



MOBYCON

PLAN • DESIGN • LEARN

COMPUTER SAYS NO
DATA FETISHISM
BLOCKING A CYCLING
TRANSFORMATION

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QUESTION 1: HOW DID THE NETHERLANDS BECOME A 'CYCLING COUNTRY'?



A lot of data was collected by scientists and the community. This data fed into political rational decision processes. Cycling policy was developed based on statistical facts, leading to cycling infrastructure implemented on the best location.



There were many discussions among governmental agencies and other stakeholders about cycling and wide concerns about safety. Based on this, a process was established leading to a vision/agreement called 'duurzaam veilig'. It was not a perfect agreement, but a base to work on to have a clear safety perspective, also allowing for criticism and experiments. Duurzaam Veilig guidelines classified streets, and fostered the use of traffic safety/calming measures. It has been taken up by all practitioners. Development continuously takes place in a network of experts and practitioners, leading up the current development of Duurzaam Veilig 3, which is more comprehensive, including human and psychological perspectives.

QUESTION 2: HOW ARE OTHER COUNTRIES PLANNING TO BECOME A 'CYCLING COUNTRY'?



They want to collect data by scientists and the community. This data will feed into political rational decision processes. Cycling policy will be developed based on statistical facts, leading to cycling infrastructure implemented on the best location.



Governmental agencies and other stakeholders start to discuss cycling and the concerns about safety. A process will be established leading to a the vision/agreement. This is not a perfect agreement, but a base to work on, allowing for criticism and experiments. Development continuously takes place in a network of practitioners to make sure it fits the implementation needs.



DAILY ENCOUNTERS



ADFC (2020)

For what?

DATATHON Hosted by HERE Technologies
MOBIDATALAB
Join the brightest tech minds for a 2-day datathon and contribute to solve real mobility challenges!

- 15 - 16 May 2023
- Monday, 15th: Afternoon
- Tuesday, 16th: Full day + Evening
- Stellwerk Nordbahnhof Berlin/Virtually

REGISTER NOW
at mobidatalab.eu

Mobidatalab (2023)



*Walking and cycling data. Practice, challenges, needs and gaps.
(Ramboll, Smart Mobility. November 2022)*

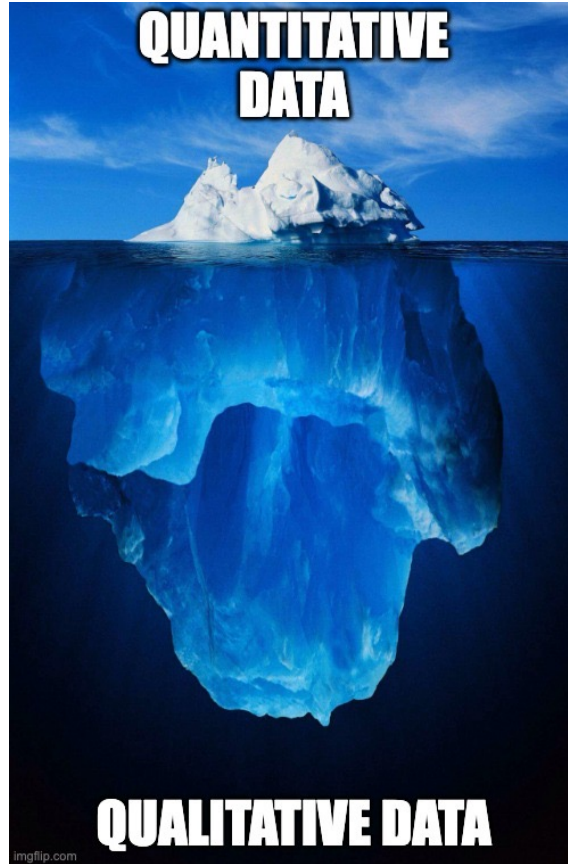
Verlagerungspotenzial = CO2



ADFC (2020)

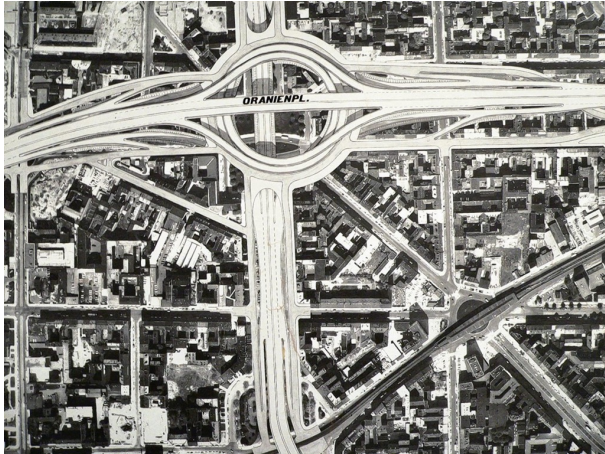


Mobycon (2023)



Planning perspectives

Technocratic planning model



FHXB-Museum

Statistical approach to disorganise complexity

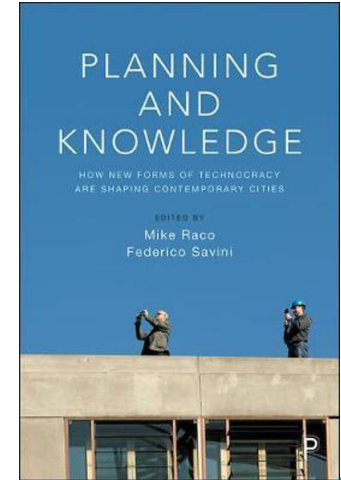
People, bottom-up, mix, neighbourhood



https://en.wikipedia.org/wiki/Jane_Jacobs

Qualitative research and integrated bottom up cooperation processes

Smart city – New technocracy



Statistical approach dominance is back, but now more neo-liberal, fed by companies to make profit.

Planning should be based on multiple knowledges, that quantitative data should not replace qualitative approaches and elaboration on normative questions in the creation of a knowledge-basis of planning.

From data-driven to data inspired

Data-Driven	Data-Informed	Data-Inspired
Decisions based on data. No question asked.	Awareness of the context of data creation and capture.	Data is looked at in conjunction with all other 'data' points.
Lack of common sense. even if you have it, you don't use it.	<ul style="list-style-type: none">You have common sense, and you use it.You look at the data in context of the decision you have to make, you see it in the context of all the all data you have seen in the past. Domain knowledgeYou think critically t whether the current data (behavior) can be extrapolated to the future or not	<ul style="list-style-type: none">You have common sense, and you got creativity too.You build hypothesis, narrative looking at data from different sources.You think critically while imagining the possibilities
To sum up, Decision based only on the data that you have captured	To sum up, Data interpretation follows data capture. Data interpretation precedes decision making.	To sum up, you do data interpretation, but you do story telling as well



Saurabh (2020). <https://towardsdatascience.com/data-driven-vs-data-informed-vs-data-inspired-740eaaec6263>

<http://www.continuous-learner.com/2019/10/data-driven-vs-data-informed-campuses.html>

Projects (at Mobycon)



Mobility poverty plan Leusden (NL)

Wat mist u momenteel nog?



Cycling action plan Zaanstad (NL)

	FASE 1 Inventarisatie	FASE 2 Visie	FASE 3 Uitwerking	FASE 4 Actieplan	FASE 5 Besluitvorming
Inwoners, bedrijven en organisaties	Inwonerspeiling online platform Gesprekken regionale en maatschappelijk organisaties	Online platform	Fietsmarkten en online platform	Online platform	Online platform
Gemeente	Intern overleg gemeente	Klankbordgroep gemeente Ambtelijke ondersteuning	Klankbordgroep en werkgroep gemeente Ambtelijke ondersteuning	Klankbordgroep en werkgroep gemeente Ambtelijke ondersteuning	Ambtelijke ondersteuning
Politiek		Gemeenteraad bijeenkomst		Gemeenteraad bijeenkomst & wethouder	College Raadsvergadering

Does it matter?

No, because...

The more data the better

Planners have something concrete to work it.

It helps for reaching SMART goals

Processes can go a lot faster, while the data is there to show what to do

Yes, because...

Money can be only spend once, better to invest in social and policy innovation

Too little knowledge at planners what the data actually means.

Reinforces certain trends (no cyclists here, why would we do something)

People think it is the truth. Reality is so much different than the models show (uncertainty, replication effects)

Where is the system perspective? What are the negative side effects?

Data is analytical, not normative. It does not say what world we want to live in.

Things which are difficult to measure (social aspects or social groups) are excluded the first from data gathering



My personal opinion/experiences

It is not just there, it also harms more bottom up and normative processes (that is not possible, while X)

It is used as a tool to slow-down transformation (lets wait until the research is done)





We are no Jane Jacobs, but

I would like to see a revival of better policy making!

Participation and empowerment

Visions / normative

Qualitative research

Mobility as a societal challenge



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