

Methods of Data Collection

Transport data collected	Method(s) of collection
Traffic volume, speed and direction counts	Network of Automatic Traffic Counters (ATCs) linked to database software
Traffic counts classified by vehicle type	
Cycle count data	
Junction counts (classified by vehicle type)	Team of enumerators and MC10/12 counting equipment or CCTV
Registration based Origin-Destination surveys	Team of enumerators/ CCTV
Road Side Interviews (RSIs)	Police supervised roadside surveys supported by traffic management
Parking movement surveys	Supervised team of enumerators and MC10/12 counting equipment
Parking interview surveys	Supervised team of enumerators
Pedestrian and Cycle movement counts	CCTV and/ or supervised team of enumerators
Bus punctuality surveys	Team of enumerators
Rail counts	Team of enumerators/ CCTV
Journey time surveys	Team of enumerators and GPS

Users of Traffic Count Information

Somerset County Council – Service Groups	Delivery Partners	External Clients
Strategic Planning	Department for Transport	Developers
Transport Development	Highways Agency	Transport and Planning Consultants
Highways and Transport	Transporting Somerset	Organisations representing specific interests or movements
Other service areas including health and education	The constituent district and borough councils within Somerset	Organisations representing local communities or projects