Data Applications to Assess Transport Operations & Policy Needs
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Jane Al-Raqqad, Transport Planner
Public Transportation Planning & Studies Dept., GAM
Public Transportation Planning & Studies Dept.

Roles & Responsibilities:
• Compiling transport data
• Upkeep, improvement and use of traffic model
• Providing data: within GAM, for researchers & students
• Reviewing & producing reports related to mobility
• Working on update of Transport Mobility Master Plan
Data Collection – Mobility

Counting Sites

Manual Classified Counts

Roadside Interview

Household Survey
## Planning Data by Zone

<table>
<thead>
<tr>
<th>Total #</th>
<th>From a sample of households</th>
<th>From a sample of persons</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population &amp; No. of households</td>
<td>Household size</td>
<td>Work or education</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Type</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Place</td>
</tr>
<tr>
<td>Educational Places (No. of students)</td>
<td>Av. income</td>
<td>Age &amp; Gender</td>
</tr>
<tr>
<td>Work Places (No. of employees)</td>
<td>Vehicle ownership</td>
<td>Trips - previous day by:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Purpose</td>
</tr>
<tr>
<td></td>
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<td>• Mode</td>
</tr>
</tbody>
</table>
VISUM Traffic Model
Uses of VISUM Traffic Model

2008 am peak

2016 am peak

Links in red are congested (V/C ratio ≥ 1)
Conclusions & Recommendations

1) Continue to emphasize the value of data & importance of correct practices.
2) Work with different departments to enhance understanding & use of data particularly related to planning data.
3) Improve system of archiving to ensure future data availability through Urban Observatory.
4) Build data collection into regular work practice and set a schedule for data collection.
5) Build capacity within GAM to carry out necessary regular data collection & analysis.

Thank you. Any Questions?