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SPT - Case Study

Streetwise was commissioned by Strathclyde Partnership for Transport (SPT) to undertake an extensive origin and destination study for users of the Glasgow Underground (Subway). The Subway is Scotland's only underground system and is the focus of a £290m modernisation plan, including refurbished stations and new train units.

Over 4 survey days, Streetwise completed in excess of 58,000 face to face interview surveys with passengers with results being logged directly into handheld tablet PCs. One key benefit of this survey methodology was that exact timings were collected for interviews (hh:mm:ss not binned into 5 or 15-minute intervals). This enabled the possibility of subsequent modelling work to track platform density etc.

As a result of electronic data capture at source, we were able to turn data around within 24 hours to provide SPT with information on detailed passenger movements to assist in model development.

In addition to standard spreadsheet and graph based output for interview data, we also provided summary images displaying, for example, relative flows between stations to enable a more immediate interpretation of the main passenger flows.

"The Streetwise team provided SPT with an excellent service. We were particularly impressed with the comprehensive approach, swift data-processing and effective project management. Overall, the quality of the outputs received was excellent, providing robust travel data that will aid SPT's Subway modernisation programme going forward." (Bruce Kiloh, Director of Policy & Strategy, SPT)



www.streetwiseservices.com

Traffic counts - People and NMU movements - Journey time surveys - Driver Behaviour / Conflict Studies

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