



# Mobility Vision+

ENHANCING YOUR FUTURE OF URBAN MOBILITY

## Sustainable Smart Mobility and City Planning Technologies: Co-Creation with LGUs

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12 December 2024

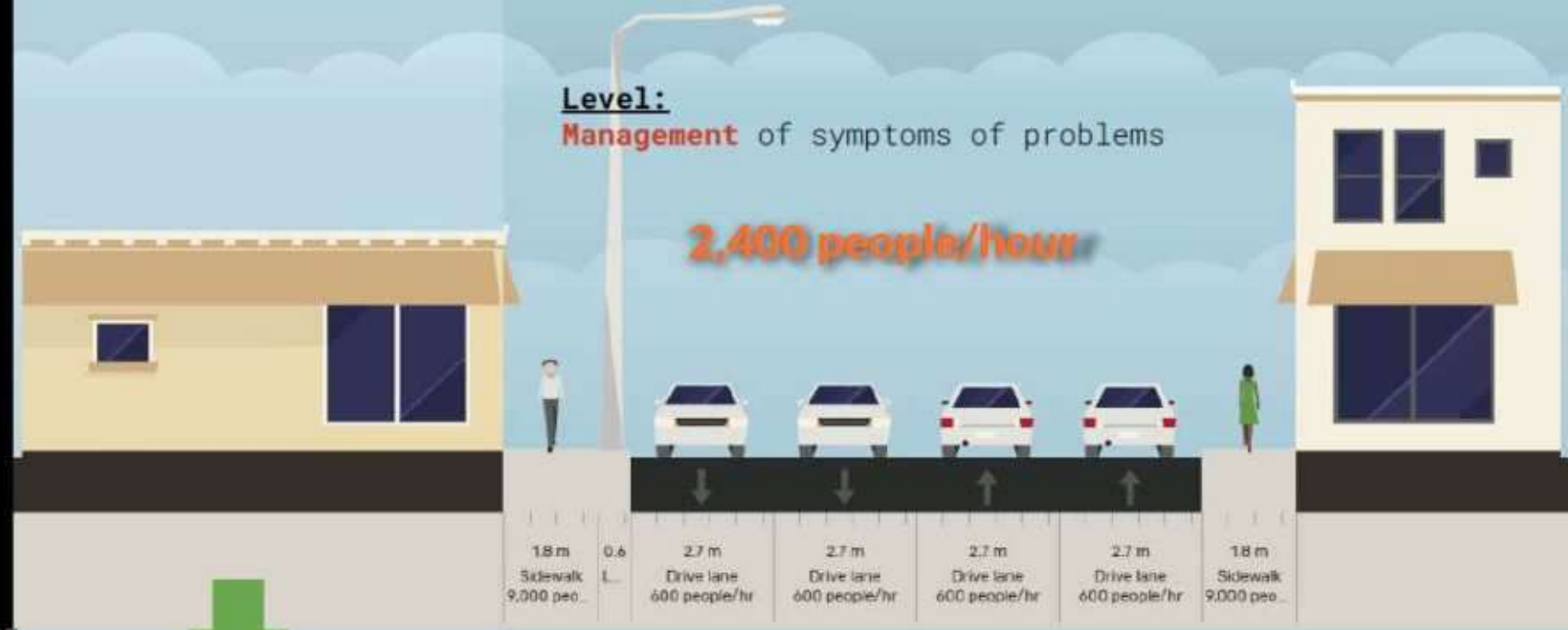
Liveable Cities Philippines

# Big picture problem

# TODAY

## Vehicle-oriented TRAFFIC management

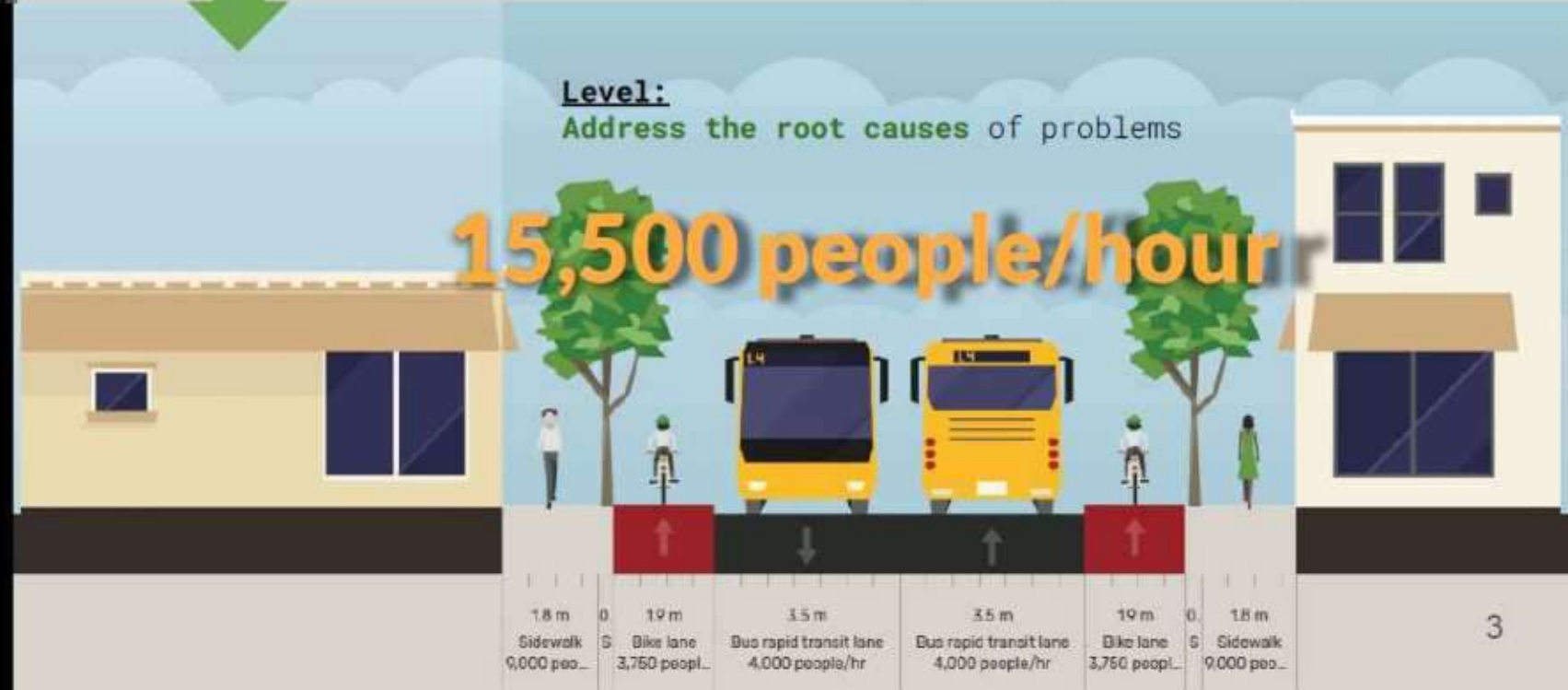
Volume of  
vehicles



# TOMORROW

## People-oriented MOBILITY planning

Volume of  
people  
(occupancy of  
vehicles)



# The local problem

# ***Transport planning process***



**Slow**



**No technical capacity at LGU**



**Expensive complex tools**

**How does Mobility Vision+ solve this?**

**Make mobility\* project and budget justification easy.**

*\*Includes infrastructure and policy measures for transportation and traffic*

faster and easier data

**collection**

faster scientific

**analysis**

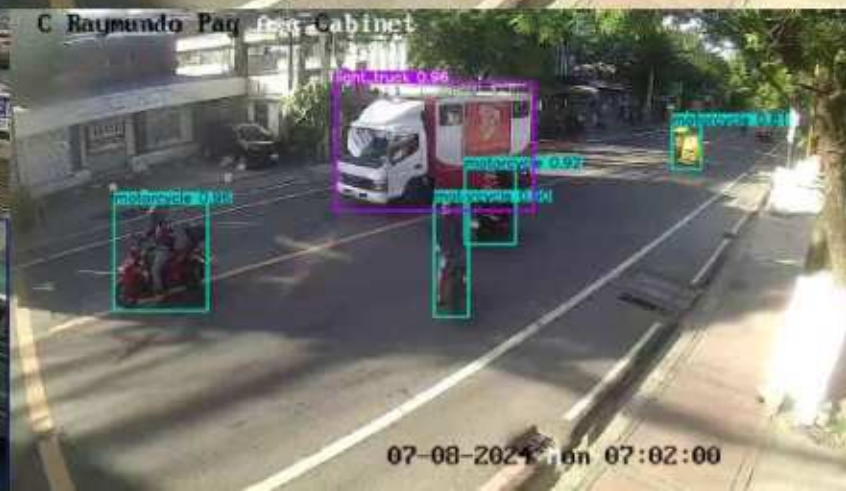
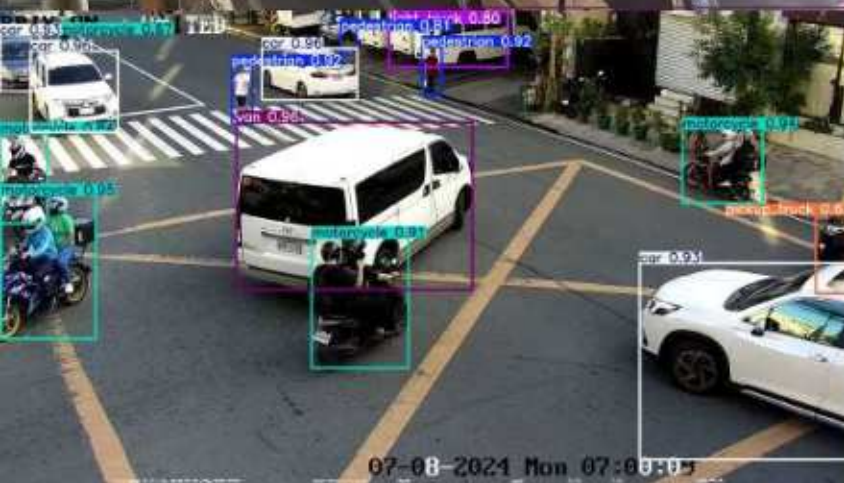
faster data-driven

**actions**



# Easier Data Collection: CCTV/Portable Cameras





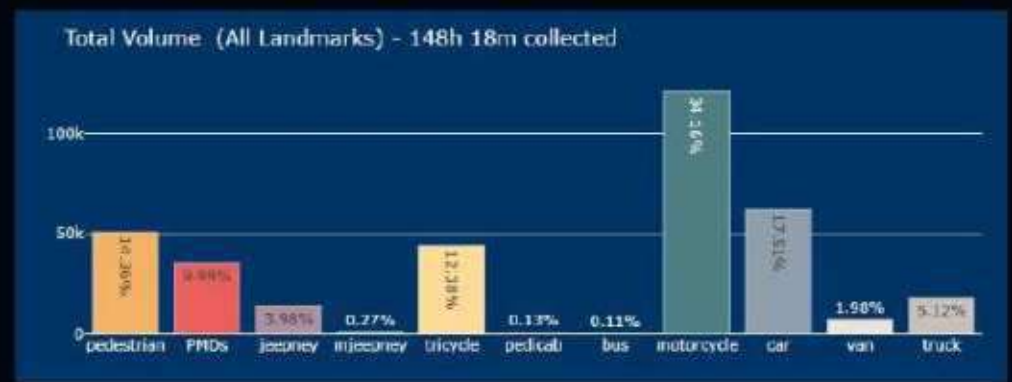
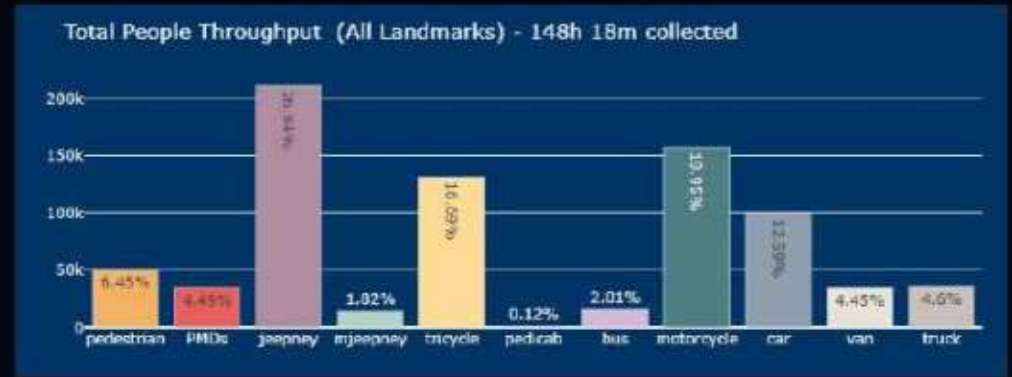
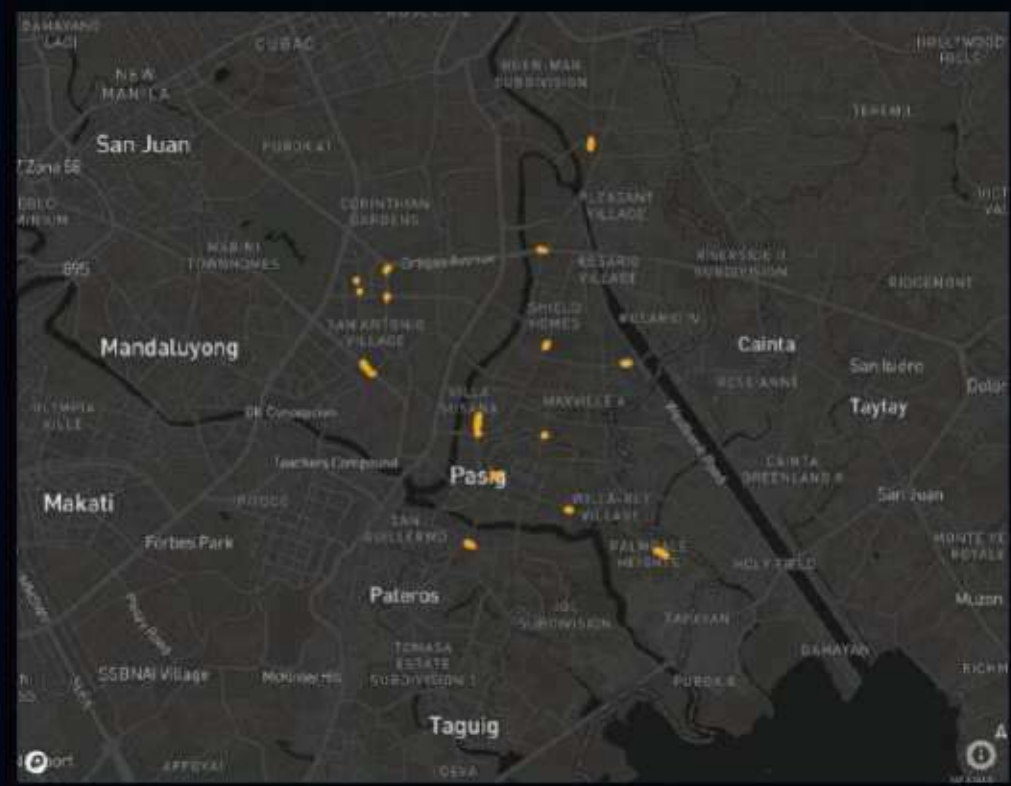
# Faster Analytics: Mobility Demand – Traffic Counts



Powered by Mobility Vision+

- Seermo
- Main Dashboard
- Traffic Counts**
- General Reports
- Traffic Violations
- Infrastructure Reports
- Traffic Speed Profile
- Public Transportation

## Traffic Counts Summary Dashboard



# Easier Data Collection: Smartphones





### Infrastructure Asset Management

Ensuring the Optimal Condition and Maintenance of Urban Infrastructure

- Helps city admin staff, planners and decision-makers effectively manage and maintain street infrastructure.
- Gives valuable insights into the state of infrastructure, helping prioritize maintenance and improvement efforts for safer and better-quality public facilities.



### Effortless Traffic Violation Reporting

Report traffic violations easily, empowering enforcers and citizens alike.

- Empowers local government units to effectively monitor and enforce traffic regulations through a mobile app.
- Provides a user-friendly platform for citizens to report traffic violations, facilitating community engagement in road safety initiatives.
- Violation reports help identify dangerous areas and drivers (with Single Ticketing System).



### Citizen Engagement & Empowerment

Enable citizens to actively participate by reporting, rating, GPS tracking, and contributing information on urban mobility.

- Enables local government units to tap into community insights and gather valuable feedback on mobility issues.
- Fosters collaborative governance and strengthens the relationship between the government and its constituents.
- Every citizen is empowered to take photos, videos, and track their trips using their phone's GPS. They can also track the progress of reports.

### Streamlined Road Incident Management

Digitize and report road incidents for improved traffic management

- Enables efficient reporting and analysis of road incidents to identify accident-prone areas and prioritize interventions.
- Enhances data accuracy and accessibility for evidence-based policy formulation and targeted road safety measures.
- Streamlined forwarding of incidents to relevant authorities.



# Faster Analytics: Mobility Supply - Mobile App

## Pasig City Infrastructure, Crash, and Traffic Violation Reports Map

☰

LUNGSOD NG  
**PASIG**  
UMABOS ANG PAG-ASA  
Powered by **Mobility Vision+**

Seemio

Main Dashboard

Traffic Counts

**General Reports**

Traffic Violations

Infrastructure Reports

Traffic Speed Profile

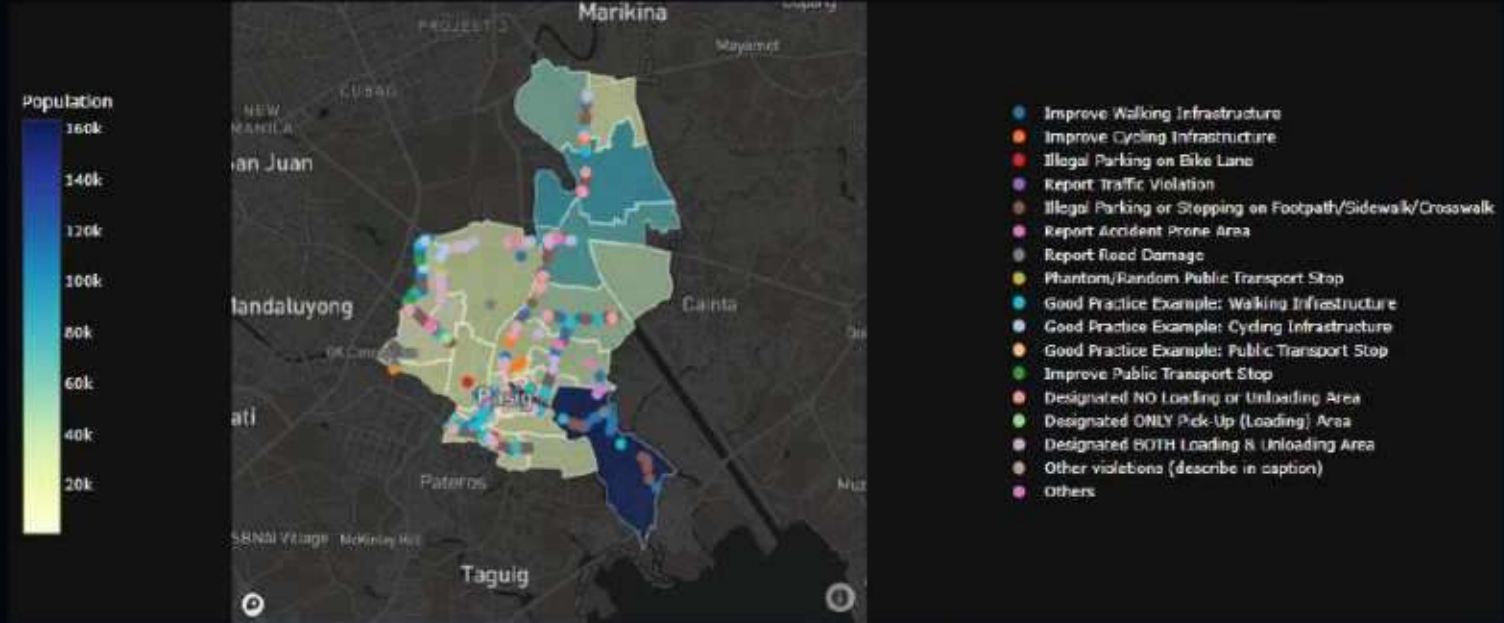
Public Transportation

Select Year  
x 2022 x 2023

Select Month  
x January x February x March x April  
x May x June x July x August  
x September x October x November  
x December

Select Day of the Week  
x Monday x Tuesday x Wednesday  
x Thursday x Friday x Saturday  
x Sunday

Select Hour Range  
0 2 4 6 8 10 12 14 16 18 20 22



Total Number of Reports: 405

### General Reports Image Viewer



### Report Details

Reporttype: Improve Walking Infrastructure

Email: regting@gmail.com

Timestamp: 2022-08-01 15:25:05

Caption: nan

Avg Rating: 1.5

Barangay: Kapitolyo



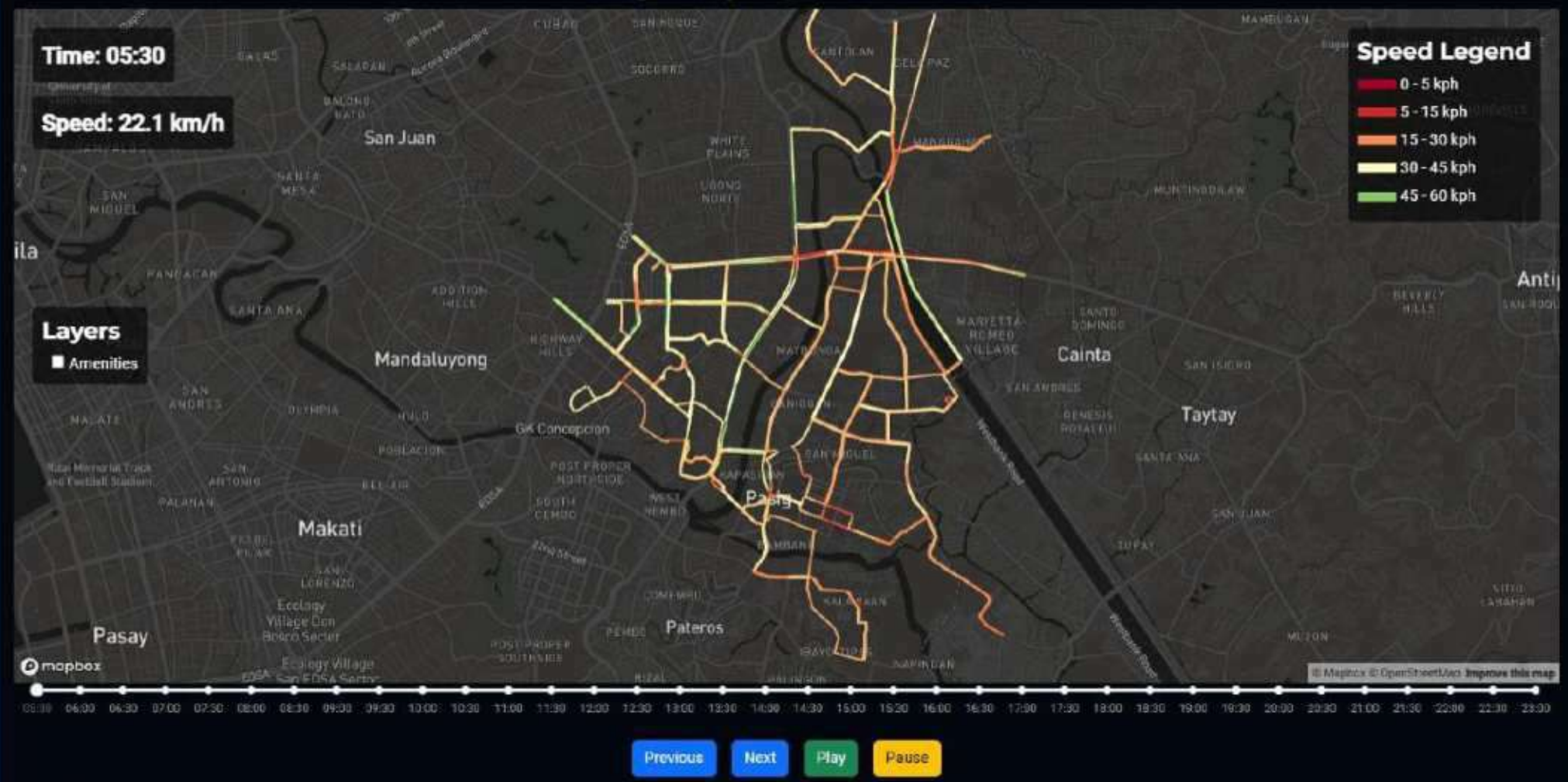
# Faster Analytics: Operational Info - Traffic Speed Profile



Powered by Mobility Vision

- Seemo
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- Traffic Speed Profile**
- Public Transportation

## Pasig City Speed Profile



Select OD Pair:

Select an OD Pair

Previous Next Play Pause





make transport planning easy



# Faster Actions: Make Transport Planning Easy



Powered by Mobility Vision+

seermo AI

Main Dashboard

Traffic Counts

General Reports

Traffic Violations

Infrastructure Reports

Traffic Speed Profile

Public Transportation

## seermo AI Transport Doctor Companion

Select Data to Feed Seermo:

Select...

Question: Hi seermo, can you summarize the mobility infrastructure reports in Pasig City?

Certainly! Here's a summary of the mobility infrastructure reports in Pasig City based on the available datasets:

### 1. Total Reports and Average Ratings:

- The reports cover various barangays in Pasig City, with the total number of reports varying significantly across different areas.
- Average ratings for these reports range from around 2.22 to 3.09, indicating varying levels of satisfaction or concern among residents.

### 2. Good Practice Examples:

- Cycling Infrastructure: Several barangays reported good practices in cycling infrastructure, with notable mentions in Bagong Ilog, Caniogan, and Santolan.

What are the average traffic speeds in Pasig City per barangay? What are the peak hours for slowest speeds?

Ask seermo

# Why Mobility Vision+?



**Engineering**



**Homeowners Association**



**DRRMO**



**Ugnayan**



**Traffic and Parking Management**



**City Planning & Development**

# Citizen-Centric Traffic and Infrastructure Monitoring System for Long-Term Sustainable Urban Mobility and City Planning



August 2022



July 2023



October 2024



Funded by the NEDA Innovation Fund  
Proposal Submitted as Pasig LGU-hosted  
DOST Balik Scientist

November 2024



# Clients & Partners



**Department of  
Science and  
Technology**



**Balik (Returning)  
Scientist  
Program**



**City of Pasig,  
Philippines**



**City of Taguig,  
Philippines**



**National  
Economic and  
Development  
Authority  
(NEDA)**



**Department of  
Transportation  
(DOTr),  
Philippines**



**Quezon City,  
Philippines**



**City of Baguio,  
Philippines**



**MPT Mobility, an  
MPTC Company**



**City of  
Mandaluyong,  
Philippines**



**Mandaue City,  
Philippines**

# Clients & Partners



**De La Salle  
University -  
Manila**



**Technological  
Institute of the  
Philippines**



**Emilio  
Aguinaldo  
College - Cavite**



**Pamantasang  
Lungsod ng  
Pasig**



**Taguig City  
University**



**Cebu Institute of  
Technology**



**Minimotors  
Dualtron  
Philippines  
Personal Electric  
Mobility  
Distributor**



**Move As One, a  
Coalition of  
Sustainable  
Mobility  
Professional and  
Advocates**



**Electric Kick  
Scooter  
Philippines  
Personal Electric  
Mobility  
Advocacy Group**

# Benefit-Cost Ratio

25 : 1

Mobility Vision+  
Studies\*

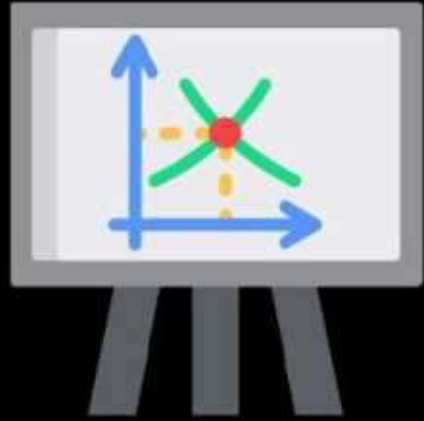
Traditional  
Study

*\*Within the same 1-year time frame depending on study*

99.9%

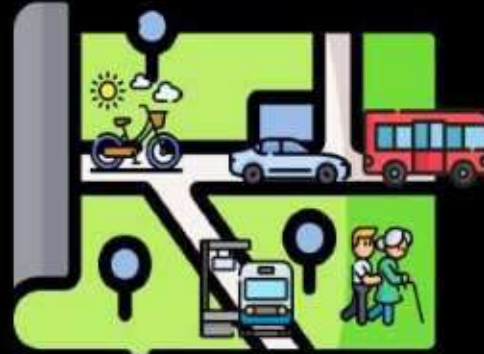
More accurate than traditional

# MoVi+ builds the holistic mobility context



## Demand

- Videos
- *Telco data (if available)*
- GPS tracks



## Supply

- Photos
- Secondary map data
- Route information



## Operations

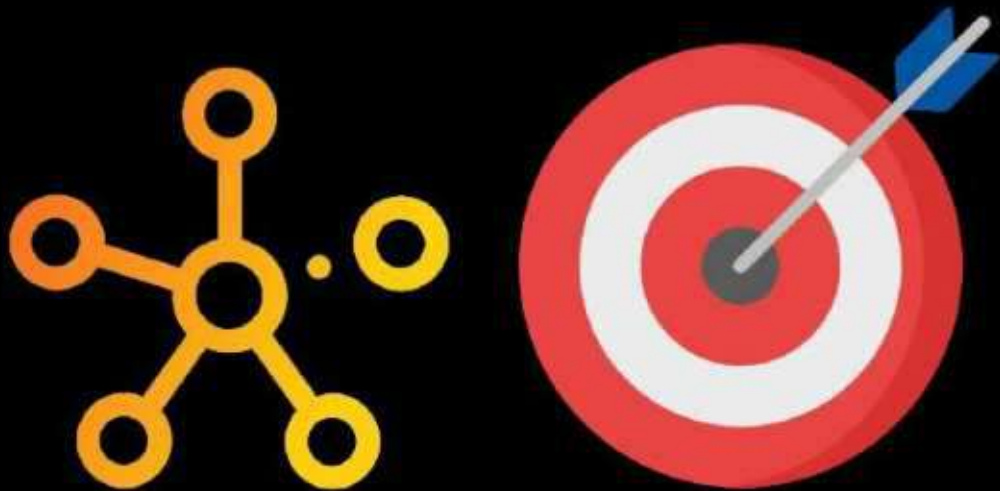
- GPS tracks/Speed
- App-based monitoring
- How performant is a route and/or mode?



## Business + Strategic Lobbying

- Econometrics of traffic
- Public transport business
- Sharing systems
- Sustainability of business and transport planning





**Cut Sustainable Mobility Planning and Decision  
Making Time from Years to Hours**

***“Design for the traffic we want, not the traffic we have”***

The practices in the last half a century have not improved the situation and we keep on looking for external factors that are the root cause, when in fact, it is right there in the ***inefficient space allocation*** to move the people as optimal and sustainably as possible.





## Let's shape the future of our cities!



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