



Governance and Mobility: proposal of a data plataforma for e-hailing service in Brasília-Brazil

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Introdução



Disruptive Technologies characteristics:

- Create value where none existed;
- Begin by changing a small group of people or area;
- Focus on difference;
- **React fast to clients desires**
- **Sometimes not even the creator recognises itself as a disruptive technology**
- **Maturity of the technology only comes after the late adopters**

Amazon



- 1994 – Jeff Benzos creates the Amazon;
 - Starts Selling Books;
- 1998 – Starts to sell CDs and DVDs
- 2000 – The Marketplace is deployed;
- 2006 – Starts the Amazon Web Services – AWS;

NetFlix



- 1997 – Founded in 1997 by Reed Hastings and Marc Randolph
 - Rents and Sails DVDs by mail;
- 2010 – Introduces the streaming media, but still rents DVD and Blue-ray
- 2012 – Enter the content-production industry

Kodak

- 1978 – founded b George Eastman;
- 1975 – Invented the first Digital Camera;
- 2007 – The Registry of digital câmera expired;
- 2014 – Almost dead....



Uber



- 2009 – Funded by Garrett Camp
 - The idea came after Camp and friends spent \$800 hiring a private driver. And Camp wanted to reduce the cost of direct transportation.
- 2011 – Uber's services launched Uber Black in San Francisco;
- 2012 – Users could call taxis or a Uber Driver;
- 2012 – Introduce the UberX;
- 2014 – launches Uber Pool and Uber Eats
- 2016 – launches its first self-driving car in Pittsburgh
- 2018 – Uber Merged its services with Grab

ResolveAI



- In a tiny scale (if compared with Uber) the Resolve AI starts in Brazil an applicative to call taxi;
- Evolved to call private drivers;

Mutable Services Regulation



- Mutable Services Regulation
 - “Uberization” of regulation;
 - What happens when latter adopters enter the system?
 - What to do when the technology adapt or change?
 - How guaranty the heath of the market?

Regulation in Brazil



- Excessive regulation:
 - Sectors demands influence the public decisions;
 - There was 3 taxi regulatory framework in the past 20 years;
 - Almost all changes to keep the Market closed.

Efficient Regulation and Data Platform



- Data platform must:
 - Be capable of absorb the technological changes;
 - Scape the temptation of get ALL data;
 - Be transparent but respecting enterprises secrets;
 - Be smart enough to recognize when a new “service” is been created;

Conflicts



- What enterprise will give their data for free?
- What enterprise will be comfortable to share their Secrets with others?
- Does the state knows the data that is sensible to all companies?
- What to do if by mistake a bad decision is done and a sensible data is made public?

Suggested Methodology



- methodology worldwide recognized;
- PETRA – Project to construct mobility data platforms of Rome, Venezia and Haifa.

Actors

- Planners / Regulators (government);
- Inspectors (government) *
- Population / end users;
- Drivers
- Companies



PETRA



- “We found that many data platforms start with a strong technical ambition. That technical ambition is often not aligned with that of actors.”

Desejos dos Atores



- Enterprises find uncomfortable to give their data;
- Inspectors need the data to do their jobs
- End-Users not often want to share their data also
- Drivers that are not used to pass by an inspection (eventual drivers) don't want to share their information also in real time;

Conclusion



- The data platform MUST be usable;
- The data platform need to be defined with the enterprises;
- The system that will provide that data platform to the should be developed inside the enterprise.
- The data platform is specified by the State but does not has the property of that information.
- The information is in real time, but the State only have a picture of some situation.

THANK YOU



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