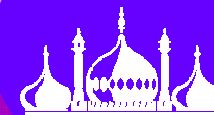


Developing a new transport model for the city

Presentation to Cabinet

7 April 2011

Mark Prior, Lead Commissioner, City Regulation and Infrastructure



**Brighton & Hove
City Council**

Why do we need a transport model?

- Illustrates current traffic flows and travel patterns
- Forecasts future year flows and patterns
- Evaluates impacts of changes – proposed schemes or developments
- Supports justification of investment
- Better informed decisions

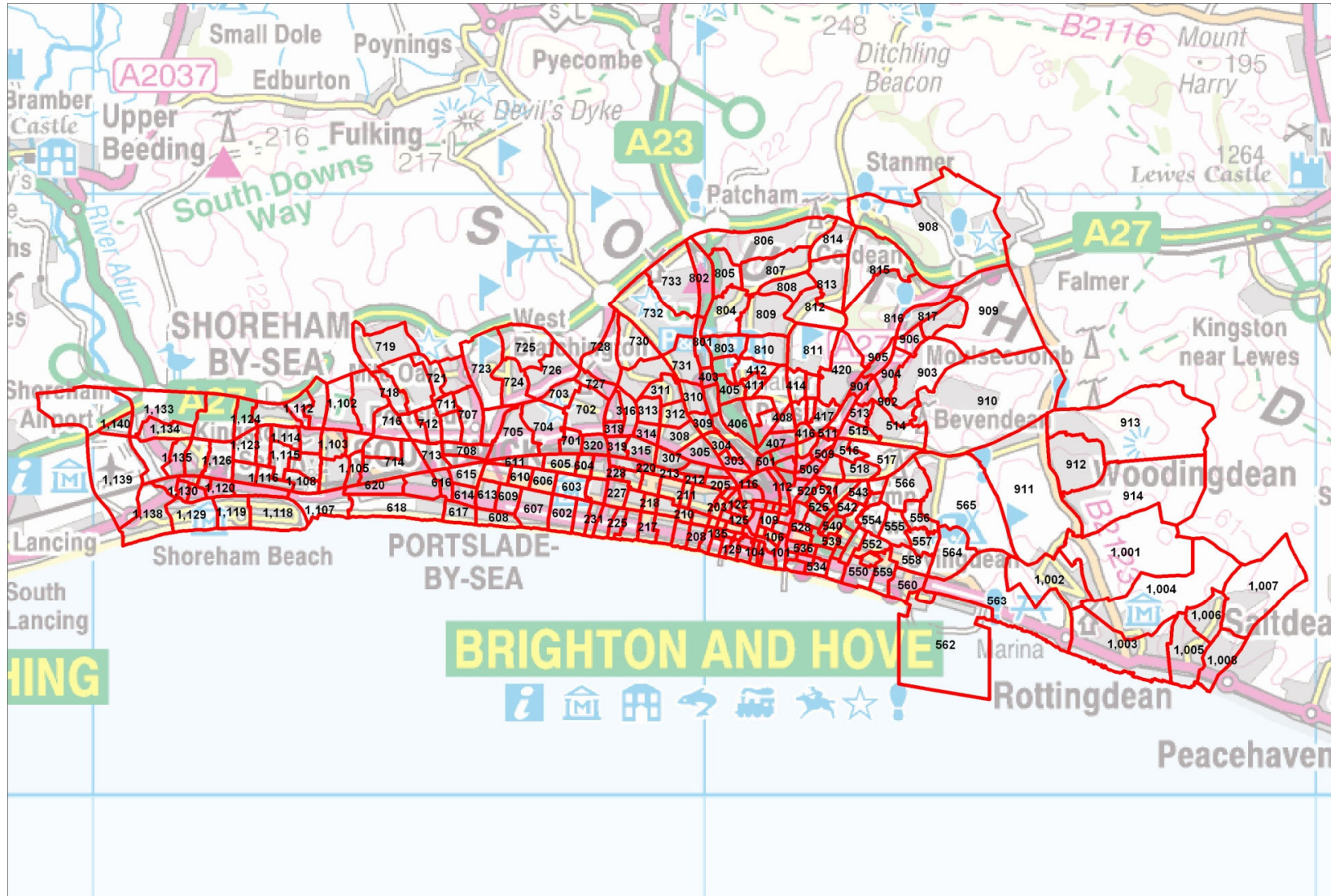


What does the model consist of?

- Road network
- Public transport network
- Zones of activity (attractors and generators of movement)
- Movement between zones
- Different time periods
- Model has been built to latest DfT standards



Citywide Model zones



Progress

- Data collection
- Citywide Model
- Visual Model



Data collection

- Existing Data
 - Traffic counts
 - Pedestrian & Cycle counts
 - Rail, bus and taxi data



Data collection

- New Data
 - Household interview Surveys
 - Roadside interviews
 - Car Park surveys
 - Junction counts
 - Automatic traffic counts
 - Public transport surveys



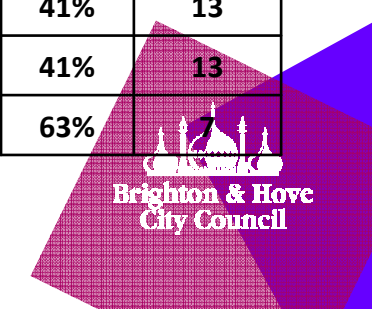
Keeping the Model up to date

- Minimal updates required for first year
- Individual updates when changes made to road network or public transport services
- Full update required every 6 years to fulfill government requirements (estimated cost £100k)
- Model investment to secure other benefits



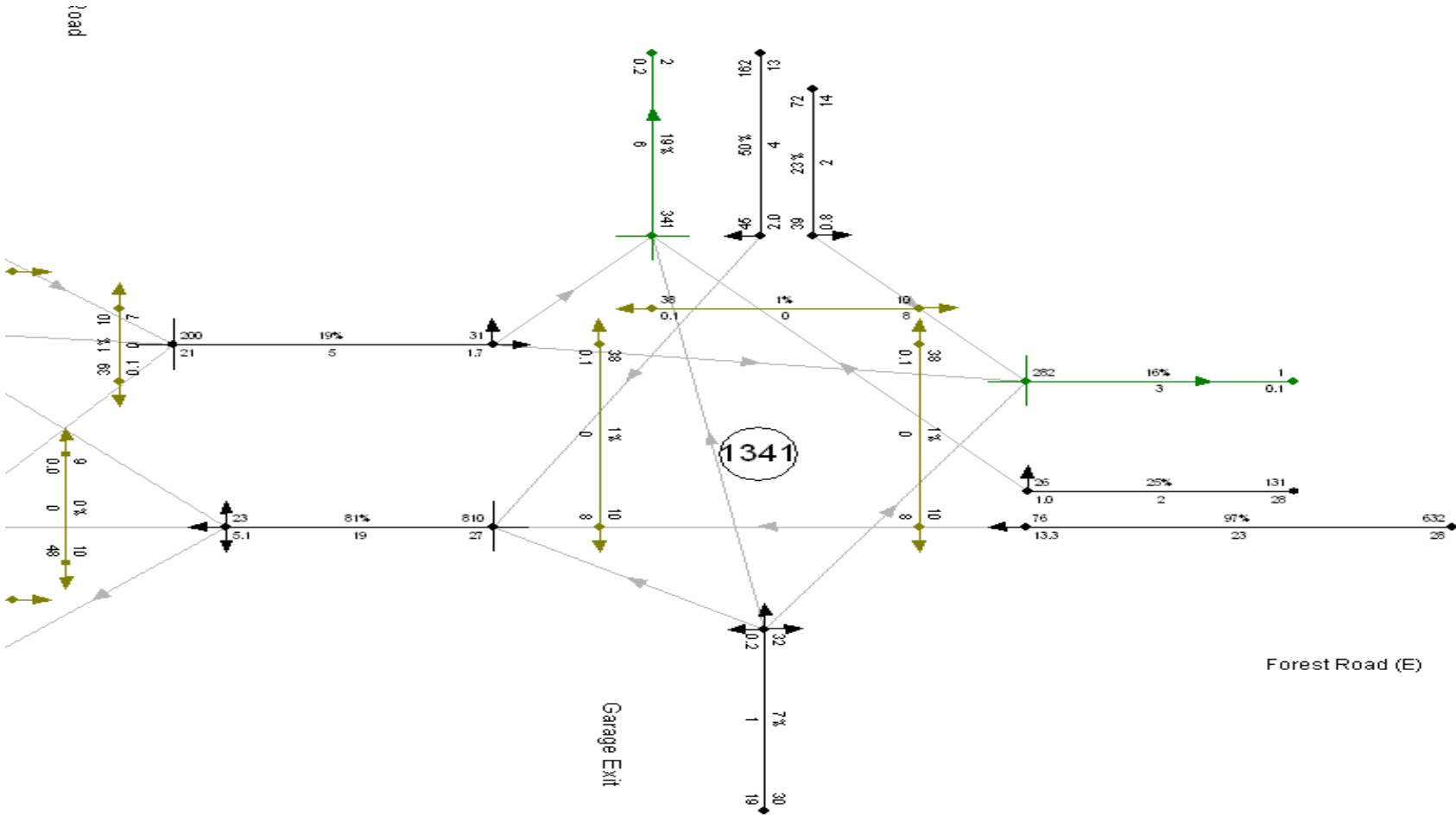
Citywide Model output

Road	Movement	AM		Off		PM		Sat	
		Mod. DoS%	Mod. Queue (PCU)	Mod. DoS%	Mod. Queue (PCU)	Mod. DoS%	Mod. Queue (PCU)	Mod. DoS%	Mod. Queue (PCU)
Forest Rd WB	Ahead/Right	87%	33	61%	15	61%	16	81%	19
Forest Rd WB	Ahead/Left	87%	33	61%	15	61%	16	81%	19
Forest Rd EB	Ahead	57%	18	75%	20	86%	20	80%	21
Forest Rd EB	Ahead/Left	57%	18	75%	20	86%	20	80%	21
Fulbourne Rd SB	Ahead/left/Right	73%	15	47%	9	54%	11	21%	4
Wood St NB	Ahead/left/Right	96%	18	78%	11	90%	16	80%	11
Forest Rd WB	Ahead	79%	29	62%	17	63%	15	72%	16
Forest Rd WB	Ahead/Left	79%	29	62%	17	63%	15	72%	16
Forest Rd EB	Right	48%	6	30%	3	51%	6	39%	4
Forest Rd EB	Ahead	31%	11	43%	14	49%	17	41%	13
Forest Rd EB	Ahead	31%	11	43%	14	49%	17	41%	13
Shernhall St NB	Right	76%	8	53%	5	72%	11	63%	7



6

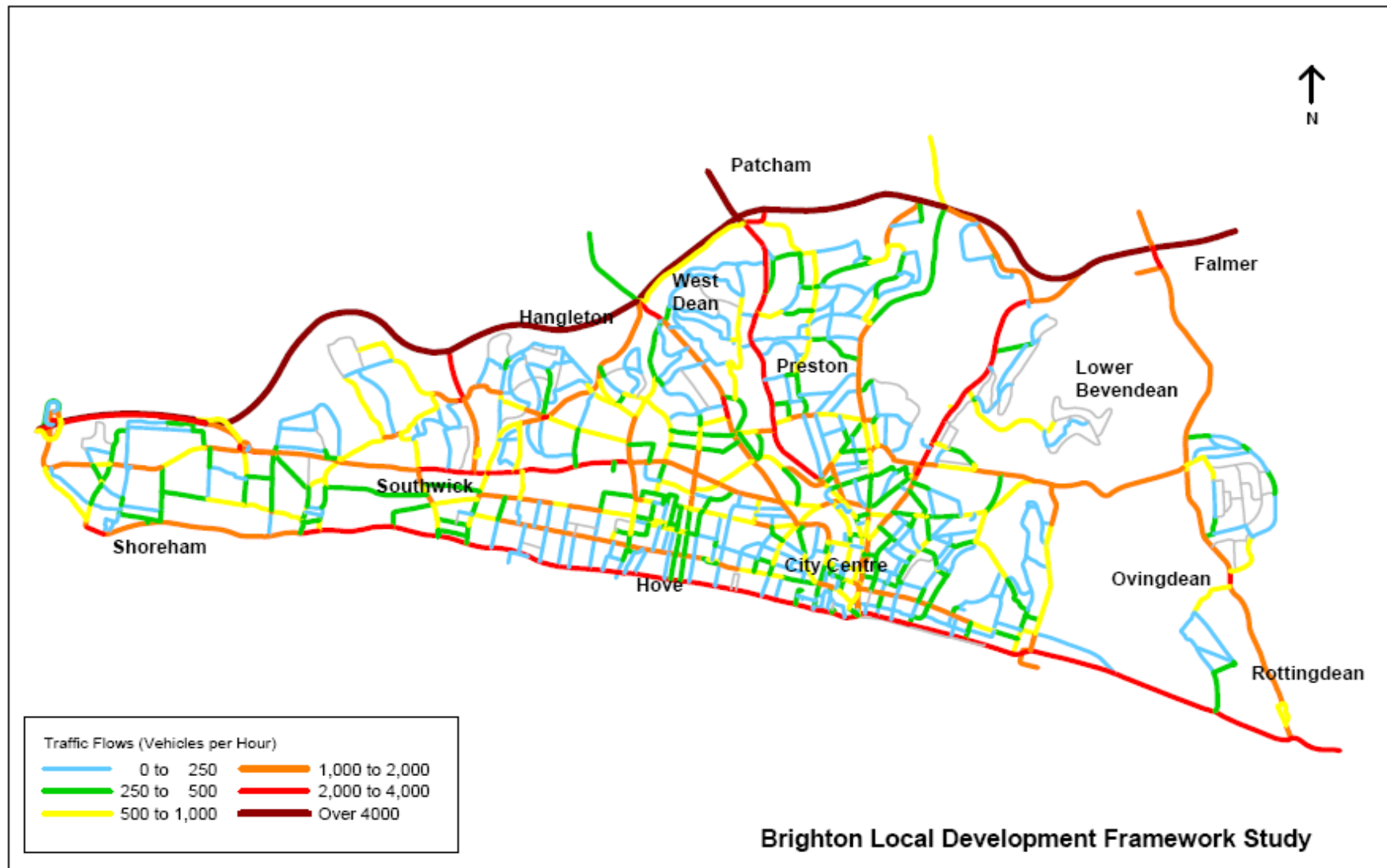
Citywide Model output



load

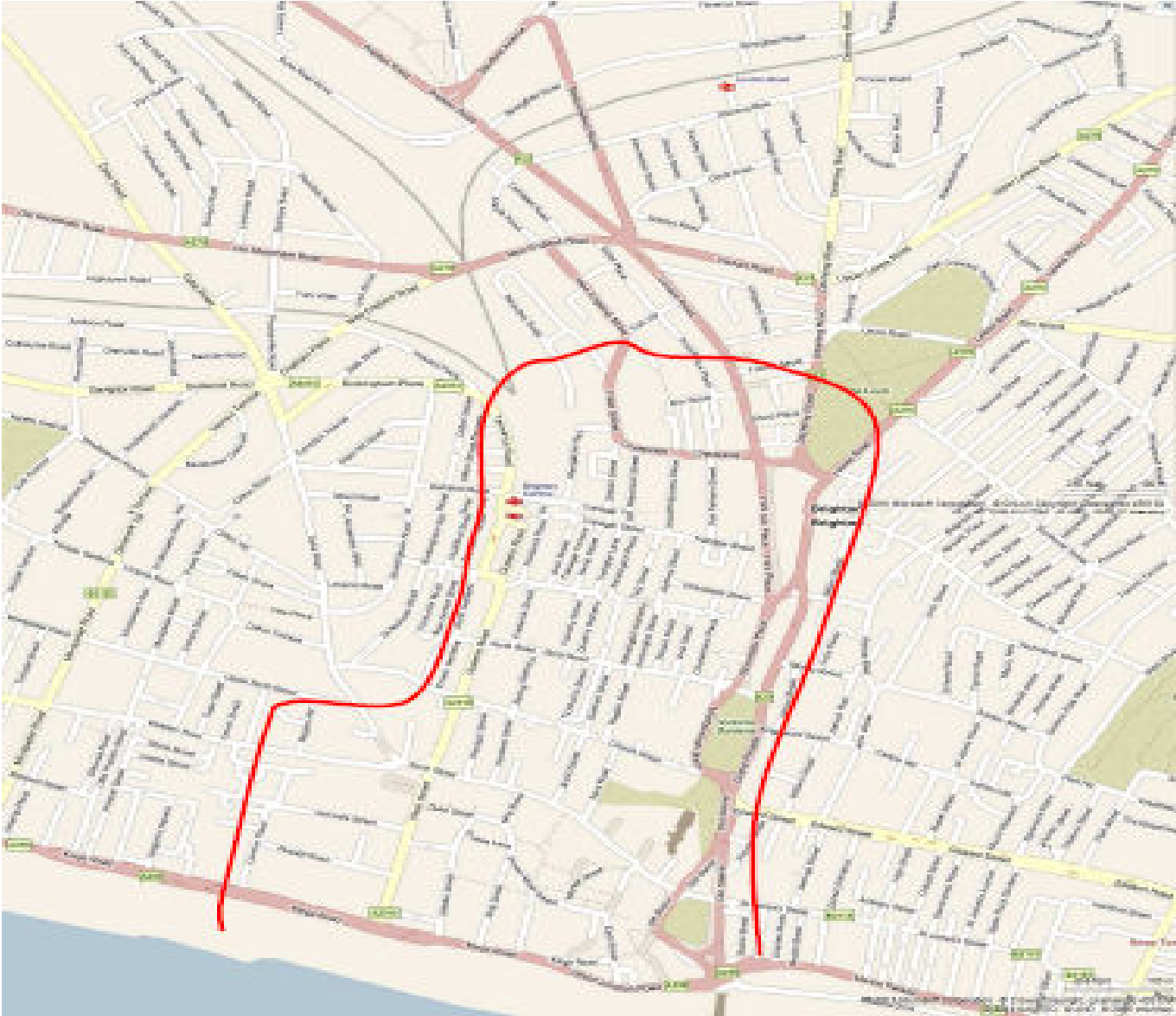
10

Citywide Model output



Brighton Local Development Framework Study

Brighton & Hove Visual Model Area



Visual Model – City Centre



13



Visual Model – Aquarium Roundabout



How will we use the model?

- Assess citywide effects
 - Spatial / land use strategies
 - Transport strategies

- Assess localised effects
 - Proposed developments
 - Transport Schemes



Brighton Centre



Brighton & Hove
City Council

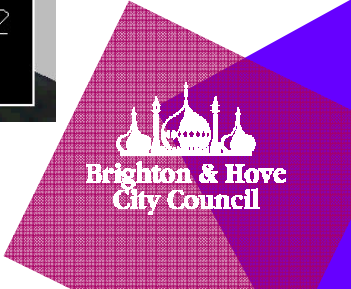
Sackville Trading Estate



Brighton Station Gateway



Brighton Station Gateway - Surrey Street scenario



Next Steps

- Completion of 2010 'base year' model by mid-May
- Use model to assess traffic and network management implications of events, roadworks and schemes.
- Develop protocol for use of model by external organisations.



Summary

- Technical analysis and easy to understand visuals
- Better informed decisions
- Assists planning for the short term & long term
- Will support council projects and developer proposals

Thank you