

SCHEMA FOR RATING MOBILITY ENVIRONMENT WITH TRAVELER PERCEPTION

Shittu A. O. and Oladimeji J. S.

Department of Urban and Regional Planning
Faculty of Environment Design
Ahmadu Bello University, Zaria

Corresponding Author's email: aoshittu@abu.edu.ng



Abstract

The time-tested ways of evaluating mobility require analysis of enormous place specific data. Ostensibly, these types of cured and reliable data for settings like Nigeria are most often nonexistent or scanty, if ever they are available, not to mention the inherent limited capability of mobility models in capturing factors underlying urban mobility complexities experienced by individuals due to local factors. Consequently, it becomes necessary to seek alternative approaches of gauging urban mobility environment from traveler realities and perception, if mobility problems and their socio - economic offshoots are not to persist. To achieve this, a schema was proposed that will transform traveler perception ratings, into usable planning intervention decision support indices. The method uses data derivable from a two – staged rating survey. Stage one targets urban transport professionals, while the second is aimed at randomly selected respondents (travelers). The culminating ratings of perceived mobility enhancing and inhibitive attributes as identified by travelers are then processed using descriptive statistics, such as weighted mean and rankings to ascertain direction and degree of effect of the travel environment on travelers. Concomitantly, the calculated weighted mean and rankings are in turn used in the construction of a mobility environment assessment index for that environment. This would then allow for comparative analysis of zones within a specified setting, from which needed interventions can be gleaned. This approach will be cost-effective in identifying urban mobility challenges. The tool can also help in prioritizing interventions and identifying lagging sectors of cities. Overall, the technique provides a strategic foundation for urban mobility evaluation and practical planning where conventional methods may not be ideal.

Keywords: urban mobility, traveler perception, mobility influencers, data deficiency