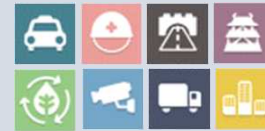




Smart JAMP(2021) Pre-feasibility Study on the Utilization of Mobility Data for the Realization of Smart City in Cebu, Philippines

Category of Issues in the Area



Target Area

- Cebu City and Metro Cebu, Cebu Province, The Philippines

Background and Purpose

- In Cebu, the development of BRT, and traffic signal control systems have been proceeding to improve the traffic condition worsened by rapid urbanization. Cebu City also has a concept to develop a transportation app that provides travel information to residents and visitors. However, available traffic data to grasp the traffic situation in the city is currently limited. Thus, the Study was requested to understand the traffic situation by using the video data collected by CCTV cameras.
- The Study aims to understand the traffic situation in the city by using AI image analysis technology and to verify its effectiveness. In addition, the issues and needs in the field of transportation in Cebu will be identified along with the proposal of a transportation app and a data platform as a solution.

Related Organization

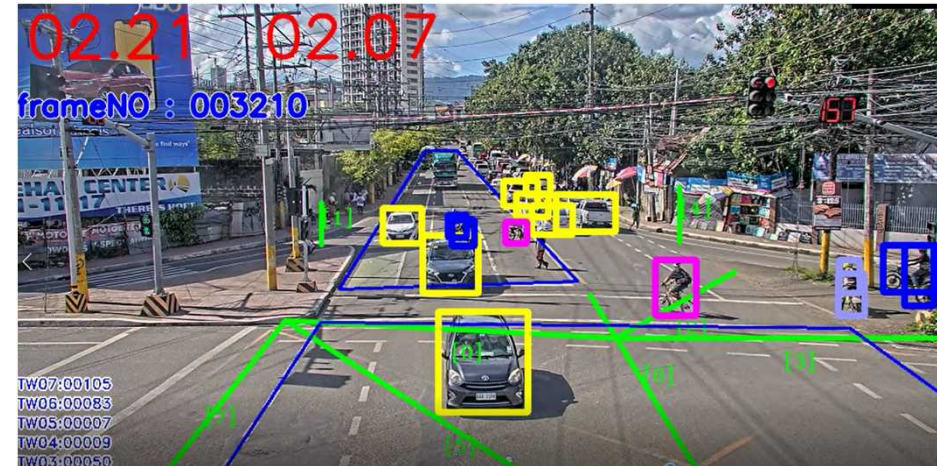
- Cebu City Government (CCG), MCDCEB RPOD

Project Stage

- Pre-feasibility Study

Contents and Results

1. Review on issues in a transportation sector and background study
 - Understood the status of initiatives and issues related to smart city and traffic condition based on existing plans and from the result of workshops with CCG.
2. Analysis of traffic condition by utilizing CCTV video data and AI image analysis technology
 - Collected and analyzed traffic data in Cebu city by using AI image analysis technology, verified the effectiveness of the method, and conducted capacity building for the client.
3. Study of approaches for solving transportation issues with analyzed data
 - Proposed applicable use cases of AI image analysis in the transportation sector.
 - Discussed and proposed a transportation app that will help to solve transportation issues in Cebu and Metro Cebu, the necessity of developing a data platform, and an implementation road map.



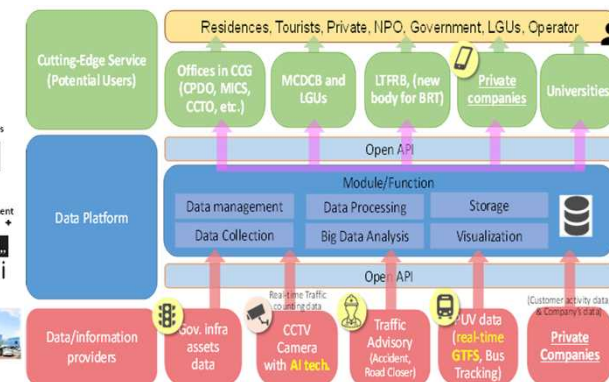
Source : Study Team

Figure 1: Demonstration of AI image analysis



Source : Study Team

Figure 2: Image of the mobility app



Source : Study Team

Figure 3: Image of the data platform