

THE CHALLENGE:

Legacy traffic monitoring equipment offer limited insights on traffic behaviour, lacking accuracy, and maintenance costs are usually high.

Fragemented, single mode counts

Differing levels of accuracy across data sets

Analog outcomes

Difficult to install and maintain/replace:
Roadworks logistics involved

Limited, flat datasets:
Single mode and one dimensional datasets

Lack of bigger picture of network:
Unadaptable to the evolving mobility landscape

THE VISION & SOLUTION:

A holistic view of the transport network backed by accurate, multimodal and real-time data, with minimal disruption to traffic and resources.

A single source of accurate, actionable traffic insights at your fingertips

- Highly accurate traffic monitoring data sets
- Insights on modal-shift and where it's occurring
- Active Travel monitoring including e-scooters
- Trend analysis on congestion issues
- Road safety analysis and near miss data
- Detection for Smart Signal Control



CUSTOMER INTERVIEW: SOUTH GLOUCESTERSHIRE

-  Customer since 2020
-  47 sensors installed
-  Features: Classified counts, speed, tracks, trend analysis
-  Use cases: ATC Replacement, Network monitoring, LTNs



Mike Davenport, Transport Policy,
South Gloucestershire Council

Q: Tell us about your role with the Transport Policy team at South Gloucestershire

I work for South Gloucestershire Council, in the Transport Policy team, which involves all aspects of the traffic data collection in permanent sites and strategic locations. I install and commission adhoc surveys, tubes, radar, camera, ANPR, and manual enumerated surveys... which feed into safety schemes, local plan, policy objectives, AQ analysis, funding bids, carriage way repairs... I think all these schemes start with good data. I've been doing this for 30 years almost.



Q: What does good look like in terms of transport Data Collection?

A word I use a lot is 'reliable'. A long run of unbroken data is really helpful, with no surprises, unless you're looking for surprises. Also the multimodal classification that your product [VivaCity] offer is really useful. For ie. some of the legacy kit that I still use... some do volumetric counting, vehicle classification by length or type only. With your equipment, I'm able to get consistent, unbroken data.

Q: Was there any specific pain points that caused you to look to switch to a different type of data collection?

We've used inductive loop counters at permanent sites for decades, and they do work. But there's a lot of components, the equipment I use start with a road side metal cabinet, which has a solar panel on top, with two LED acid batteries inside... so there are lots of components that can go wrong, be damaged or vandalised. It's not reliable. I was finding a lot of drop outs, also seeing unusual effects like the batteries spiking their power to the counter and you're seeing a million vehicles go by, which is obviously non-sensical.

Q: What has been the biggest changes to your role since replacing ATCs with VivaCity Sensors?

I've got a lot more time now to do other things. I used to spend a lot of time on site replacing batteries, fixing things, finding out what was wrong. Also, the classifications that you [VivaCity] offer in terms of cycling, e-scooters, pedestrians, means I'm increasingly being asked to get involved with Active Travel funding bids, before and after analysis of pedestrian uses at sites, and road safety patterns of cycle activity. It's creeping into my role much more now because the legacy kits don't count peds, and with some exceptions, don't really count cyclists.

KEY TAKEAWAYS:

- Legacy ATC equipment have vast limitations
- VivaCity's AI-powered computer vision sensors are an all-in-one solution: accurate data, behavioural insights, multimodal classification, always-on and real-time access
- Above ground sensor installation and maintenance require minimal disruption to traffic or damage to road structure; they're a cost effective option giving everything that permanent ATCs offer and more

BOOK A CONSULTATION

Would you like to learn more about the benefits of replacing outdated ATC equipment using VivaCity's solution?

Scan the QR code or send us an email

contact@vivacitylabs.com

