

Using live data technology solutions to create safer and smarter transport networks

Peter Cattell



You see us every day...

Driver information



Driver warnings



Real time information



Conspicuity films



Active road studs



Agenda

- What is live data?
- Why safer?
- Smarter ... really?



Live data

- Collected from the side of the road
 - Loops
 - Magnetometers
 - Radar
 - Video
- Crowd Sourced
 - Google, TomTom, Inrix



Safer networks

- Data and safety may seem strange bed-fellows
 - Unless linked to accident / KSI statistics
- Data can identify risk areas
 - Weather data
 - Ice detection
 - Poor visibility
 - Pollution data
 - Journey time data



Safer networks

- Use this and other data to provide solutions
 - Intelligent pedestrian crossing
 - Automatic ice detection and warning
 - Wrong way driving
 - Cycle detection



Big Data

- Life is messy
- 76% of adults carry a smart phone
- Everywhere we go, we leave behind a digital footprint



Smarter Transport

- Big Data
 - The four Vs
 - Volume
 - Velocity
 - Variety
 - Veracity



Using Big Data

- Size - not Sample
- Messy – not Meticulous
- Correlation – not Cause
- Consider more than the numbers
- Extract the Value – ‘Machine Learning’, algorithms that learn and can identify complex patterns and systems
- Visualise the data – to enhance the Value and understanding



Smarter Transport

- Working with strategic partners on a project where we 'soak up' data that is typically discarded
 - Help to identify how passengers arrive or leave an interchange
 - How long before departure do they arrive
 - Where do they visit
 - Understanding data = understanding customers = better service



Data, Safer, Travel

- In the future, this mess will:
 - Improve your journey as a driver or as a passenger
 - Provide benefits in convenience or even cost
 - Improve safety


