Data to support planning, monitoring and reporting of Active Travel schemes

VIVACITY

Travel choices are changing

Travel choices are changing. More liveable and friendly environments are growing in importance, and the economic and social benefits of active travel are well documented, including reducing congestion, decreasing air pollution, encouraging physical activity and lowering health costs.

Moving from temporary to longer-term active travel schemes

With the allocation of Tranche 2 Active Travel funding, the focus is now on the implementation of longer term, more integrated schemes, such as

- Changing pop-up to permanent cycle lanes

- Implementing new cycle lanes, including those that require significant or complicated reallocation of road spaces

- Extending pedestrianised space

- Introducing Low Traffic Neighbourhoods

- Implementing 'School Streets' schemes

These require more considered planning, and with guidance on additional public consultation, there is increasing emphasis on local highway authorities to understand more about current travel behaviours and to capture the impact schemes have on modal shift behaviour and benefits they deliver.

Data insight to support planning, monitoring and reporting

Vivacity data is empowering traffic managers and transport planners with new insights to help adapt networks and introduce or extend current active travel schemes.

This insight enables analysis of multimodal travel trends, pathways usage and speeds, supporting planning for improvements in both infrastructure and active travel initiatives, along with monitoring, measuring and reporting on results.

What Vivacity sensors offer

Vivacity's sensors provide real-time anonymous data on how a road space is being used. One sensor can provide all of the outputs below, enabling a multitude of coverage; for example, on a segregated cycle lane, a footway next to a carriage way, and a mixed carriage way, all from the same sensor.

Classified counts of vehicles within the field of view, covering multiple lanes.

- Pedestrian
- Cyclist
- Motorbike
- Car (a vehicle with up to 7 passengers with glass windows in the back – Van shaped & sized cars will be correcatly classified as cars)
- Taxi (black cab only)
- Van/LGV (a vehicle with a built-in driver compartment with no rear windows – car shaped vans will be correctly classified as vans)
- OGV 1 – HGVs with a separate driver cab, but no articulation
- OGV 2 – HGVs with a separated driver cab, and with either an articulation or 4 or more axles
- Public Service Vehicles/ Buses

Vehicle path across the road space between the sensor and 50m-75m away – used to understand how different vehicles interact and to assess turning counts at a junction.

Social distancing - the number of pedestrian/pedestrian interactions < 2m.

Median journey time of road users with number plates between any two sensors within the network.

Speed – capture travel behaviour, stopped vehicle detection and identify queue formation.

Sensor image - on request, a blurred image or low-resolution video of the road space can be sent to a control room to help understand why a live data feed is showing abnormal behaviour.

E-scooters & Micro mobility – with the increase in use of micro mobility and the introduction of e-scooter trials, these classifications will also be introduced in early 2021 and will be added remotely to existing sensor deployments.

Data Privacy

Data privacy is central to our vision and design philosophy. Our technology meets the highest data protection standards, and our sensors do not, and will never, collect personal data.

Oxfordshire County Council to increase cycling and cycle safety

Oxfordshire County Council has planned interventions to increase cycling and improve cyclist safety. Multiple Vivacity sensors have been installed across the county gathering data on both the number of cyclists and other road users, along with producing path data so the interactions between cyclists and other road users can be assessed. This data is not only being used to assess cyclist interventions but to provide insight into how other modes of transport use the network also.

Vivacity Dashboard - monitoring and reporting at your fingertips

Accessing all of this data is easy via our cloud-based intuitive dashboard which allows users to log-in from anywhere and view live and historic data generated by each sensor.

Understand road usage and interactions before implementation of active travel schemes

Live data to see what is happening in the road space in real-time

Monitoring and reporting after scheme implementation to see effects of interventions

Please contact us for more information or to organise a demonstration