

TACTICAL URBAN INTERVENTIONS

Why measure the changes?

Tactical urban interventions are designed to improve the local environment, providing a sense of place or enhanced safety for pedestrians and vulnerable road users. At the same time they may also be supporting local businesses by enhancing a location which encourages people to spend more time there and return more frequently.

Change can be seen as unwelcome and a threat, and in today's environment a key part of any tactical urban intervention should be the measurement of the effects of those changes. Whilst some factors are undoubtedly subjective there are quantifiable metrics that can provide evidence of the benefits of the intervention.

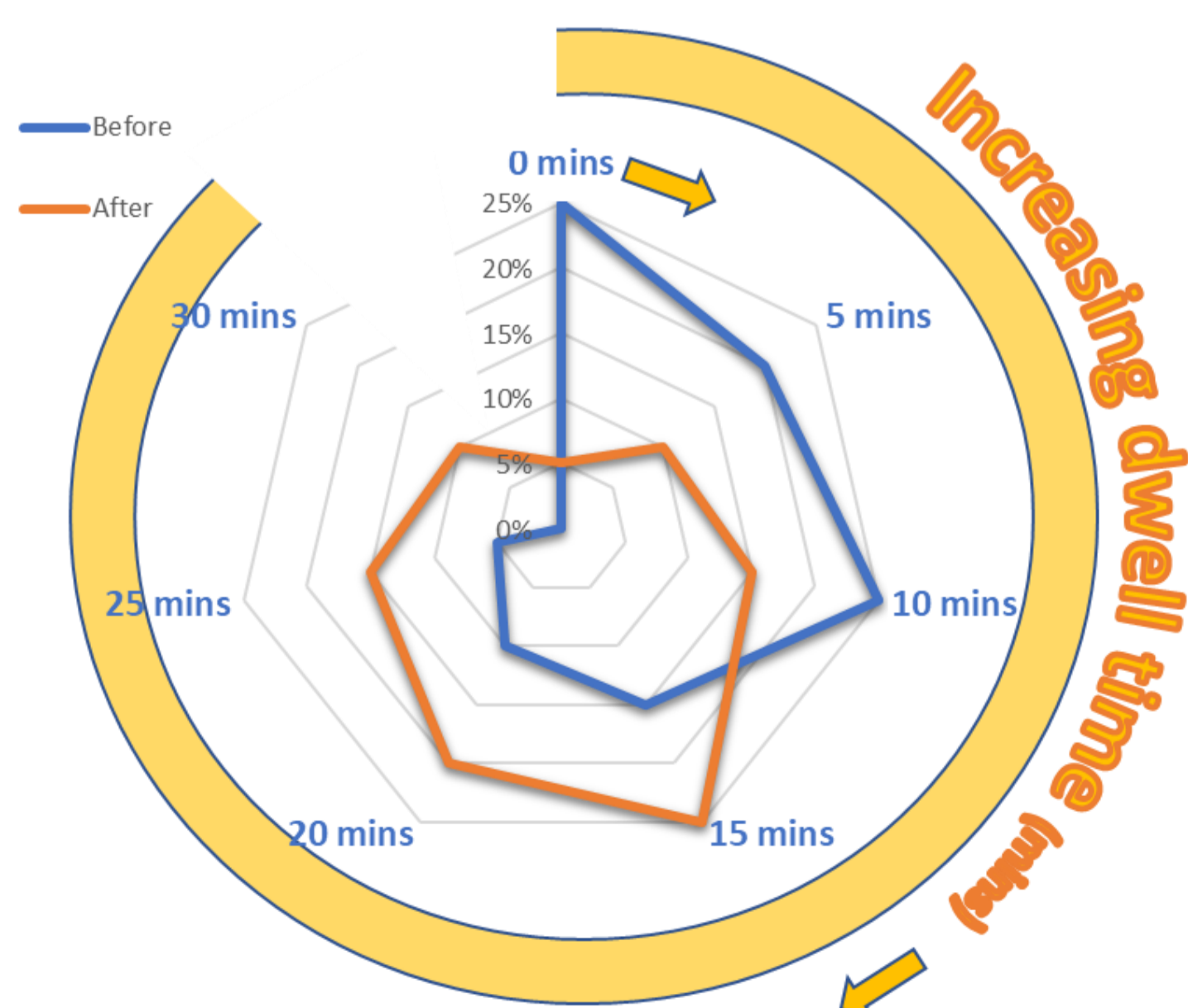
Pedestrian Movements & Dwell Times

A fundamental metric of urban vibrancy is the count of pedestrians passing set locations. This footfall data provides valuable information on the flow of people but it does not capture how long people spend in an area.

By using **SmartSense's BlipTrack*** system you can anonymously capture information from the digital devices that people carry (phones, smartwatches etc.) and determine the duration that people spend in the monitored area.



Dwell time and footfall captured by the BlipTrack sensor



Dwell time data is most useful as a before/after metric. It provides quantifiable ground-truthed evidence of how effective the intervention has been at not only attracting people to an area but in retaining them for longer periods.

