

CALD Smart Mobility Workshop:

Smart Mobility in Asia: Identifying Transformative Opportunities and Challenges

Session I – Smart Mobility Concepts

Anita Chen | Taiwan | 2022.04.21



GO SMART

GO SMART

An international platform that aims to engage smart cities teams in global governments, industries and institutions.

94 city · 110 company · 10 NPO



Startup Terrace

The largest international startup hub & ecosystem conducted by the Ministry of Economic Affairs in Taiwan.





- What is SMART Mobility?
- What are the basic concepts, definitions, and elements for SMART Mobility?
- What is a conceptual framework that can be used in developing SMART mobility in countries?

4 layers of Smart Mobility

Infrastructure



- Quality
- Human-centered designed
- Maintenance
- Financing

1

Data / Digitalization



- Privacy
- Data security
- Financing

2

Service



- Data standardization
- Integration / competition
- Financing

3

Policy



- Regulation
- Politics
- Financing

4

Value-added

How does SMART Mobility play into the whole picture of SMART Cities?





- AV bus in Singapore
- shortage of land / labor

Real-time traffic analysis and prediction system in Taichung City

- congestion



- ✓ journey time ↓ 9.4 %
- ✓ traffic speed ↑ 8.4 %
- ✓ vehicle flow ↑ 7.6 %

Demand responsive transportation in Japan rural area

- declining population



Taipei City - 4U Policy

YouBike Sharing Bicycle

914 Stations
17,561 Bikes



U-motor Sharing E-Scooter

13,556 Scooters



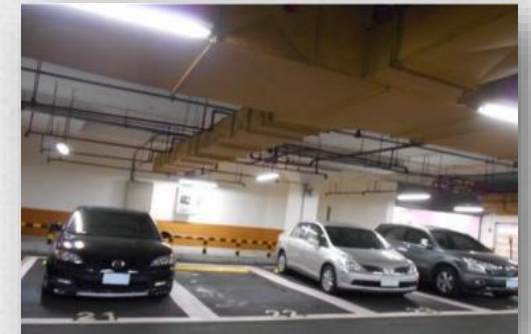
U-EV Sharing EV

281 EV Chargers at
107 public parking lots



U-Parking Sharing Parking Space

29,107
Available Space



Integration of 4 layers

All Pass Ticket in Taipei City and New Taipei City

雙北全區 30日
ALL PASS TICKET
NT\$1,280

一張定期票
雙北任走跳

3/13 開放預購
4/16 開通使用

臺北捷運+雙北公車
吃到飽

臺北市 YouBike
前30分鐘
免費

新北市YouBike維持原有前30分鐘免費



詳情請上官網
或撥打 1999 臺北市民服務專線
1999 新北市民服務專線

臺北市政府捷運局
臺北市政府工務局
新北市政府工務局
臺北市政府公共運輸處
臺北市政府交通委員會
metro

Men Go MaaS APP in Kaohsiung City

Integration of Communications, Information, Payment Systems

Men-Go

路線規劃

起點: 800 台灣高雄市新興區中正路51號
終點: 76巷7號
出發時間: 今天 16:49
路程選擇

出發

我的路線 我的地點 地圖

月票

票種	價格
無限暢遊方案(一般)	\$1,499
公車暢遊方案(一般)	\$479
運轉暢遊方案(一般)	\$1,800
公車+運轉暢遊方案(一般)	\$1,499

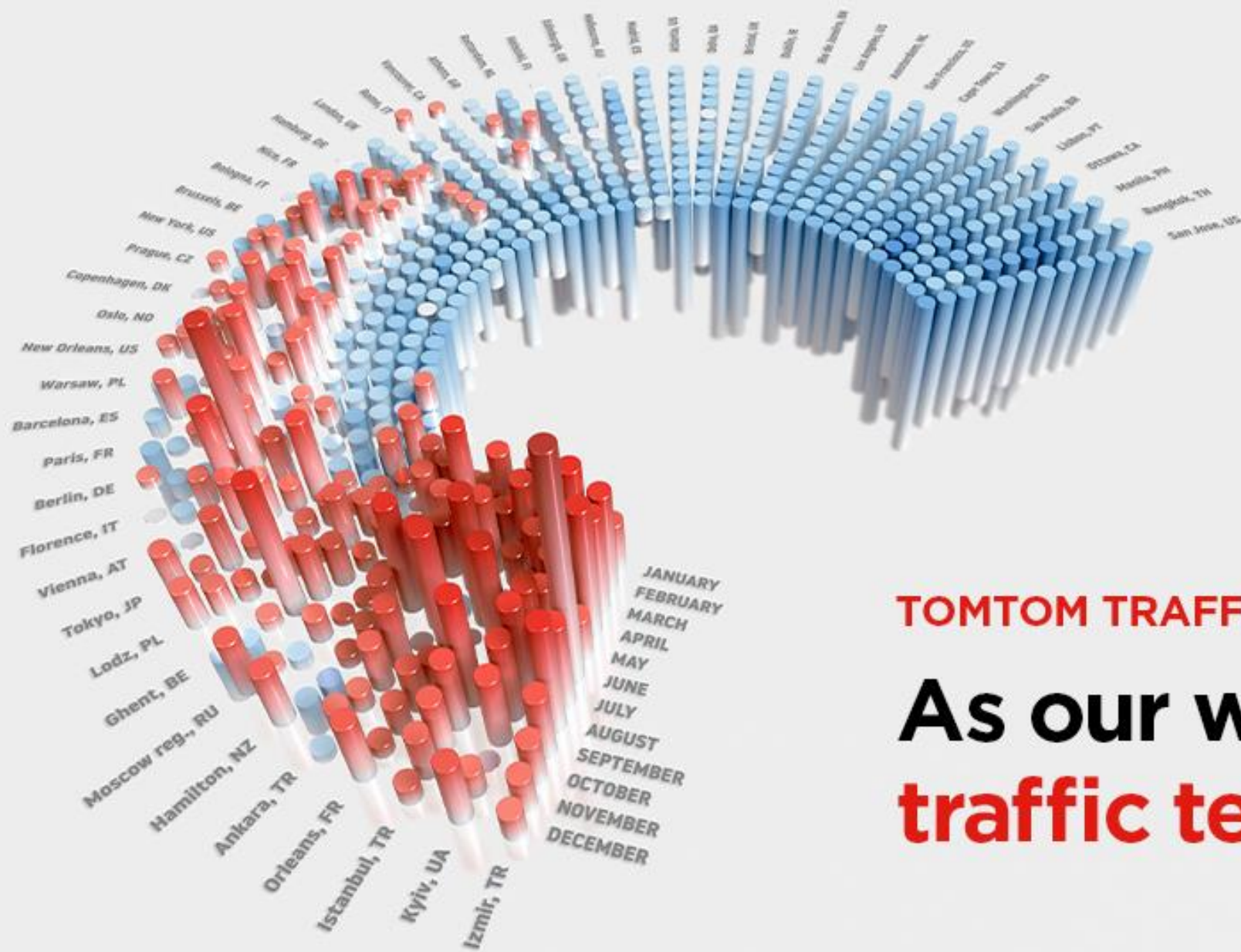
Package and Options

Route Planning

Dynamic Information







TOMTOM TRAFFIC INDEX

As our world changes, traffic tells the story

Glad to share and eager to learn.

Thank you.



Anita Chen

always passionate and curious with the world.



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