

Measuring the Impact of Social Distancing (MISDT)

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Measuring Impact of Social Distancing on Transportation (MISDT)

Challenge: Keeping the public safe by encouraging social distancing of 1m+ in public spaces. How can this be measured? Not enough staff at transport hubs to deal with this.

Solution: Video analytics software developed by Humanising Autonomy to provide insight on use of transport hubs and support TfGM keep the public safe.

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INNOVATEUK FUNDING
£50K (£15K TO TFGM)



BUSINESS-LED
INNOVATION IN
RESPONSE TO GLOBAL
DISRUPTION



PROJECT START: 1 JUNE
2020



DURATION: 6 MONTHS





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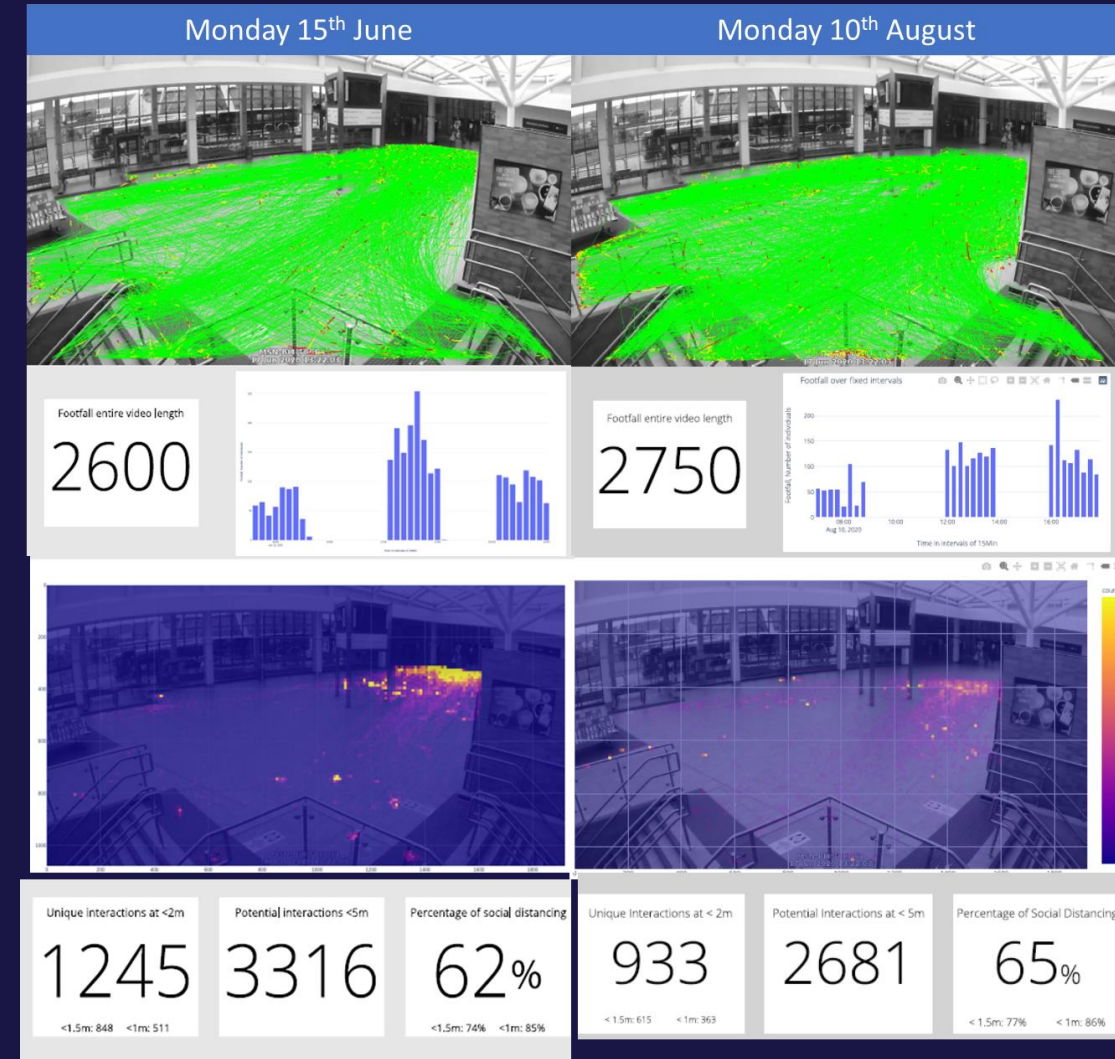
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Headline figures, findings and interventions

- Over 1,000,000 anonymised passenger interactions observed and analysed from over 1,000 hours of video footage.
- Analysis validated through comparison with other sources e.g. Citymapper Mobility Index and mobile phone data.
- Considerable variation in adherence to social distancing between interchanges.
- Interventions included:
 - Displaying positive messaging on customer display screens: [Bolton interchange \(vimeo.com\)](https://vimeo.com/452701856)
 - One-way systems.
 - Targeting cleaning resources at busiest areas.

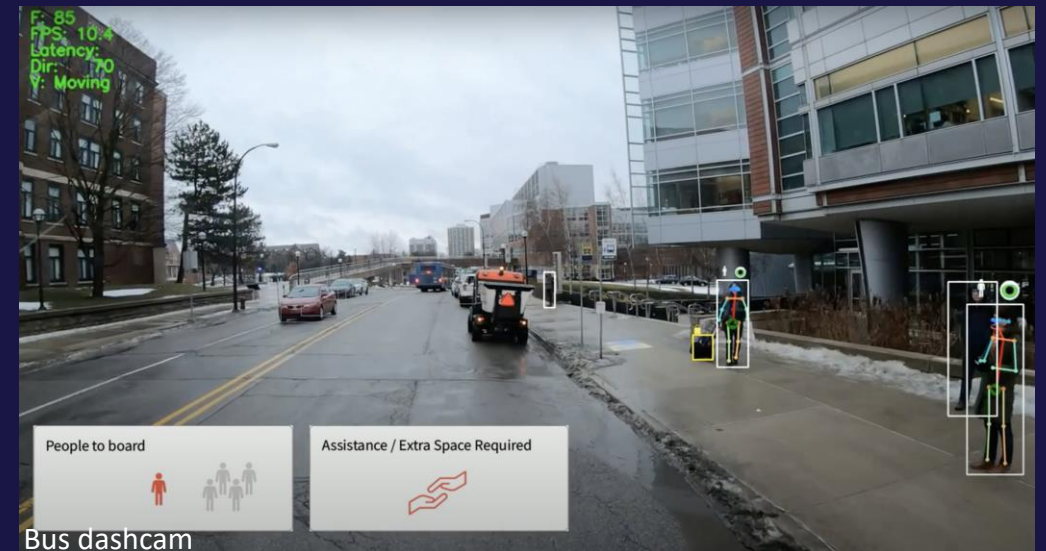
The analysis indicated that the interventions could have improved adherence to social distancing by up to 7%.





Additional Use Cases

- Metrolink tram stops
- Pedestrianised public spaces
- Temporary cycling and walking measures
- Street space and kerbside management
- Real-time asset monitoring





Questions