New Technologies in Data Collection

1 Day Programme

Overview

Mobile Network data and AI Vision Analytics are two of the newer data sources to the strategic planning and operational aspects of transportation projects. They have varied benefits over existing traditional data collection sources due to their sample sizes, geographic extent, consistency, and the ability to request data in real-time or over defined time periods. Transport operators and public sector organisations are using a variety of mobile network and big data sources to improve their operational decision-making and provide a richer evidence-base for their strategic decision-making.

This course provides an introduction into how these, and other new and emerging datasets are collected, analysed, and used in the transportation industry. Alongside this, the course will provide a summary of use cases and highlight the benefits and limitations of each data source.

Who should attend?

This course has been developed for transport professionals involved in strategic planning, incident management & planning and operational planning wishing to develop their knowledge and proficiency, ranging from private sector and public sector organisations.

Topics covered

- Introduction to new and emerging data in transportation
- Mobile Network Data
- AI Vision Analytics
- GPS Data
- Bluetooth/Wi-Fi Data
- Ticketing Data

PTRC Education and Research Services
A trading name of CILT (UK)

The Chartered Institute of Logistics and Transport

RoSPA Member

Delivered by citisense

ptrc-training.co.uk | +44 207 348 1970 | info@ptrc-training.co.uk

To book on to the programme, please fill in the attached form and send to info@ptrc-training.co.uk

New Technologies in Data Collection

1 Day Programme

Introductions and Icebreaker Activity

Why Data Matters in Transport

- Overview: how data supports policy, funding and project decisions
- Real examples of data use (traffic calming, active travel, parking, safety)

Types of Data Collection Methods

- ATC, ANPR, video/CCTV, permanent sensors, manual counts, diffusion tubes
- AI powered sensors, ANPR, mobile data (phone & apps), GPS data, air quality from sensors
- Open datasets: volumes (TfL/DfT), weather (opensource), events (opensource), Census, Stats19 (KSI - Crashmap)

From Raw Data to Insights

- Data cleaning, anonymisation, and integration explained simply
- Example: journey from a dataset - dashboard - policy decision

Visualisation Made Simple

- Live demo: turning transport data into an easy-to-read chart/dashboard (SmartLenz short demo)
- Tips on storytelling with data (what decision-makers care about)

Re-energiser Activity

- Quick group energiser

Co-Design Workshop: Building a Mini Transport Dashboard

- Each group gets a simplified dataset (traffic counts, cycling volumes, or parking occupancy)
- Task: identify key insights + sketch a simple visualisation/dashboard that would help their community

Group Presentations & Discussion

- Presentation of dashboard idea
- Peer feedback & facilitator highlights
- Draw links back to real-world authority challenges

Wrap-Up & Next Steps

- Key takeaways from the day
- How participants can apply this learning in their projects
- Resources/links for further explanation

*Please note the above is a preliminary programme and subject to change.

Learning Outcomes: On completion of the course, delegates will understand:

- New technologies in data collection in transport – mobile network data, AI Vision Analytics, GPS, Bluetooth/Wi-Fi and ticketing data.
- Transportation case studies using these data sources, both in terms of strategic planning and real-time operations.
- The types of information that can be extracted from the datasets.
- How mobile network data is collected and processed.
- The measures implemented to protect privacy
- How to validate and process data they receive
- Benefits and limitations of the different sources
- Introduction into how AI Vision Analytics technology works

New Technologies in Data Collection

1 Day Programme

Registration Form

Title	**First name**	**Surname**
Position		**Organisation**
Email		**Telephone**
Address		**Post Code**

Payment Details: (Please tick as appropriate)

Fees: **Standard:** **CILT/CIHT Members:**

Method of Payment: **Visa** **Mastercard** **BACS** **Invoice** Purchase Order Number

Card Number **CSV Code** **Expiry Date**

Billing/Invoice name and address
(if different from above)

Post Code

Signature Authorsation I have read and accept the terms and conditions

Name .....

Signature .....

Date .....

Please return form to The Registration Office c/o The Chartered Institute of Logistics and Transport Earlstrees Court, Corby NN17 4AX

BACS
SWIFTBIC: BARCGB22
IBAN: GB39 BARC2045 7750 5364 66
Sort Code: 20-45-77
Account Number: 50026948

PTRC Education and Research Services Ltd
A company within CILT (UK)

The Chartered Institute of Logistics and Transport
L'Institut agréé de la logistique et des transport

Terms & Conditions
1 Registration Form Applications should be made on the official registration form. Photocopies are accepted. One form should be completed for each delegate attending the event. It is important that all sections are completed legibly. Delegates are advised to retain a copy of the registration form for reference before sending. 2 Fee Fees include attendance at lectures, lecture notes, lunch and all refreshments unless otherwise indicated. Fees do not include overnight accommodation, breakfast and evening meals. 3 Acknowledgement Receipt of a registration form will be acknowledged by email, delegates will be sent an invoice and an email of acknowledgement. Joining instructions, including a map, will be sent to each delegate by email approximately two weeks before the start of the event. 4 Payment Unless otherwise stated payment in full must be made at the time of booking., 5 Cancellation All cancellations, or alterations to a booking, must be received in writing. To avoid cancellation penalties, substitutes will be accepted at any time, if notified in writing and in advance of the event. Adjustments in fees will be made if there is any change in fee category. Cancellations received in writing up to 14 days before an event will be subject to an administration fee of £75 or the event delegate fee whichever is the lower. Cancellation within 14 days of the event date or a 'no show', will be liable for the full fee. 6 Disclaimer PTRC reserves the right to vary the programme and to cancel an event if it is under subscribed or for any other reason. In the event of cancellation, where reasonably possible, PTRC aims to give delegates at least two weeks' notice and the fee will be refunded in full. PTRC will not be held liable for any prebooked travel, accommodation or similar costs incurred under any circumstances whatsoever. 7 Data Protection Details will be held on a database in accordance with the UK 1998 Data Protection Act. Information will be used for internal marketing purposes only and will not be shared with any external organisations.