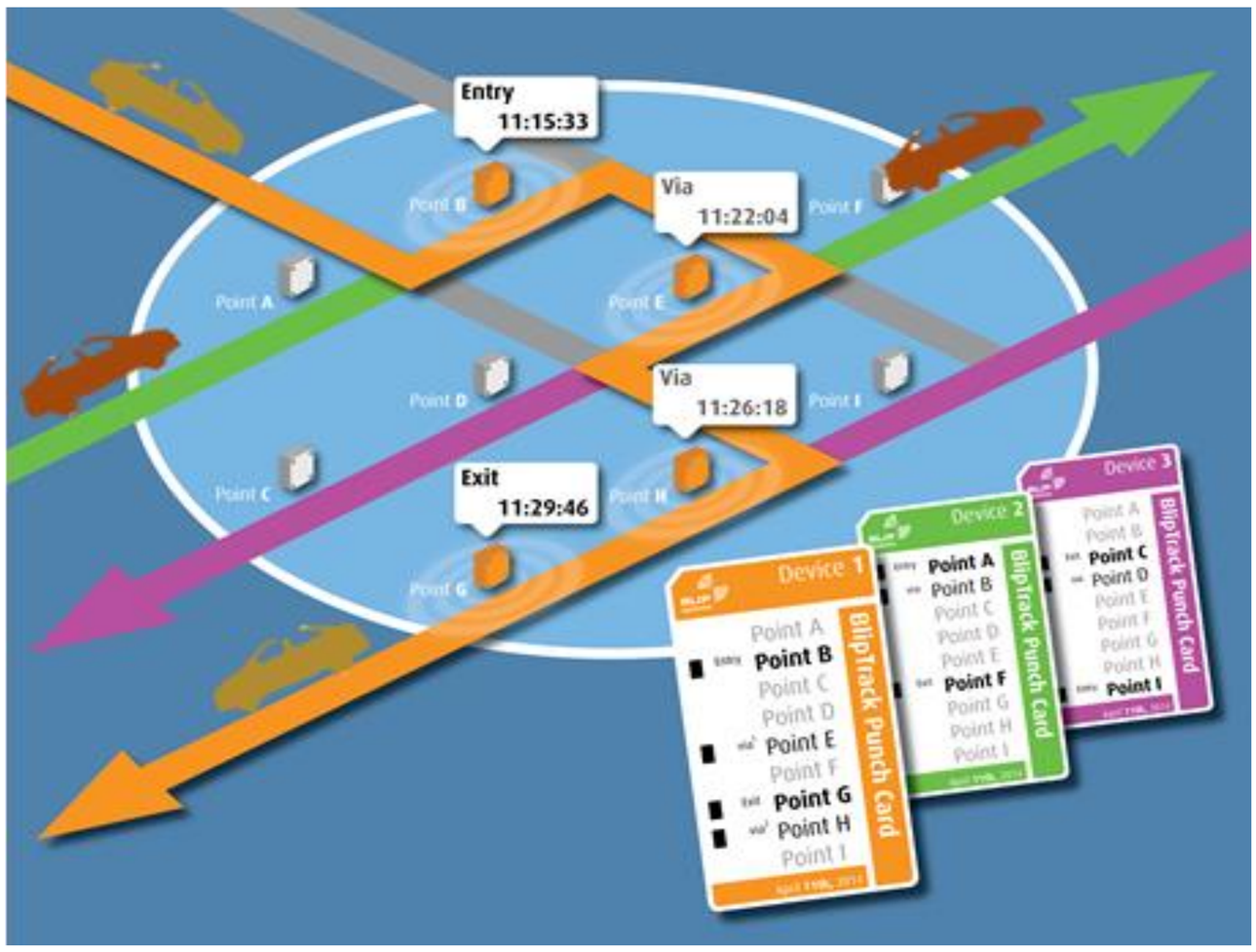
Route Choice and Traffic Speed Changes

Many tactical urban interventions are seeking to reduce traffic speeds, encourage less traffic in locations and traffic diversion onto more suitable routes. Utilising radar-based counters / speed detectors the traffic profile along a thoroughfare can be monitored, often from a single location.

Route choices of drivers, cyclists or pedestrians are recorded using the **BlipTrack*** system.

The system anonymously records the routes taken by a statistically significant sample.

This dataset captures journey times between each start, intermediate and end point, journey reliability and repeat journey data.



Your Data

All collected data is client owned and accessible in a range of formats

Web Portal – As data is collected in real time it is made available as soon as it reaches the cloud based server. Secure logins and customised dashboards are provided to suit client needs

Automated Reporting – Daily, weekly or other fixed interval automated reporting is standard, with reports delivered direct to nominated email addresses

Automated Alerts – When overcrowding or delays are key metrics, automated dashboards and email alerts can be customised to make sure that key staff are kept informed.

Data mining – All data is captured at the individual record level, so post event analysis is possible to investigate factors that weren't identified ahead of time.

CSV / Excel Output – Both summary and individual records are available to undertake detailed analysis or integration into modelling or analytics packages.

API – Live data can be provided in an API format for populating web pages, VMS signs and mobile apps.

Richard Young has over ten years' of pioneering experience in the use of smart monitoring technology. This has included urban, highway, railway, stadium and airport environments. He has a proven track record for capturing valuable quantitative people and traffic movement intelligence, enabling clients to make data driven decisions.

*BlipBtrack™ licenced by Veovo Ltd

www.smartsense.nz Richard@smartsense.nz 027 839 1961

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people driven intelligence