



## CASE STUDY: Delivering accurate average speeds data

***"Highways Analyst data has proven to be extremely valuable across the council, delivering robust and accurate analysis to a wide range of colleagues working on diverse projects"***

Phillippa White, Design Engineer, Kingston Borough Council

Kingston Borough Council have been using Highways Analyst to process and utilise Trafficmaster data to develop transport schemes for a number of internal departments.

Phillippa White, Design Engineer at the Council, has been supplying data extracted from Highways Analyst to the Councils Sustainable Transport, Strategy and Commissioning, Design and Delivery and Go Cycle teams to feed into important transport projects they have been working on. Highways Analyst is an effective software solution for quickly analysing Trafficmaster data.

### **Easy to query & access Trafficmaster data**

Highways Analyst can be used with Trafficmaster data to look at bi-directional routes and historical data, broken down into 15 minute segments. This analysis is quick to do and data can then be exported in an easy to use format. Phillippa is responsible for querying and accessing data from Highways Analyst and delivering this to the teams who have made the requests. "Getting the data out is straightforward and the software is easy to use and makes sense."

As Phillippa is providing data for engineers within 4 teams it has been important to her that queries can be run quickly. "If we are looking at a single junction the query only takes a matter of minutes and even on longer, more detailed pieces of work, the query runs are relatively quick to complete."

## Accurate and reliable data

The data coverage must also be good and results accurate and Phillippa notes that Highways Analyst "provides the right information, the journey times are very useful to have and provide a valuable snapshot." The data has already proved extremely popular with professional engineers who have been very pleased with the results.



Highways Analyst map showing average speed in Kingston in the morning peak

Before using Highways Analyst, the council were reliant on getting data from 65 permanent Automatic Traffic Counter (ATC) locations and ad hoc temporary ATC locations which resulted in many gaps in the network coverage. The data from Highways Analyst has now filled in these gaps and feedback internally has expressed the need to continue using Highways Analyst long term. In terms of accuracy, Phillippa notes that the Highways Analyst results she has been getting have been very good, "I'm really impressed at how much the Highways Analyst data correlates with the data I have from my permanent sites, giving me great confidence in the results. Using Highways Analyst allows me to easily narrow down and fine tune data to compare with my permanent data."

## Future use

Phillippa can see an increased use of Highways Analyst in the council going forward, as the engineers who have discovered how good the data is are now asking for it more regularly. "The data from Highways Analyst has given the engineers more wealth of information and detailing, enriching their projects and work, so we can see the demand for this data will only increase." She can also see how some of new features that are being added to Highways Analyst would be of use to the council, such as breaking down calculations by vehicle and looking at percentile options in the outputs.

"Moving forward I would predict that Highway Analyst has the potential to bridge increasing gaps in Kingston's traffic database due to current and impending budget constraints", Phillippa said. As with all local councils, Kingston is facing year on year cuts and permanent automatic traffic counting equipment, installation and maintenance is expensive. "Whilst we do not want to compromise on service we are tasked to find better, smarter ways to provide our services and solve, where possible, limitations caused by a lack of funds. We anticipate relying more heavily on Highways Analyst going forward as it provides us with a more robust and comprehensive future outlook for vehicle speeds across our borough".