Model of integrated transports for senior citizens

Challenge Provider: PSE

PSE is a company expert in Data Science and Advanced Research, which has been on the market since 1994. Since the beginning of its activity, PSE has been dedicated to Advanced Analytics. Today, this materializes in the implementation of technology solutions, advanced market research, and providing consultancy and data science services.

Context

“The world continues to experience an unprecedented and sustained change in the age structure of the global population, driven by increasing levels of life expectancy and decreasing levels of fertility.” states the UN World Population Ageing 2020 Highlights. According to it, in 2020, there more than 727 million people aged 65 or over.
It’s also a known fact that with the increasing age, it becomes harder to perform certain tasks such as driving and that is why especially the elder population resort to the public transport system.
With specific needs and interests and with their own physical constrictions, this fringe of the population is characterized by moving closer to home or within an easy range by public transports.
It is known that older people tend to avoid rush hours and that a dense offer of bus stops encourages them to use more frequent collective transports.

Goals

To understand the senior citizens' mobility patterns and their characteristics: We aim to provide better conditions of mobility for our senior citizens, giving them the same opportunities to arrive at their points of interest with affordable and accessible public transport.

Outcome

A general model to design an integrated transportation service for the senior population, or, an integrated transportation service for senior population proposal for one city.

Available Resources

All the data resource can be found here: https://bit.ly/wdl-data
The following list of resource is available for you to use. As a reminder, you can also use any data that is open, free and legally available.

Senior TIM (Traffic Intensity Model)

Database with the daily average of senior citizens travelling on road network links based on one year, between April 2019 and March 2020.

Provider: PSE

Bus Routes

Identification of road segments that are part of the different bus routes.

Provider: PSE

Submissions

Deadline: 17 - 04 - 2021 @ 14h00 GMT + 1

Don't forget that you will need to deliver the report **using the template provided** (see below) and a 1-minute summary.

Submission template: http://bit.ly/wdl-template