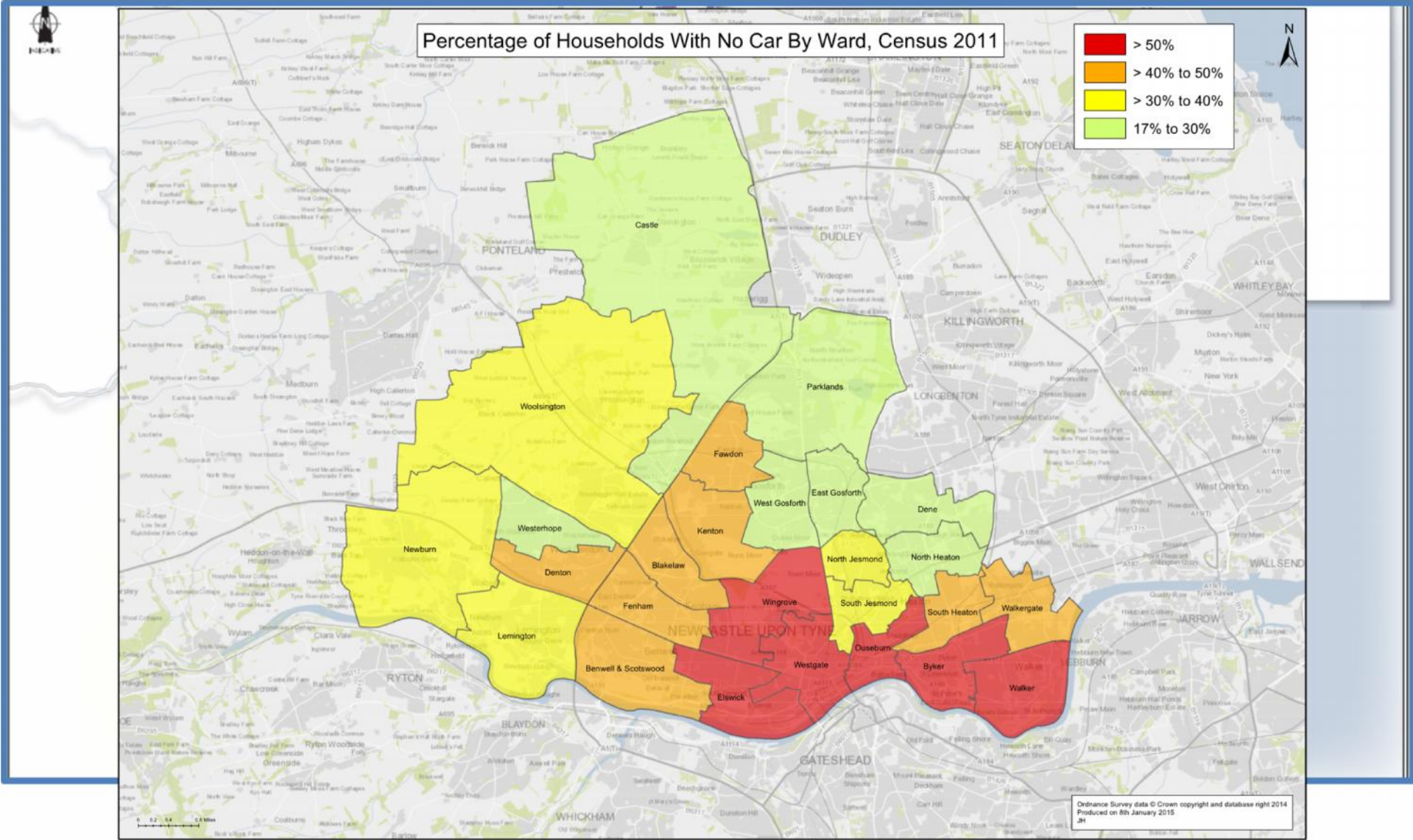




Robert Snowball  
Transport Development  
Newcastle City Council



# Newcastle



# Policy Context

- What is the City trying to achieve?
  - Create opportunity for economic growth based on key strengths of city and workforce
  - Create conditions to grow, attract and retain business
  - Create opportunity for residents to benefit from jobs created
  - Create modern 21<sup>st</sup> century, liveable, vibrant, age friendly, green city
  - Future proof – de-carbonise, climate change adaptation, improve air quality
  - Delivery more and better homes – range, tenure and type
  - Improve Health Outcomes
- Transport Helps to Deliver these outcomes

# Transport Datasets



TRAFFIC SIGNAL AND  
TRAFFIC COUNT DATA

PARKING ANALYSIS

INFORMATION  
SYSTEMS

TRAFFIC MODELLING  
AND PARAMICS

ROAD CONDITIONS AND  
DEGRADATION

CCTV

JOURNEY TIME DATA

WEATHER DATA

ACCESSIBILITY

North East  
Data Hub

PARKING GUIDANCE

ACCIDENTS AND ROAD  
SAFETY

CYCLING COUNTS

STREETWORKS

AIR QUALITY  
MONITORING

HISTORICAL TRAFFIC  
COUNTS

# Transport Data

- There is a large range of data!
- But significant large gaps
  - Focus on ‘main roads’
  - Limited footfall data
  - Limited routing data – origin and destinations
  - Vehicle Types
- Potential Solutions
  - Mobile Phone Data
  - Track and Trace App Data

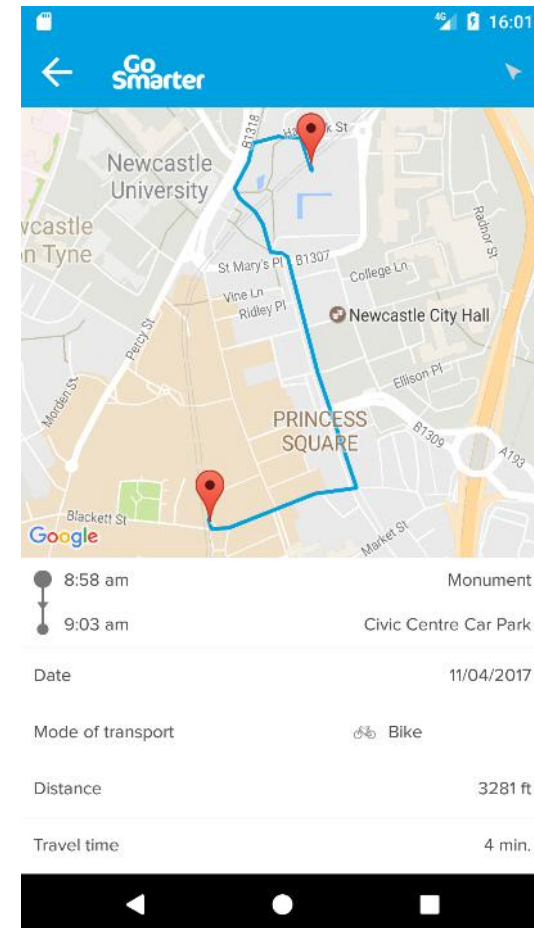
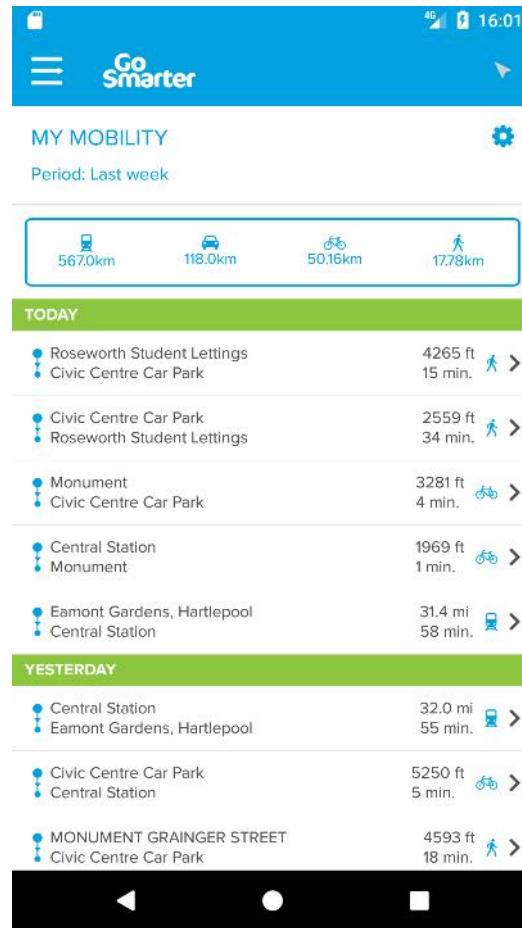
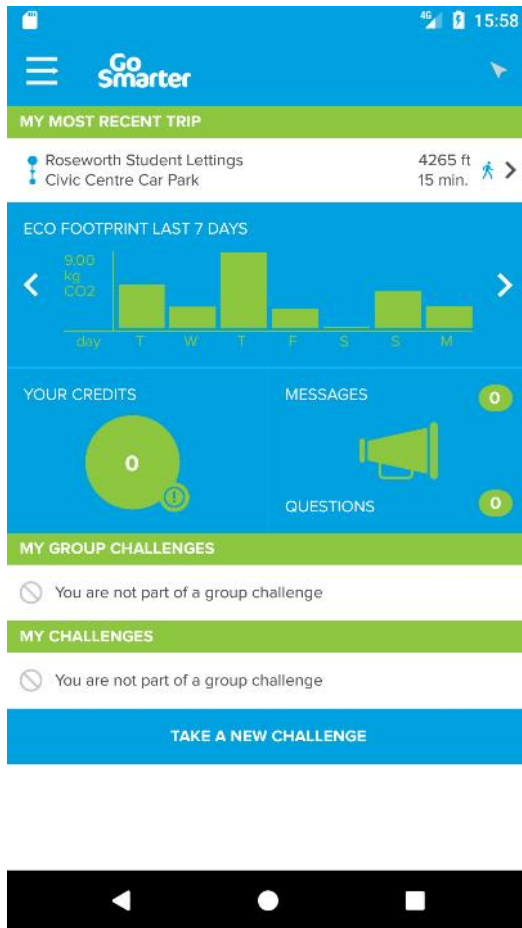


# Case Study – EMPOWER

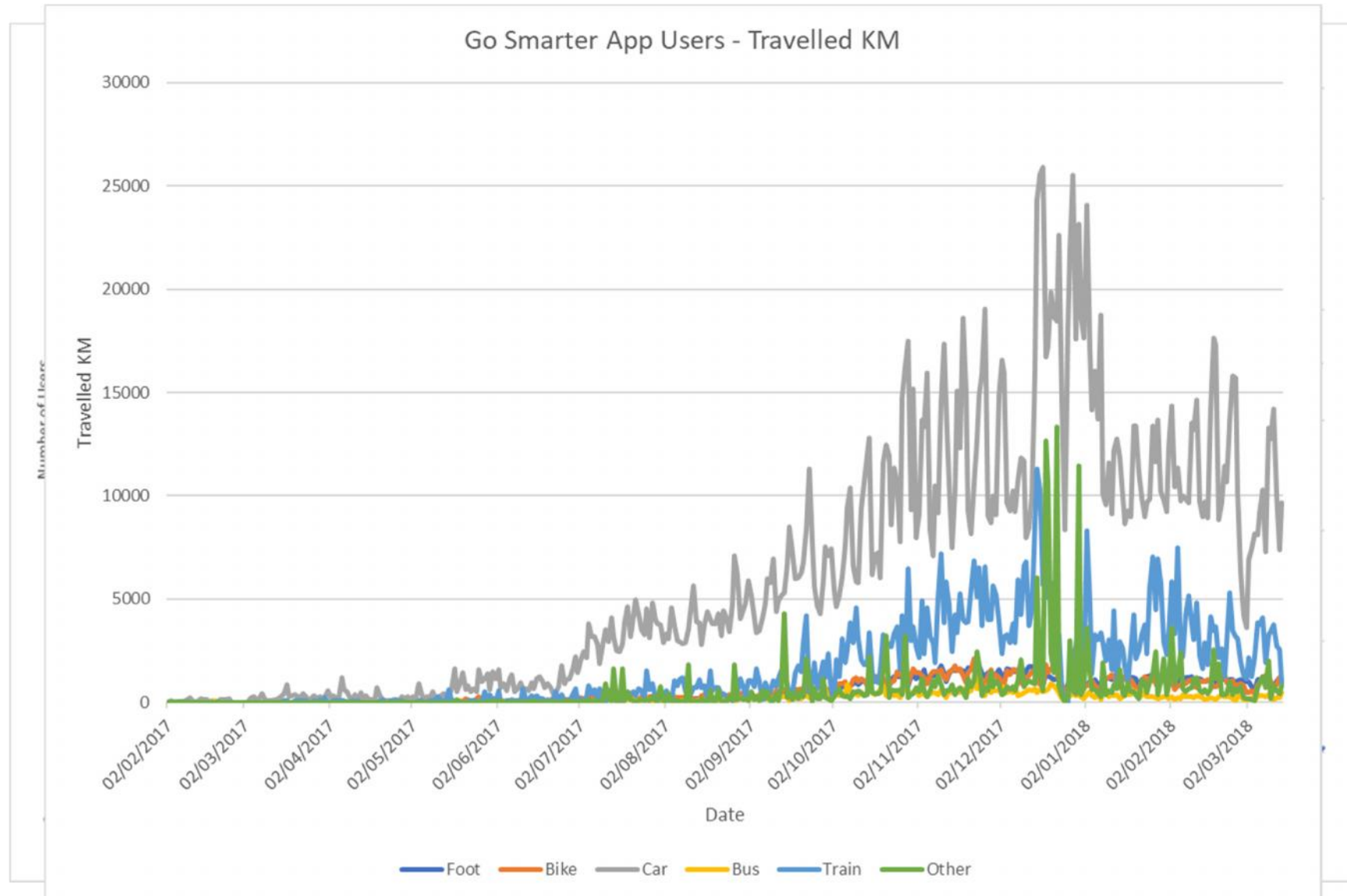
- Implementation of the Go Smarter App – based on the Mobidot Smart App
- Implementation aligned to the existing Go Smarter Brand, and with ongoing schemes, projects, initiatives to help uptake.
- Go Smarter is a Regional Brand – App implemented on the basis of people travelling to, in and through Newcastle
- App provides track and trace functionality and aims to reward the use of sustainable and active modes of transport. Earn points, claim prizes.



# Case Study – EMPOWER

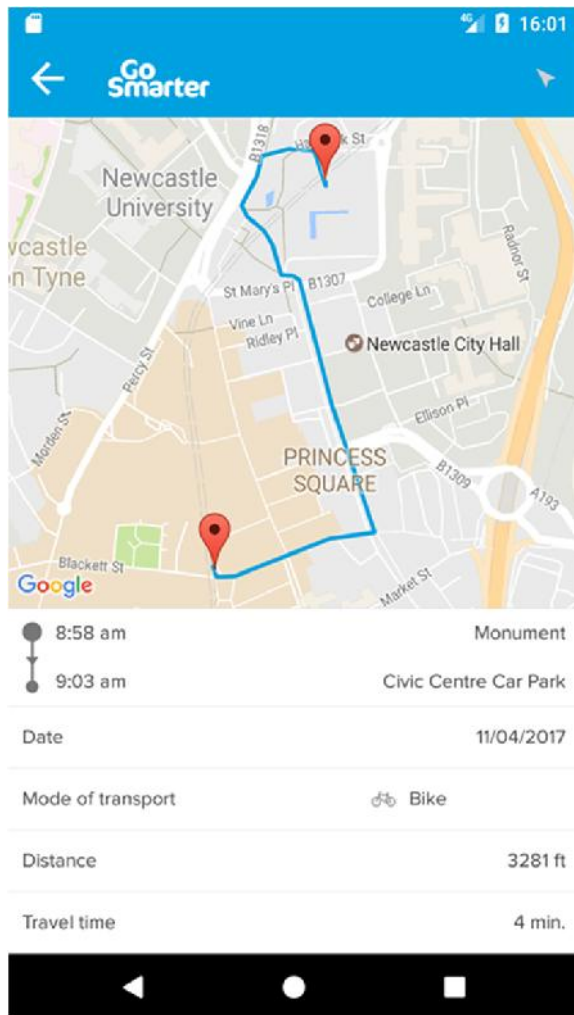


# Go Smarter App





# Characteristics of Track and Trace Data



Can isolate part of the network to look at:

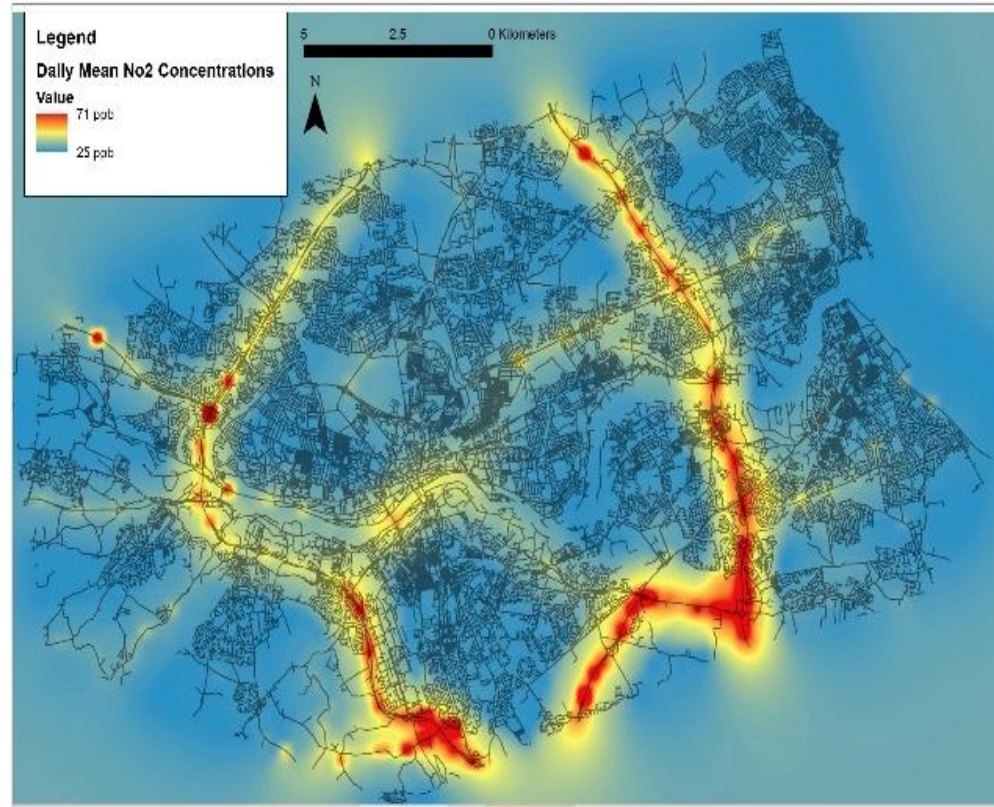
- Density of use;
- Temporal patterns of use;
- Mode use within and at arrival and departure;
- Time spent in area;
- Parking locations;
- O-D of those arriving;

# Findings

- App built on an existing brand, with (some) brand recognition and utilised existing contacts and networks to raise awareness.
- The project enabled a real life implementation of the city
- Using a tried and tested app with support system was advantageous.
- Representative Demographic?
- Resource and capability implication for a Local Authority.
- Effectiveness of Incentives
- Use of data to support planning decisions

# Habits – Research Project

- Supplemental Project – on Mode pollutants making.



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