PfH Transport Meeting with Cllr Liversidge

Briefing

Subject	Real Time Data to Support Keep Nottingham Moving and the SMART City vision.
Date	29th November 2018

Proposed Action	Introduce, on a temporary basis, a capability to collect data in real time on traffic speed, average point to point journey times and traffic flow on the A6005 corridor, part of the A52 Corridor and the road network around the Boots and University Campus in order to: • Trial the potential improvements possible to the UTC system enabled by the provision of this data by utilising the real time data to improve the performance of the University Boulevard SCOOT region by minimising delay and optimising air quality within that region and on adjoining links. • Trial an approach that can be rolled out to other areas of the city in order to advance 'Keep Nottingham Moving' and the SMART Cities vision • Facilitate the evaluation of the Boots Campus Sustainable Transport Package • Provide real time travel information to staff in Boots and the University to encourage more sustainable travel choices. The scheme will utilise a network of fixed cameras infilled with data supplied from Google similar to that utilised by the Google Maps application.
Background	Average point to point journey times and traffic flow on the road network are key metrics which underpin the LTP monitoring strategy and major scheme impact evaluations. A need to provide this data in real time has been identified to support the function of Nottingham as a SMART City and to support the Keep Nottingham Moving strategy by enhancing the efficiency of the Urban Traffic Control system and providing information to the public and businesses to enable them to make more efficient travel choices. If adopted across the City this approach has the following benefits 1. Optimise the performance of the Urban Traffic Control System - Academic studies suggest that traditional UTC systems such as SCOOT and MOVA have significant inefficiencies. 2. Providing real time travel information to the public to enable better mode and route choice. 3. Improved monitoring and evaluation of the LTP and Transport Schemes through more comprehensive data coverage. 4. Assist in monitoring air quality metrics 5. Reduce the need for bespoke ad hoc monitoring of these metrics thus in part offsetting the cost of the scheme and generate revenue by the sale of this data. 6. Informing future transport strategy via developing improved understanding of how the network operates.
Present position	It is therefore recommended that a trial of an appropriate real time monitoring system is conducted to test if the above benefits can be realised within a local context with a view to rolling this out to other areas of the City should the trial prove to be sufficiently beneficial. The scheme would commence in early January. Ancoris (Google's UK agents for the supply of such data) and Vivacity Labs Ltd have been identified as sole suppliers capable of meeting the scheme specification thus exemption from Financial Regulations will be required.

Cost	£99,0000