

# Mobility monitor

## Transportation Data

Monitoring today,  
for tomorrow.

## This issue

Aligning the  
Data Collection  
Program with the  
MDP and CTP

July 2012  
Issue #41

### The Data Collection program

Data Division of Transportation Planning collects traffic volume and other transportation data:

- Turning movement and screenline counts
- Pedestrian and bicycle counts
- Truck (goods movement) counts
- Central Business District (CBD) cordon counts
- Origin destination studies
- Travel time studies
- Vehicle classification
- Trip generation rates
- Parking inventory

These data are used for a wide variety of applications - transportation planning, improving pedestrian and bicycle facilities and transportation corridors, analyzing transportation demand, forecasting, economic analysis, and maintaining existing databases for analysis and comparison.

Like other North American Cities, the automobile is the default choice of travelling in Calgary. A sprawling city, a road network that reflected this growth and a good supply of affordable vehicles meant an auto-centric city was unavoidable. Due to this trend, Data historically focused on passenger vehicle traffic and how the road network performed during peak periods.

As Calgary grew in size and complexity, the data collection requirements changed. More roads required more data collection and more traffic problems and demanding circumstances required more specific data.

The data collection program subsequently was divided into two parts:

1. Base count program - CBD cordon, screenline and other regular counts
2. Special request program - Requests and special studies

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## The MDP and CTP

In 2007, City Council directed that an integrated Municipal Development Plan (MDP) and Calgary Transportation Plan (CTP) be created that aligned with the vision and goals of imagineCALGARY. This process, called Plan It Calgary, set out the long-term direction for sustainable growth to accommodate another 1.3 million people over the next 60 years.

Grounded in the values of SMART growth and Council adopted sustainability principles for land use and mobility, Plan It Calgary focused on a compact city form that cultivated walking, cycling and transit, and preserved open space, parks and other environmental amenities.

On September 28, 2009, City Council approved the MDP and CTP. These plans describe the vision for a long-term pattern of growth and development over the next 60 years and provide policies to create the new city form.

### MDP Policy Themes: [calgary.ca/mdp](http://calgary.ca/mdp)

- Creating a prosperous economy
- Shaping a more compact and mixed urban form
- Creating great communities
- Integrating urban design
- Connecting the city
- Greening the city

### CTP Policy Themes: [calgary.ca/ctp](http://calgary.ca/ctp)

- Transportation choice
- Walking and cycling
- Transit
- Goods movement
- High occupancy vehicles
- Quality of service
- Complete Streets
- Local transportation connectivity
- Parking
- Transportation safety
- Universal access
- Environment and transportation
- Infrastructure management

### Monitoring and Reporting

The MDP and CTP establish strategic policy directions, but periodic checks must be undertaken to review whether progress is being made. The Monitoring and Reporting Program provides a mechanism through which the goals, objectives and policies of the MDP and CTP can be monitored and reported.

A broad spectrum of indicators was developed as proxy measures for the social, environmental and economic performance of the MDP and CTP.

Accompanying each indicator are 10-year, 30-year and 60-year targets that were based on benchmarking of other cities and engagement with stakeholders.

The Monitoring and Reporting Program will measure the indicators and report to Council, Administration and the public on the progress towards the targets prior to each 3-year City business planning cycle, which will assist in developing investment strategies and strategic growth decisions.



## Aligning the Data Collection Program

With Council's approval of the MDP and CTP, the principle of land use sustainability and mobility is paramount. A more compact, livable and densely populated city with more people walking, cycling and using transit is the goal. Communities will be connected, safe, attractive and vibrant while protecting the natural environment and reducing the need for resources.

Historically, the majority of resources in transportation were tailored to accommodate the automobile. The attention has shifted towards more sustainable forms of transportation.

The Data Collection Program, an integral part of the MDP and CTP Monitoring and Reporting Program, is being modified to support the goals and objectives of the MDP and CTP. There are policies in the MDP and CTP that address data collection requirements and specific reporting schedules. With this in mind, the Monitoring and Reporting Program helps determine how the Data Collection Program will run.

## Program Alignment

When considering the MDP and CTP Monitoring and Reporting Program, there would be such a large resource demand on the Data Collection Program that it would ultimately have negatively affected the Base count and Special request programs.

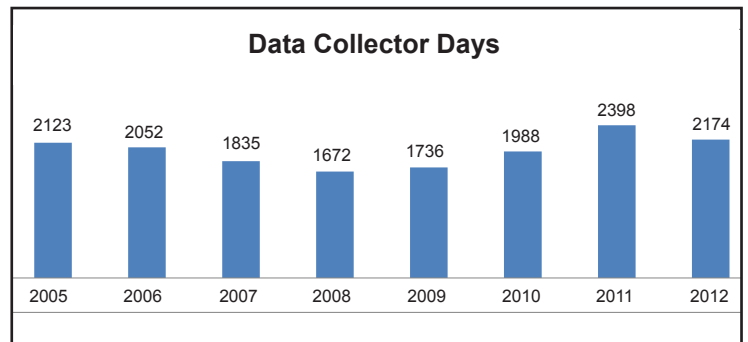
After reviewing the needs of the MDP and CTP Monitoring and Reporting Program, the allotment of resources from the Data Collection Program to the MDP and CTP Monitoring and Reporting Program was scaled back from the original plan.

This revision was necessary for both programs to succeed. For instance, instead of counting at all locations of an Activity Centre annually for the MDP and CTP Monitoring and Reporting Program, counting would take place at certain representative locations once every three years. Although information gaps would exist, there would be consistency as the same locations are counted, and trends will still be detected.

Also, the Data Collection Program was modified to count and report pedestrian and bicycle traffic separately instead of combined. Another change was to collect travel time data to monitor average speed and travel time reliability as it relates to goods movement.

## Data Collector Days

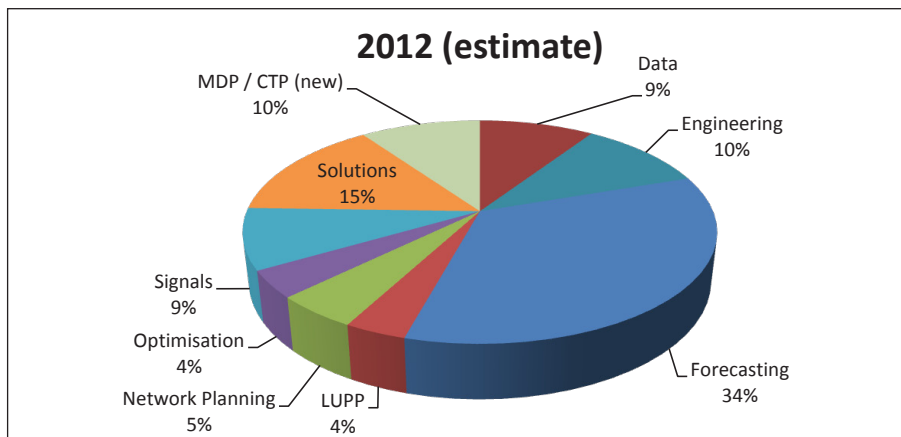
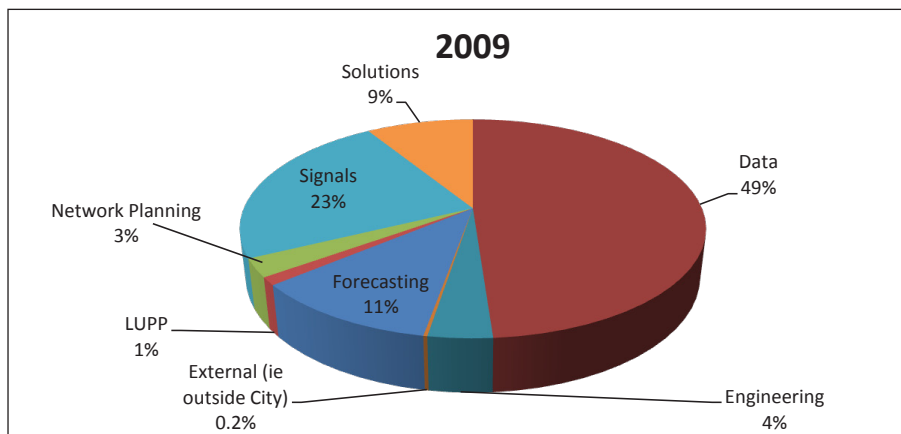
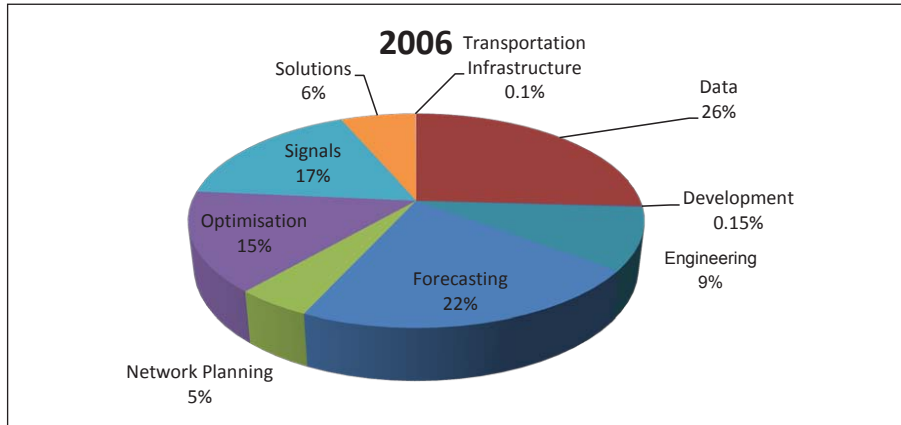
Data Collector Days measures the manual data collection workload. It is equivalent to one data collector counting traffic for one day. Typically, 14 (sometimes more) seasonal data collectors are hired annually. The bar graph shows the days per year the data collector group counts traffic. The pie charts on page 4 show how this collected data is distributed within City groups each year.



New data, due to the indicators in the MDP and CTP Monitoring and Reporting Program, is in addition to the Base count and Special requests programs. The CBD cordon count and the screenline counts remain intact for the Base count program. To create efficiencies, the special requests will be prioritized and where possible, combined with the Base count program.

With forecasted cutbacks in funding, the Data Collection Program must be smarter, more efficient and flexible in its planning, design, collection, analysis, and reporting. Technology is applied when it's reliable, practical and cost-efficient.

## Data Collector Days by Years



### The Mobility Monitor

The Mobility Monitor is part of the Ongoing Monitoring and Implementation Program (OMIP) for the Calgary Transportation Plan (CTP). The purpose of the Mobility Monitor is to report on strategic trends and events that affect the implementation of the CTP. The Mobility Monitor is produced by the Transportation Data division of Transportation Planning.