data en route
understanding transit's climate impact

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what is data en route?

Data En Route is a digital survey system for logging transit data. QR codes will be placed all around the city, specifically in metro carts, train platforms, buses, and near bike paths, with short calls-to-action that incite commuters to inquire about their individual carbon footprint as well as the quantified positive environmental impact of their commute that day.

The scanned code leads to a website with a short two-question survey, which can be completed in under a minute. The metro station survey, for example, asks how many stops the user is traveling through, and what their second choice of transport would be. The results indicate how many grams of carbon dioxide equivalent the commuter has saved that day by choosing to take the metro over, say, driving a passenger vehicle to work.
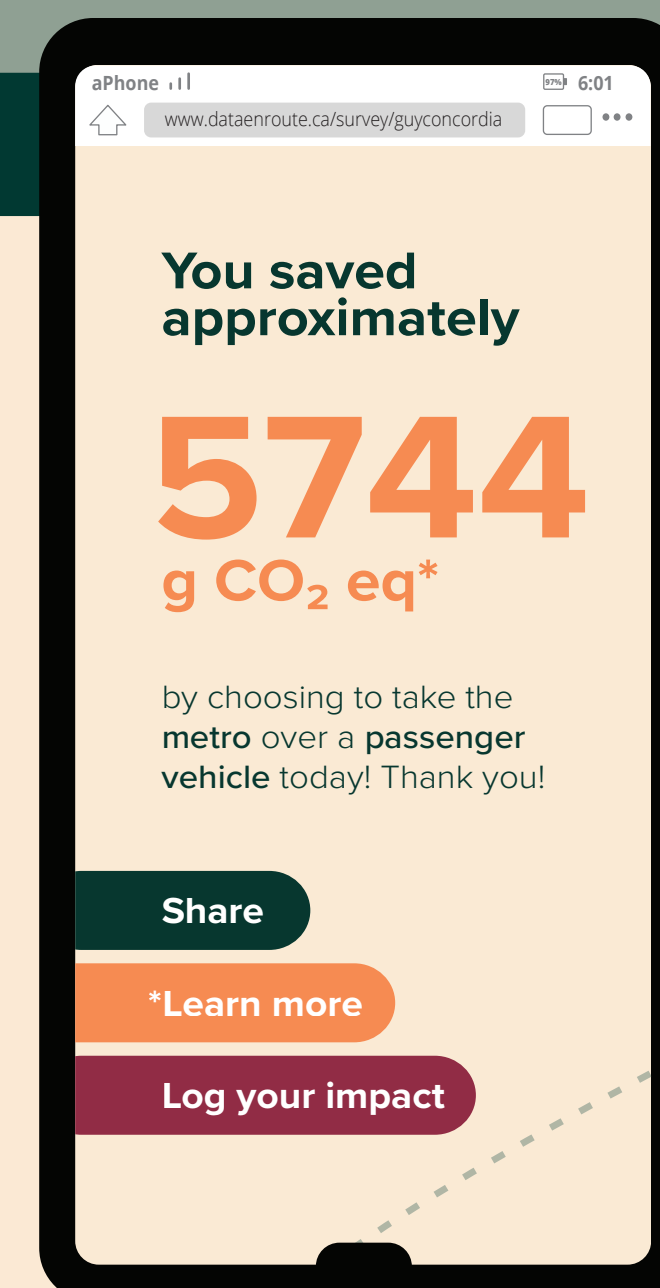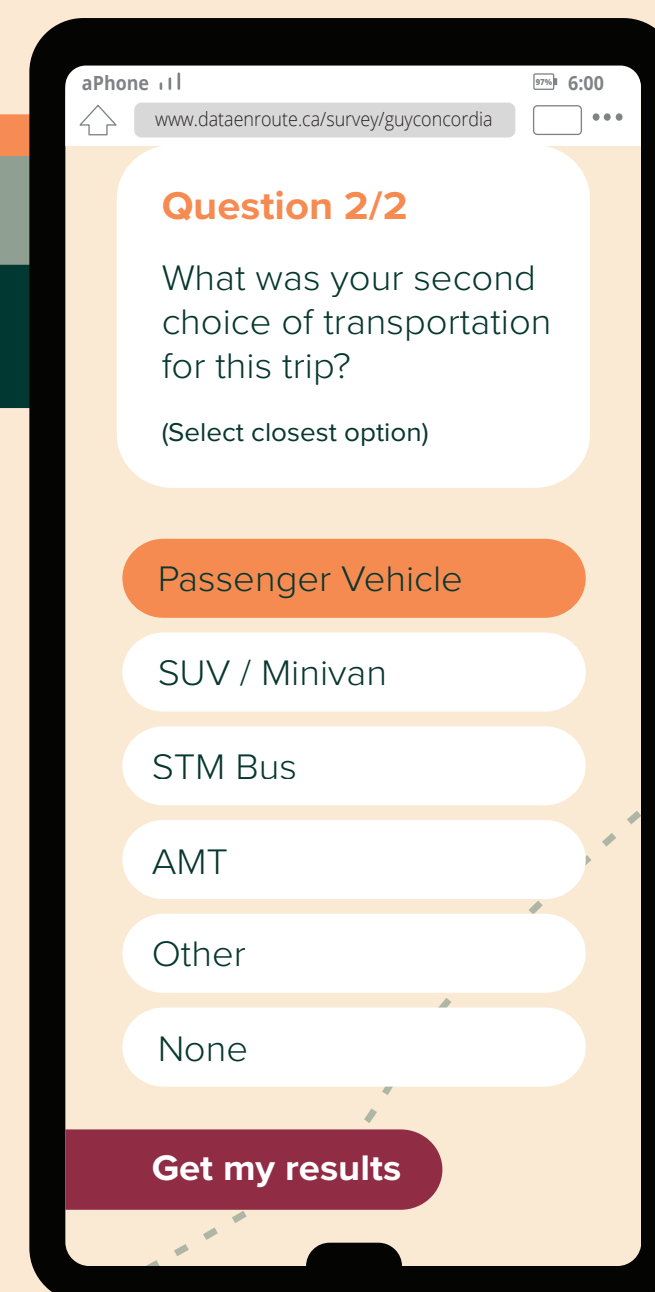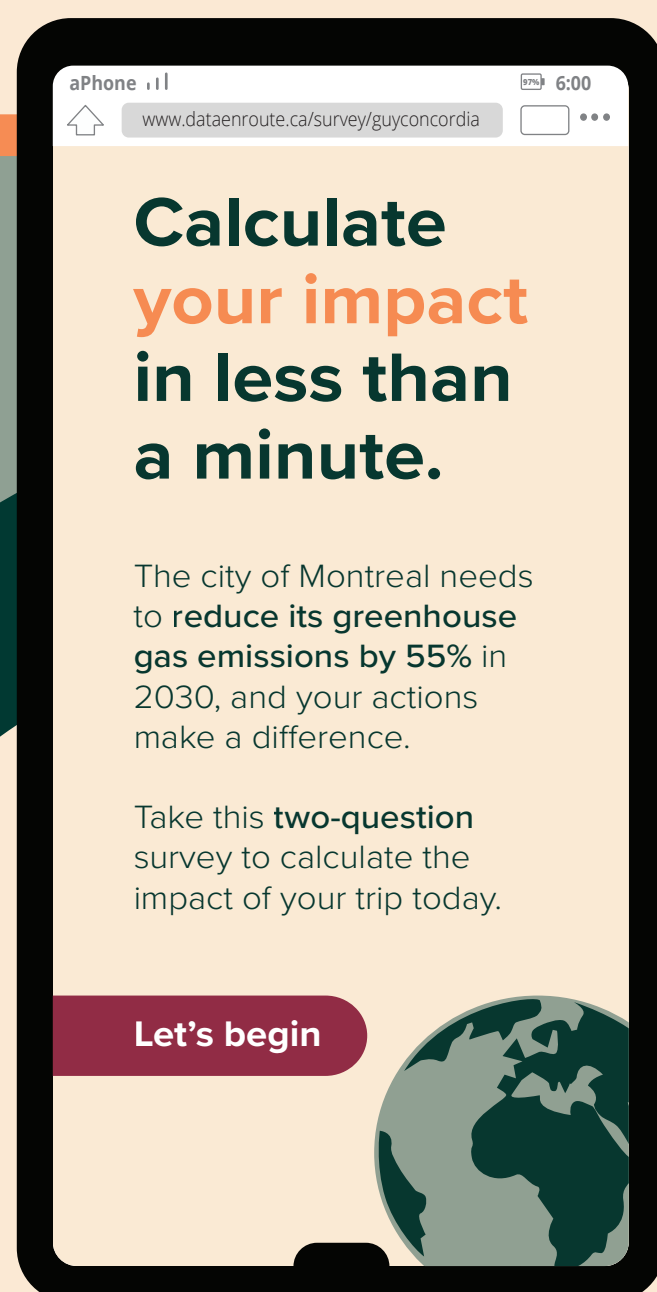
what is its purpose?

This project is a direct response to the city of Montreal's Climate Plan, which aims to reduce the city's greenhouse gas emissions by 55% in 2030, in order to avoid a 2 degree Celsius rise in global temperatures by 2050. It is a municipal initiative to democratize individual greenhouse gas emission data, specifically related to the transportation sector, which is responsible for 30% of the city's GHG emissions.

Survey Questions

- How many metro stops are you passing through today?

- Approximately how many kilometres are you traveling on Bixi today?

- How many stops are you taking on your bus trip today?

A mockup of a possible QR code in the Guy-Concordia station

Calculate your impact in less than a minute.

The city of Montreal needs to reduce its greenhouse gas emissions by 55% in 2030, and your actions make a difference.

Take this two-question survey to calculate the impact of your trip today.

Let's begin

Question 1/2
How many metro stops are you passing through today?

10

Next

Question 2/2
What was your second choice of transportation for this trip?
(Select closest option)

Passenger Vehicle
SUV / Minivan
STM Bus
AMT
Other
None

Get my results

You saved approximately

5744
g CO$_2$ eq*

by choosing to take the **metro** over a **passenger vehicle** today! Thank you!

Share
*Learn more
Log your impact

how will it be integrated?

The QR codes will be placed in metro stations, at Bixi rental stations, and in bus shelters. The survey website the codes lead to will have options at the end to share the user's results on social media, log their impact by signing up with their email, or learn more about Montreal's Climate Goals and how greenhouse gas emissions function on an 'About' page. The logging data feature is particularly key; we hope it would incentivize users to 'beat their high score', as it were. Taking direct action and watching the amount of GHG saved increase would ideally be a satisfying repetitive activity to add to a daily commute.

what will this achieve?

Although commuters taking the metro, bus, or bike systems the city provides are surely aware of the positive climate impact their trip has on at least some, we think it is invaluable to provide hard data to put the alternative modes of transport in perspective. An average metro commuter knows they are avoiding negative climate impact by not taking a car to their destination, but knowing exactly how much they are helping in plain numbers could encourage people to choose clean modes of transport more consistently.

We want people to be excited about their contribution to a cleaner world, and be more consistent and enthusiastic in their choice of a green transport option. More commuters using the environmentally friendly systems the city provides could prompt the city to invest more funding into an already robust transit system. We think this form of democratized data could be a key factor in reaching Montreal's sustainable development goals for 2030.

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

11 SUSTAINABLE CITIES AND COMMUNITIES

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

13 CLIMATE ACTION