

Challenge statement three

Connecting people and places

How might we better understand how people move around the transport network?

PROBLEM STORY

The Transport Portfolio agencies have varying degrees of understanding of where people are travelling to, from and in-between the transport network.

People regularly undertake multi-purpose journeys that involve work, education, leisure activities and shopping. Complex multi-purpose journeys can increase the attractiveness of the car due to its flexibility, in turn decreasing the appeal of other modes of transport.

A holistic understanding of people movement via all modes of transport can enable more effective transport planning, allowing the agencies to plan and provide appropriate infrastructure and transport services.

For example, the identification of people movement flows may determine where the transport agencies can plan to increase movement efficiency by implementing new bus services or new bike or pedestrian infrastructure.

The data could also highlight locations where the network is over catering for the volume of people movement.

Can you help us identify and/or demonstrate people movement flows on our network?

KEY OUTCOMES

- A method that shows how people are moving around the network by mode in selected areas

LONG TERM IMPACTS

- A greater understanding of people movement across the transport network
- Alignment of public transport services to service people flows more efficiently