

SMART

TRANSPORT HUB

Kent
County
Council



“ We have teamed up with Smart using their Smart Lenz sensors and data platform. The live data provided ensures we are able to effectively monitor the live traffic of HGVs entering and exiting the Sevington Inland Border Facility in Ashford. These checks are to ensure HGV Border readiness, before heading to either the Port of Dover or the Euro Tunnel ”

Earl Bournier, EU Exit Highways Vice Lead at Kent County Council

★★★★★

Partnership case study

Active Travel Scheme



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Introduction

Kent County Council have implemented an Active Travel Scheme which aims to make active travel an attractive and realistic choice for short journeys in Kent.

Active Travel means walking or cycling as a means of transport in order to get to a particular destination including work, shopping, or to visit friends. More people actively travelling can lead to a large range of positive outcomes including:

Improved
health



Reduced
traffic congestion



Better
air quality

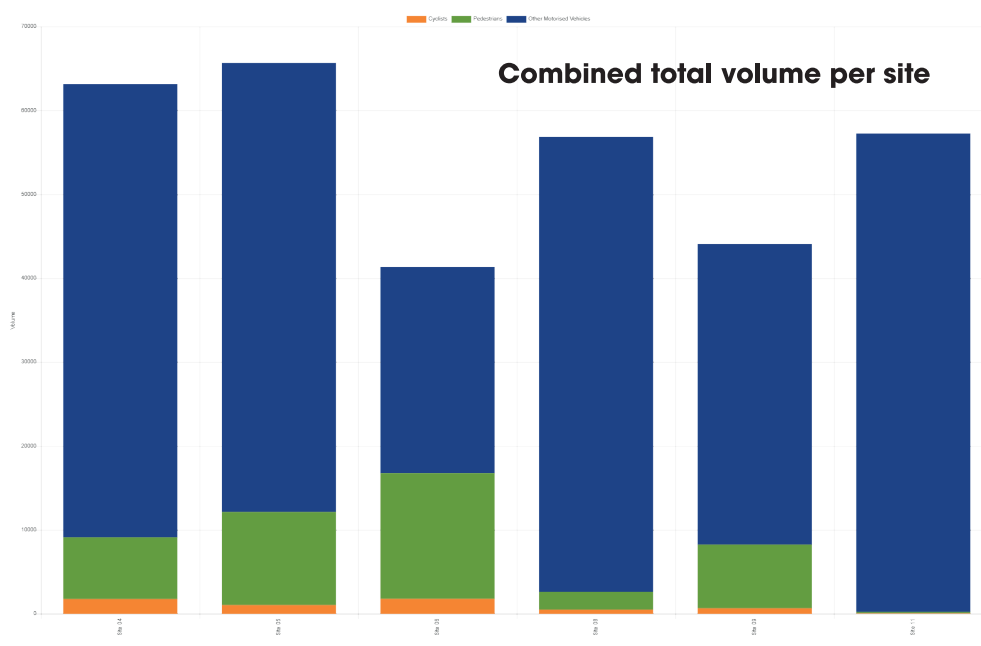


Financial
savings



The importance of monitoring for Kent County Council

As part of this scheme, monitoring vehicle, cycling and pedestrian behaviour is highly important, as it assists with potential designs and amendments to highways and footpaths such as cycle lanes and widened footpaths.

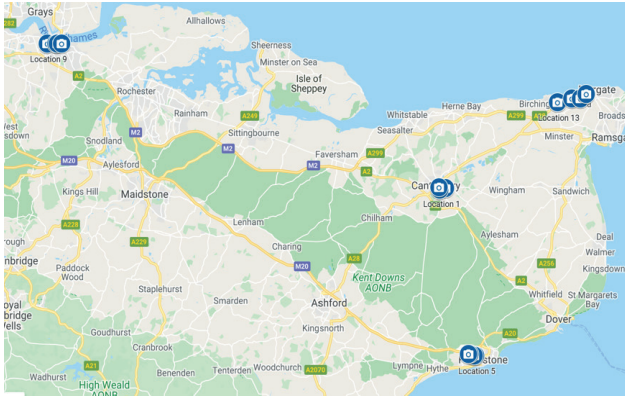


Thus, by looking at pedestrian, cyclist and other motorised vehicle volumes pre-development, as displayed above, this baseline data allows a comparison post-development.

Consequently, a representative analysis is provided, which can help determine whether the Active Travel Scheme is successful and effective.



Sites - Location overview

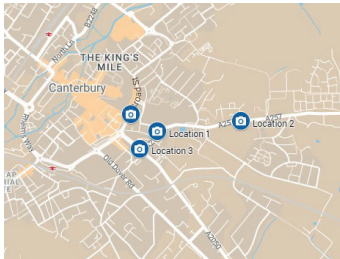


Smart Lenz VECC sensors were installed across 16 different sites across four main areas of Kent:

- > Canterbury
- > Folkstone
- > Gravesham
- > Thanet

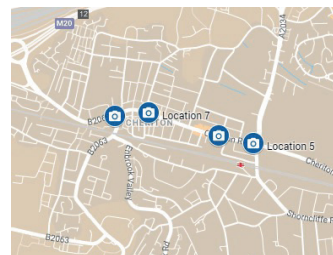
Why did Kent County Council choose these areas?

Group 1 - Canterbury



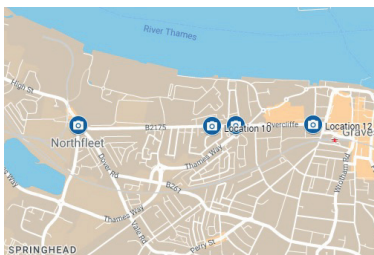
To create a safe and direct route for cycling from the east of Canterbury into the city centre, which would serve the schools, colleges and universities in the area.

Group 2 - Folkestone



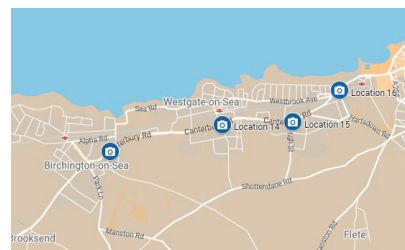
To introduce a new safe and direct cycle route which connects Folkestone Central Station to Cheriton, improving the walking and cycling experiences within local streets.

Group 3 - Gravesham



To create a new cycle route, which connects Gravesend and Northfleet, therefore helping the cyclists have better access to the local area.

Group 4 - Thanet



To introduce a new cycle route providing better connections to key destinations between Birchington-on-Sea and Margate, making it safer for people who walk and cycle.



Recorded Classifications

- Cars
- Large Good Vehicles (LGV)
- Motorcycles (MCL)
- Cyclists (PCL)
- Public Service Vehicle (PSV)
- Pedestrians (Peds)
- Other Goods Vehicle (OGV1)
- Other Goods Vehicle (OGV2)
- London Taxi
- E Scooters



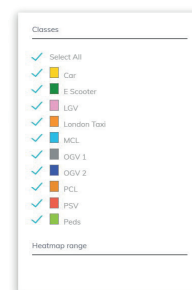
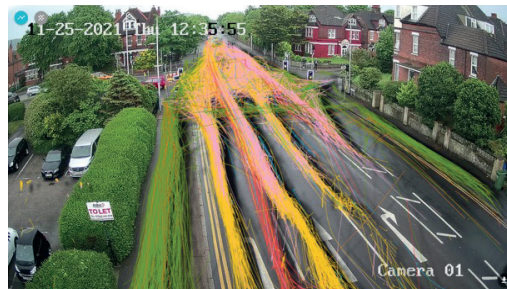
Smart Lenz - Introduction

By installing the VECC sensors, our Smart Lenz platform helps to provide reports and information to make data driven decisions through graphs and real time analysis.

Some of this data may be anomalous due to contributing factors such as weather changes, pandemic restrictions, road closures, school holidays, national and religious holidays such as Christmas which can cause sporadic spikes in travel within the recorded classifications.

Ai Portal view

Kent County Council can visualise users as trail lines to understand space utilisation and volumes



Smart Lenz - Insights

Smart Transport Hub is monitoring and analysing the following for Kent County Council:

- Total Volume Counts per site and per group, to enable a comparison of volumes between the different types of urban environments
- Daily Traffic Volumes per site to grasp a more detailed analysis of the behaviours of all classes
- Average Traffic Volumes - Weekday vs. Weekend per site, to analyse how patterns and volumes change during a working week compared to leisure times
- Average Monthly Peak vs. Off Peak per site, by monitoring 3 different peak times, to understand different segments of the population with active travel.
 - > Morning peak – to capture traffic behaviour from those who commute and the school run
 - > Midday/lunchtime peak – to capture transport behaviours from workers leaving the office, or those out of office travelling for daily needs
 - > Evening peak – to capture data from the commute home and after work activities

