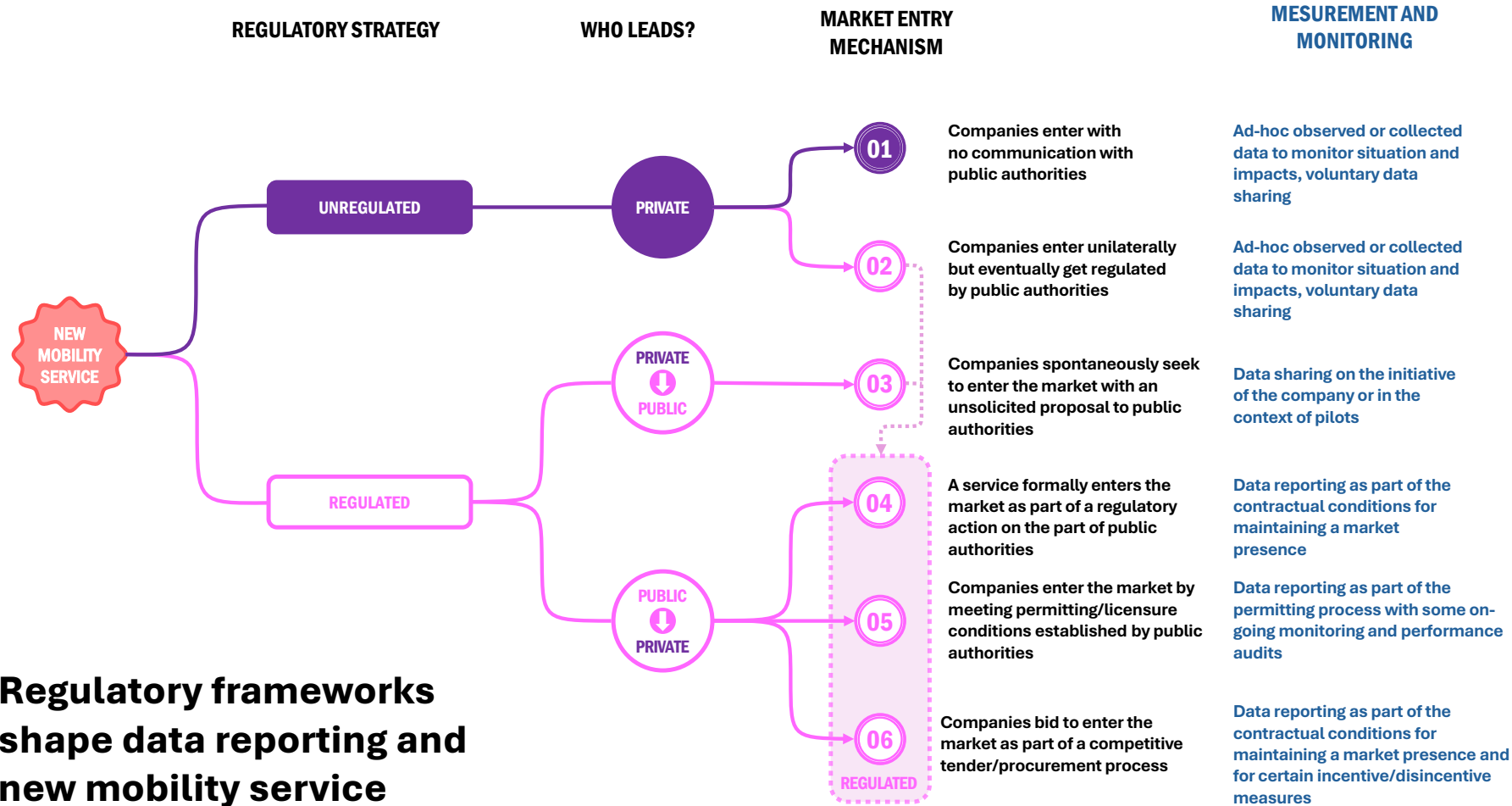


Biased data and data collection lead to biased and ineffective policies



**Different levels of government
have different responsibilities
and measure different things**

**Regulatory frameworks differ by
mobility service**



Regulatory frameworks shape data reporting and new mobility service monitoring



Reference guidelines for mobility data collection by public authorities

1. Fundamental basis for data collection is documented
2. Data collection is purposive on that basis
3. Data processing is transparent and relevant
4. Sharing of sensitive data is limited and documented
5. Appropriate data retention and destruction policies for sensitive data are in place.

Case studies



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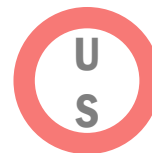
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Procurement and Licensing

Careful design of either procurement or licensing processes are the cornerstone of an effective performance management programme for shared mobility services.

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Performance indicators

Authorities face practical constraints in developing performance measurement programmes, including the legal authority to request specific data – especially for ride-sourcing. These constraints are linked to who has authority to regulate different services.

Case studies insights



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Data quality, processing and management

Data quality and accuracy was a recurring theme as was lack of skilled staff. Low accuracy in vehicle position data makes it very difficult to apply precise geo-located speed, pick-up/drop-off or parking restrictions. Third-party data processors can help bridge agency capacity gaps.

Recommendations

Limit reporting requirements to data that are essential for carrying out public authority mandates

Co-ordinate new mobility data collection with existing data reporting and measurement efforts

Co-ordinate data reporting across all levels of government

Develop public authority capacity to collect, process and analyse new mobility data



Thank you

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