

Making a sustainable world with AI

Overview of UrbanTide and
uMove for Active Travel

Simon Tricker, Co-Founder
Iona Chandler, Partnership Manager

UrbanTide.com
uSmart.io





We help organisations
unlock data and
build **AI for Good**

Platform As a Service



Data integration, storage
and sharing management



Integrate any
data any source



Enable closed,
shared & open data

Data Science As a Service



Unlocking data & creating
new value



Validation &
Transformation
Visualisation



AI Development

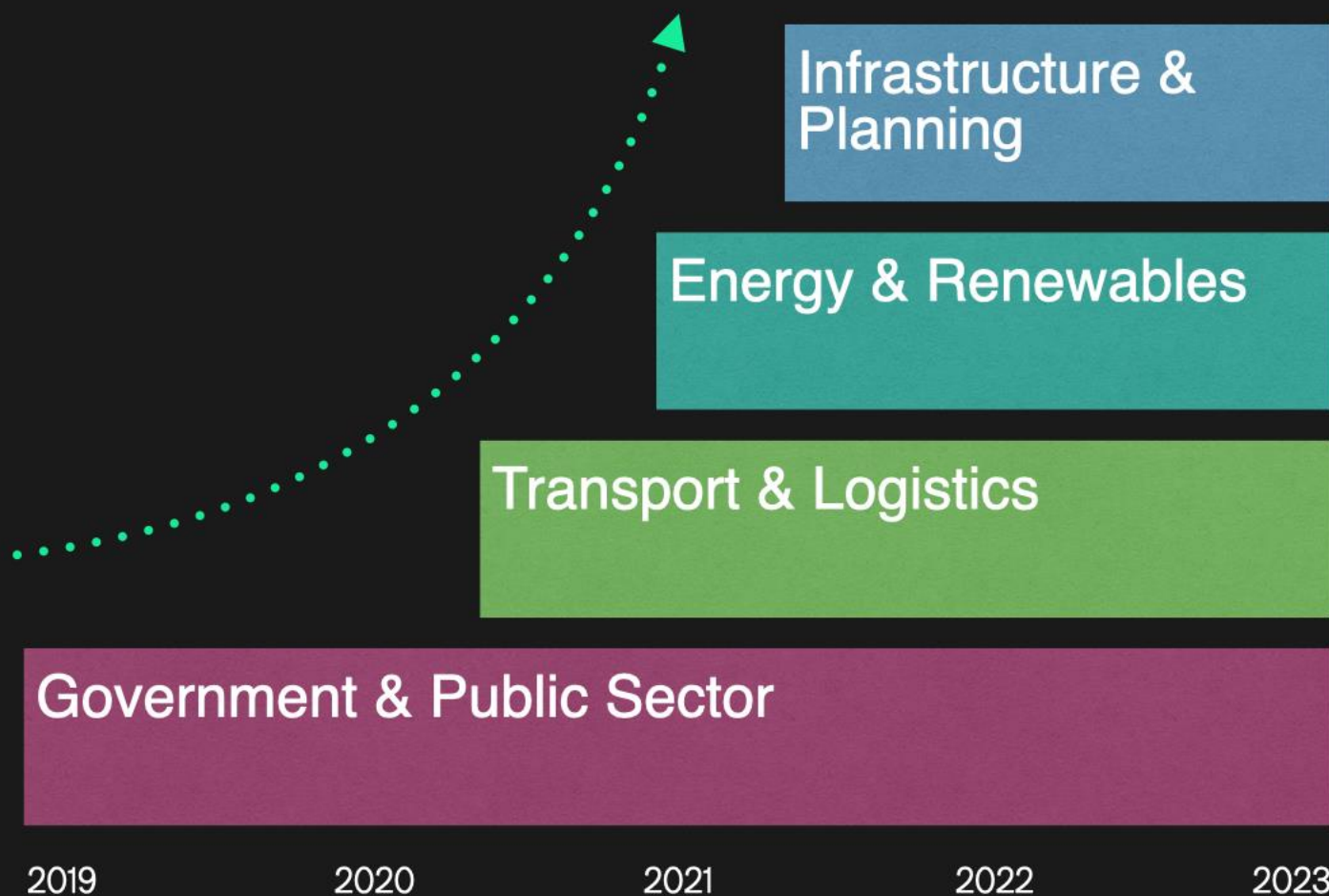
AI As a Service



Growing AI portfolio -
build once and scale globally

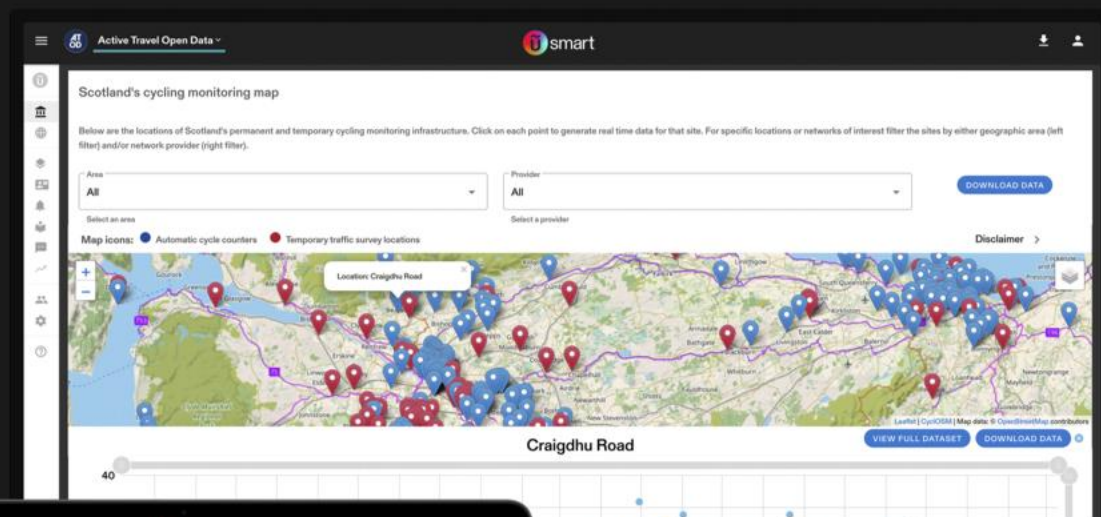


Linking cross-sector data to deliver unique value



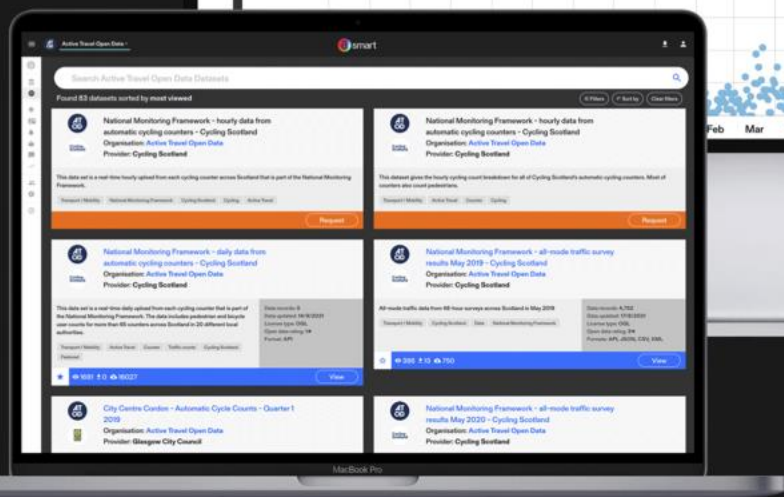


Helping Cycling Scotland make a sustainable Scotland



Challenge: A lack of data to monitor cycling activity and modal share

Solution: Cycling Open Data platform, 500+ real-time sensors from 20+ Local Authorities and transport partners, all national cycling data in one place





**Built to unlock data
and maximise
transport
investments**



Scale of the challenge

Funding and ongoing investment is limited
and there are mixed messages...

↑ 10% of the Transport budget to be spent on Active Travel in Scotland (6x more per head than England)

↓ Active Travel England pledged £710million,
but it has been cut by £340million in March 2023

Scottish Government have a target of reducing car kilometres by 20% by the end of the decade

Scale of the challenge

"Active travel cuts could become the Jenga block that makes climate, air quality, levelling up, and health plans tumble down."

Chris Todd - Director of Transport Action Network

How do we solve these challenges?



We need to **prove**
the new investment
will progress net
zero and public
health targets



By unlocking data
from multiple sources
benchmarking and
predicting usage

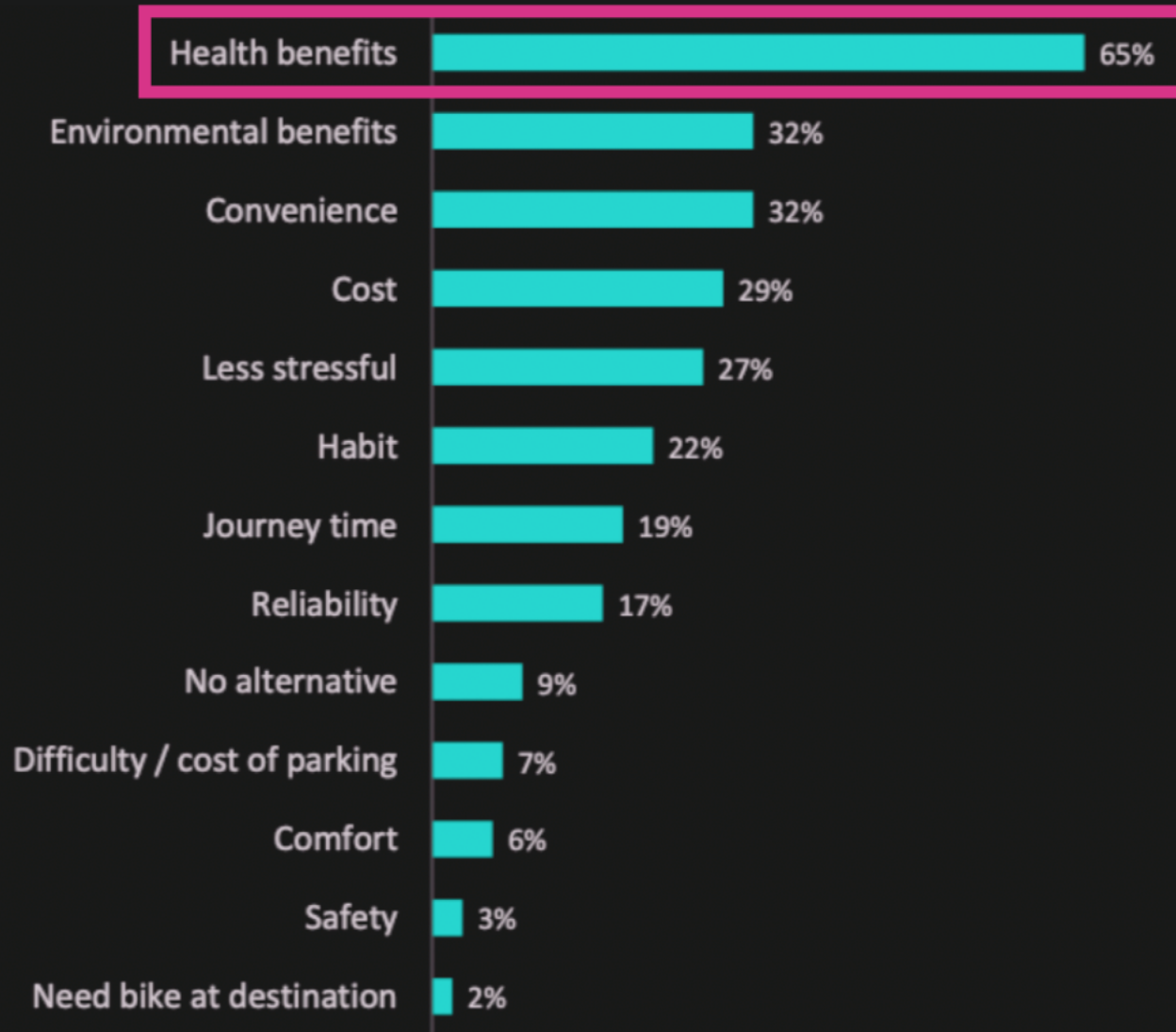


Massively increase
investment and
achieve our goals

***"We need to **spend**
£9bn-18bn to meet
2030 targets"***

Chris Boardman - Active Travel
Commissioner for England

Why do you travel by Bicycle?



The Cycling Scotland Survey identified 'insufficient cycle lanes and traffic-free routes' as the biggest barrier to adoption.

Cycling Scotland Attitudes and Behaviours
Towards Cycling in Scotland – Wave 4



Taking decisive action - Paris

↑ **70% increase** in Cycling Traffic and Physical Activity

↑ **3-month increase** in life expectancy

"A city's creativity doesn't depend on cars. That's the 20th century. We're in the 21st."

Anne Hidalgo, Paris Mayor (re-elected in 2020)



Taking decisive action - Ghent

- ↑ 25% increase in bicycle users
- ↓ Traffic accidents decreased by 25%
- ↓ NOx levels dropped by 20%
- ↓ €4m infrastructure costs

“The car is no longer the preferred mode of transportation in the city.”

Frank Vanden Bulcke, City Mobility Director



Taking decisive action - Seville

"As soon as the building work was finished, the cyclists just appeared"

Head of Urban Planning, José Garcia Cebrián

"The attitude of the Seville population has changed"

Manuel Calvo, Sustainability Senior Consultant, EstudioMC

Our solution - uMove



Integration

Any data from any source, including real-time transport and environmental data



Interrogation

Centralised evidence-base for decision making and AI analysis



Insights

For funding applications and to optimise sustainable transport planning

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