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SURREY COUNTY COUNCIL DEVELOPS MATRICES FOR STRATEGIC TRANSPORT MODEL WITH CITI LOGIK DATA

a Citi Logik Case Study

Surrey County Council is responsible for a large transport network and is embarking on a review of the county's strategic transport model.

Working with Citi Logik, Surrey County Council has been able to access anonymised mobile data with a view to creating more accurate matrices for their county model. Ultimately, the use of this form of mobile data will help inform and shape policy decisions, support Local Plan transport appraisals, as well as underpin bids for funding from the Local Economic Partnerships or Department for Transport.

The matrices will take into account the types of vehicles including cars, LGVs, HGVs, as well as buses, rail

and active modes. The matrices are also split by time of day, and journey purpose.

In order to create a comprehensive review, other data sources will be used in conjunction with the mobile data such as the National Travel Survey and public transport usage data.



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Gemma Joyner, Principal Transport Planner at Surrey County Council, says the data offers more clarity: “The data Citi Logik provides a very rich source of observed information about transport movements. The sample size, particularly compared to traditional methods, is helping us to produce a transport model with greater accuracy and produce estimates that have a greater level of confidence.”

Notably, Surrey County Council worked with Citi Logik to extract transport movements specifically relating to rail park and ride and HGV journeys. As a result, it has enabled the team to more accurately estimate park and ride usage and HGV journeys in the model.

Gemma adds that the data has huge potential for other transport programmes: “Now we have started to use the data, we can see there is potential for the mobile data to be used for other initiatives within the council, so this is something we are exploring further.”

The transport model is being developed with a view to completion in 2021.

Get in touch: enquiries@citilogik.com
www.citilogik.com