



# TRICS SURVEYS IN 2018 AND THE LAUNCH OF TRICS IN AUSTRALASIA

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## PART 1 – DATA COLLECTION AT A GLANCE

- 167 Surveys Undertaken in 2017
- 215 Programmed for 2018
- Data Collected in 17 TRICS Regions across the UK
- Wide range of Development Types
- Spring/Summer and Autumn Surveys

Here is just a very brief summary of what has been happening with TRICS Surveys. In 2017 a total of 167 surveys were completed as part of the annual survey programme. This is planned to be increased to 215 for the 2018, I say planned, this is the figure we are aiming for, as all of you involved with undertaking surveys there is always one or two sites that have problems or just can't be undertaken.

As always we are collecting data within all 17 TRICS regions within the UK. The surveys cover a wide range of development types and locations and are undertaken within our two survey windows.

## 2018 DATA COLLECTION PROGRAMME

- 2017 User Survey identified the areas of data collection required by Users.
- TRICS also reviews existing data held to identify areas that require additional surveys to maintain the database. Review Undertaken for all 113 Land Uses.
- Complex Matrix of Surveys is produced by Development Type and TRICS Region to attain a comprehensive Survey Programme.



Last years User Survey was one of the main ways to know what the users want data collection wise. These land use recommendations are then put together with a very extensive existing data review undertaken by Ian. The data review looks at the number of surveys that are about to become greater than 8 years old, where they are within the TRICS regions and their site locations; this is undertaken for all the 113 Land uses.

The existing data review and the user recommendations are then combined to create a complex matrix of required surveys broken down into land-use, site location and region. From this information a final list is then created to ensure that both the users needs and the databases requirements are met.

This process is just about to be started for the 2019 Programme.

## KEY DEVELOPMENTS WITHIN 2018 PROGRAMME

- Business Parks
- Houses – Privately Owned
- Flats – Privately Owned
- Hotels
- Food Superstores
- Industrial Estates
- 42 Different Development types being covered



Here is a list of the primary land uses that are currently being surveyed within the 2018 Programme.

## DATA COLLECTION PROCESS

- TRICS Team undertake Site Visits within the 17 TRICS Regions
- Produce Individual Survey Specifications
- Gather Permissions to Undertake Surveys
- Package of Regional Surveys sent out to Independent Survey Companies for Tender
- Surveys Undertaken
- Data Input and Validation Process
- Surveys Included within Database



This slide outlines the process of how the surveys are undertaken once the final list has been created.

Firstly the TRICS team visits each region to visit potential survey sites. When on site the development will be considered in detail and photographs taken. The person visiting the site will then write-up a detailed survey specification and include photographs to ensure that all accesses are surveyed and all site specific elements are considered. No two sites are the same, so this part of the process is vital to ensure that the data contained with the system is accurate. This is one area that many of the people looking at TRICS are so impressed with.

I will cover permissions gathering in a little more detail on the next slide. But let us just say, it is a make or break stage of the whole process.

Once a region has been finalised and has the required permissions a package of survey specifications is sent to those survey companies interested in the region and tenders are received. The successful survey company then completes the surveys and returns the data to TRICS in electronic format.

This finalised data is then input into the system and then the TRICS team undertake extensive Validation procedures, questions are sent back to the survey company to

answer and once successfully completed the site is ready to go live within the database.

As you can see this is quite an extensive process and usually takes 9 months to a year from site visit to data inclusion within the system.

## MOST DIFFICULT ASPECT

### GATHERING PERMISSIONS TO UNDERTAKE SURVEYS

- Without Permission from the Site Operators the Surveys can not be undertaken
- Half of visited sites receive permission in time to undertake surveys within the programme. Some sites are carried forward to the next year
- Local Contacts and Recommendations are Essential
- TRICS relying more and more upon Users to Assist

So – We go through the extensive process of finding suitable sites within the regions, undertake survey specifications to ensure that a TRICS survey can be undertaken, just to not attain permission to undertake the survey. Each survey within the database has had permission to be undertaken, we can't survey without this permission, even if we are not entering the site. Without it we can not attain the important additional information required about site area, staff numbers etc. I do not consider the information to be commercially sensitive, as it does not contain where people come from or their economic background. In fact, if a competitor wanted to do the same type of traffic count, they could, albeit without the additional information. The site operator gets a copy of the survey information when completed by TRICS, so I believe having a TRICS survey at your site can be a bonus.

We are finding that one of the main ways we are able to get surveys undertaken is the involvement of local Users, either recommending surveys or assisting in making introductions to operators. This is extremely helpful and also ensures that the most important uses within your regions are covered. So if you have specific sites or contacts within your areas that would help us in our data collection process please let us know.

## DEVELOPMENT TYPES NEEDED

- Drive Thru Coffee Shops
- Farm Diversifications



Drive Thru Coffee Shops – Why are we having so much trouble getting permission to get these surveyed? You – the user, have identified these as important to be included within the system. But every time we approach the operator they refuse permission on the grounds that the data is commercially sensitive. We don't even get this from the big four supermarkets. I can foresee Council's refusing these developments shortly due to the lack of independent trip data. If anyone has a contact to enable the system to start to collect this data, please let me know. We are very keen to survey a few sites to get them onto TRICS.

Farm Diversification – Very complicated area. The prospect of turning unutilised barns and structures into offices or farm shops is easier to deal with than some of the other areas of diversification, as the new uses are often contained within TRICS to begin with. However, we do have a problem with the existing Farm uses and how the diversification reduces this aspect of traffic generation and how the more bizarre new uses also impact or reduce traffic, especially the larger type of vehicles. It would be good to do a before and after survey.



## NEW LAND USE ADDED

- 03/O – Retirement & Care Community within 7.5.2
- Sites are currently within 03/N (Retirement Flats)



This new Category has been surveyed for the past few years and a number of you have heard presentations about these developments in the past. We now have enough developments within the system to create it's own land use. So you will see the new land use category within the next release.

## DATA COLLECTION & PROCESSING IMPROVEMENTS

- Data Upload facility has been in use for about 18 months
- Resulting in much quicker data processing
- Fully Validated sites are now on the system much quicker, some less than 6 months
- 2019 Data Collection Programme already being worked on
- Number of sites increased to around 260 surveys

We constantly try and improve the way we deal with survey data, to ensure it's high quality and reduce the time before it goes live within the system. Many of you will have heard about the data upload facility we introduced 18 months ago. This facility has enabled the data to be processed much quicker and now we are seeing some survey data being included within the database within 6 months.

The 2019 data collection programme is already being worked on and the number of surveys planned next year is increasing to around 260. So as you can see we are constantly striving to maintain and improve the data contained within the system.

## PART 2 – AUSTRALASIAN DATABASE



We now move onto the second part of the presentation. In this section I would like to update you all on the work being undertaken with the southern hemisphere.

## QUICK RECAP

- TRICS & TDB working together since 2014 to have an Australasian Database
- Legal Agreement Signed in April 2017
- Australasian System to be separate so that data from different regions can not be combined
- Phase One – System to Contain Historic TDB Data
- Phase Two – System to include TRICS Methodology Surveys, in 15 minute intervals
- Ongoing Survey Programme by TRICS & TDB

A quick recap of what has been undertaken to date with regard to the Australasian Database. Since 2014 TRICS and a similar organisation named TDB have been working together to create a siloed database for their historic data. A legal agreement was signed in 2017 which formally started the development of a two phase project. It was agreed at an early stage that the Australasian system should be siloed, this ensures that incompatible data can not be combined and also enables the database to be very much Australasian centric in its design.

Phase One of the system is to contain the historic data already contained within an Excel spreadsheet, this has been quite problematic, as the data is not in our usual TRICS format, as you will see later in this presentation.

Phase Two of the system is to be more akin to the TRICS UK system you all love, 12 hour counts (undertaken in 15 minute intervals). We are intending to test the impact of 15 minute surveys in the southern hemisphere before it is introduced to new surveys in the UK.

Once Phase Two has been completed there will be a continuing survey programme by TRICS and TDB to undertake TRICS surveys within the region.

## PHASE ONE COMPLETED

- Historic TDB Data included within the Australasian Database
- Extensive BETA Testing undertaken by TRICS & TDB
- System Release in Australasia End of July 2018

It has taken a while to get this phase near completion, as the data is very different to TRICS' standard format. However, we are now in the last stages of Beta Testing and it would appear that all the niggles have been ironed out and we have now got a system which uses mainly single hour surveys into a form that is more TRICSesk.

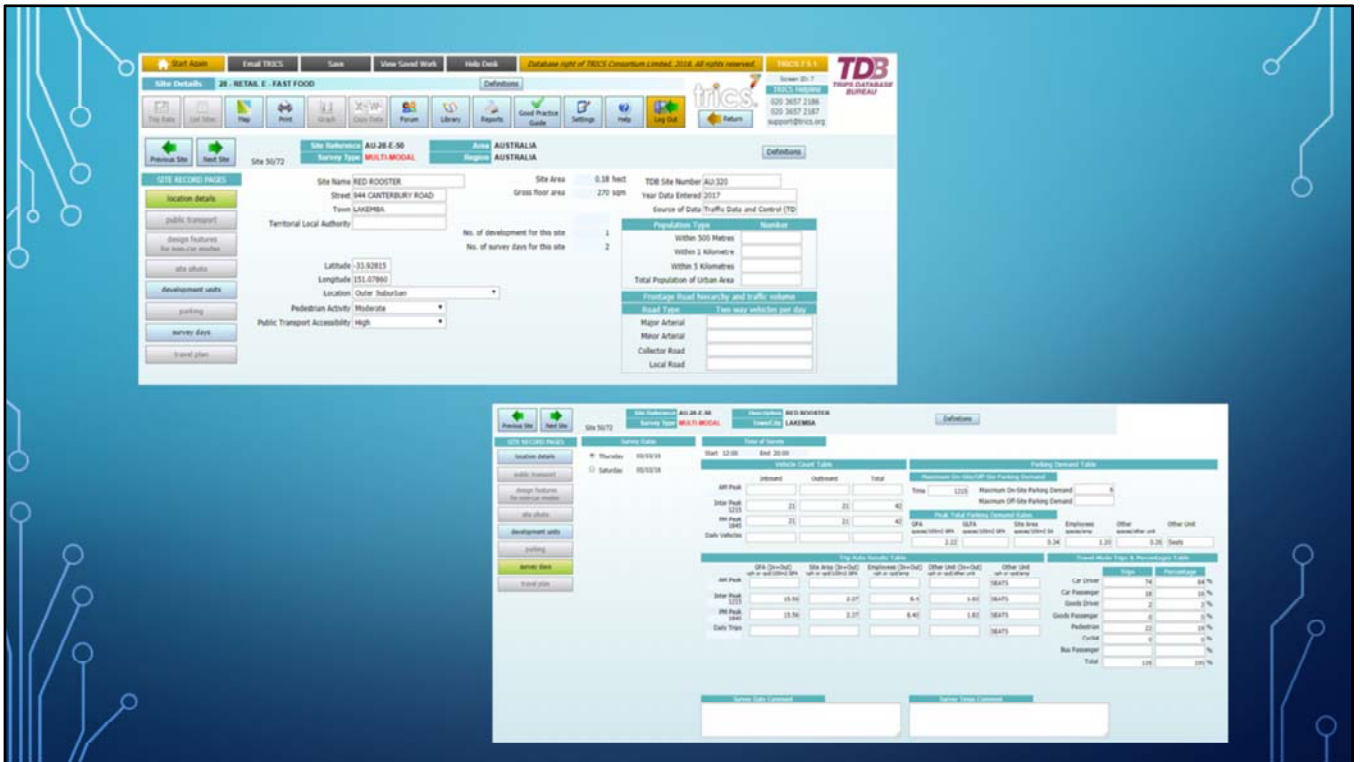
It is oped that the system will be released to the Australasian TDB members in July this year.

Reference	TR No	Description	File	Town/City	Area	Location	STS Area	Status Type	Most Recent Status	Day of Week
AN-28-0-31	AN-311	KFC	31	ARNDEN	AUSTRALIA	Outer Suburban	0.21	Multi-Brand*	13/01/19	Saturday
AN-28-0-32	AN-302	KFC	32	BARBOUR	AUSTRALIA	Outer Suburban	0.14	Multi-Brand*	05/01/19	Saturday
AN-28-0-33	AN-303	KFC	33	FRENCH FOREST	AUSTRALIA	Outer Suburban	0.28	Multi-Brand*	05/01/19	Saturday
AN-28-0-34	AN-304	KFC	34	GRANVILLE	AUSTRALIA	Outer Suburban	0.20	Multi-Brand*	13/01/19	Sunday
AN-28-0-35	AN-305	KFC	35	GRAFTON	AUSTRALIA	Inner Rural	0.15	Multi-Brand*	20/04/19	Saturday
AN-28-0-36	AN-306	KFC	36	NEWCASTLE	AUSTRALIA	Inner Rural	0.15	Multi-Brand*	13/01/19	Monday
AN-28-0-37	AN-307	KFC	37	TAREE	AUSTRALIA	Inner Rural	0.18	Multi-Brand*	20/04/17	Sunday
AN-28-0-38	AN-308	McDONALDS	38	HARBESFELD	AUSTRALIA	Outer Suburban	0.20	Multi-Brand*	13/01/19	Sunday
AN-28-0-39	AN-309	McDONALDS	39	LINDSEY	AUSTRALIA	Outer Suburban	0.24	Multi-Brand*	22/01/19	Monday
AN-28-0-40	AN-310	McDONALDS	40	NORTHMEAD	AUSTRALIA	Outer Suburban	0.42	Multi-Brand*	12/01/19	Saturday
AN-28-0-41	AN-311	McDONALDS	41	ROSEHILL	AUSTRALIA	Outer Suburban	0.27	Multi-Brand*	13/01/19	Saturday
AN-28-0-42	AN-312	McDONALDS	42	STANMORE	AUSTRALIA	Outer Suburban	0.30	Multi-Brand*	12/01/19	Saturday
AN-28-0-43	AN-313	McDONALDS	43	KORNER	AUSTRALIA	Inner Rural	0.26	Multi-Brand*	20/04/19	Saturday
AN-28-0-44	AN-314	McDONALDS	44	WYONG	AUSTRALIA	Inner Rural	0.24	Multi-Brand*	20/04/19	Saturday
AN-28-0-45	AN-315	McDONALDS	45	NEWCASTLE	AUSTRALIA	Inner Rural	0.27	Multi-Brand*	20/04/19	Saturday
AN-28-0-46	AN-316	McDONALDS	46	FORT MACQUARIE	AUSTRALIA	Inner Rural	0.20	Multi-Brand*	08/01/19	Saturday
AN-28-0-47	AN-317	McDONALDS	47	TAREEMOUTH	AUSTRALIA	Inner Rural	0.11	Multi-Brand*	22/01/19	Tuesday
AN-28-0-48	AN-318	OPORTO	48	PLUMPTON	AUSTRALIA	Inner Rural	0.13	Multi-Brand*	20/03/19	Sunday
AN-28-0-49	AN-319	OPORTO	49	YARRAMOUTH	AUSTRALIA	Inner Rural	0.20	Multi-Brand*	22/01/19	Tuesday
AN-28-0-50	AN-320	RED ROOSTER	50	LAMERNA	AUSTRALIA	Outer Suburban	0.18	Multi-Brand*	05/01/19	Saturday
AN-28-0-51	AN-321	RED ROOSTER	51	WENTWORTHVILLE	AUSTRALIA	Outer Suburban	0.11	Multi-Brand*	13/01/19	Saturday
AN-28-0-52	AN-322	RED ROOSTER	52	FORT MACQUARIE	AUSTRALIA	Inner Rural	0.24	Multi-Brand*	27/01/19	Saturday
NZ-28-0-01	NZ-096	KFC OREGON	96	OREGON	NEW ZEALAND	Outer Suburban	0.00	VENUE5	20/11/19	Saturday
NZ-28-0-02	NZ-098	KFC TAIRANUI	98	TAIRANUI	NEW ZEALAND	Inner Suburban	0.00	VENUE5	05/06/19	Sunday
NZ-28-0-03	NZ-071	McDONALDS	71	MT WELLINGTON	NEW ZEALAND	Outer Suburban	0.00	VENUE5	20/11/19	Saturday
NZ-28-0-04	NZ-076	GRAND PIR	76	QUEENSLAND	NEW ZEALAND	Inner Suburban	0.00	VENUE5	04/11/19	Saturday
NZ-28-0-05	NZ-245	BURGER KING	245	WAIKATO	NEW ZEALAND	Inner Suburban	0.00	VENUE5	01/02/17	Saturday
NZ-28-0-06	NZ-246	BURGER KING	246	WAIKATO	NEW ZEALAND	Inner Suburban	0.00	VENUE5	01/02/17	Thursday
NZ-28-0-07	NZ-247	BURGER KING	247	WAIKATO	NEW ZEALAND	Inner Suburban	0.00	VENUE5	01/02/17	Thursday
NZ-28-0-08	NZ-248	BURGER KING	248	WAIKATO	NEW ZEALAND	Inner Suburban	0.00	VENUE5	01/02/17	Thursday

- Site Selection Screens and Icons are the same within both systems

- Map Feature – Showing Residential Dwellings within system. 76 Shown but looks less due to the vastness of the region.

Quick Screen shot showing the Map feature and the location of the Fast Food sites on the system. There are actually 76 sites here, but due to the vast nature of the region covered it looks a lot less from the dots on the map. As you can see these screens are very much the same as we have within the UK system.



As you can see in this Phase One System, the Location Details Screen is very similar to the UK version.

However, due to the Historic data only containing limited survey data the Survey Days screen has had to be changed so that it can handle limited data sets. Phase two of the system will contain 12 hour counts, so these sites will be more akin to the UK format.

## WHY EXPAND INTO AUSTRALASIA?

### BENEFITS FOR ALL

- Increase membership of TRICS means a greater spread of the overheads.
- TRICS surveys undertaken in other regions gives opportunity to research similarities and differences in travel behaviour.
- All users can see how different Transportation policies and developments can influence people, no matter where in the world.
- Industry techniques and developments can be easily shared across regions.

The potential increase in TRICS membership spreads the costs of servers and system developments. Which means more of the membership fees can be spent upon surveys and future research.

Undertaking TRICS surveys in other regions of the world means a standard survey methodology starts to become the norm. This means that it is easier for TRICS members to look at trends and similarities.

We think that the UK is one of the leading lights within the Transportation industry with regard to Transport Assessments and Travel Plan monitoring. However, Australasia is very much looking towards the impacts of driverless cars. Having TRICS covering multiple regions of the world enables the UK to see the influences of new technology before it reaches our shores. Much the same as Australasia benefits from seeing how Travel Plans can influence non-car modes of travel.

There are also benefits in sharing techniques and developments across regions. One of the things that might be introduced to the UK database is the provision on ATC data for the adjacent road network, this is currently undertaken in Australasia, so we will see if this would be applicable and useful within the UK.



## PHASE TWO

- TRICS & TDB to agree Survey Methodology suitable for Australasian Region
- Amend System to enable Australasian TRICS Surveys to be hosted
- Undertake new Methodology Surveys
- Release System

As you will probably guess, although very similar in nature, the Surveys within this region will be different to the UK. Vehicle types might be slightly different, the land-uses used within the UK or not compatible to those in Australasia and different questions regarding population densities and public transport provision may be changed.

One area that is going to be trailed within the phase two system is the provision of 15 minute survey intervals. If successful this is likely to be brought over to the UK at a later date.

As soon as the survey methodology has been agreed and the data upload facility has been amended to reflect the changes we will start to commission the data collection within the region.

System Release – this will very much depend upon the changes required.