

City of Gold Coast

Queensland, Australia



Gold Coast installs solution to support wider efforts to create more sustainable infrastructure and increase personal mobility across the city

After implementing the Gold Coast City Transport Strategy with the clear goal of increasing walking and cycling, the need to effectively manage, plan, and track the performance of the program required a comprehensive range of data collection, which was provided by Q-Free's HI-TRAC CMU cycle and pedestrian detection solution.

SOLUTION

- ▷ HI-TRAC® CMU
- ▷ INFOQUS

TYPE: CYCLE AND PEDESTRIAN DETECTION

INSTALLED COUNTERS: 30

About the City of Gold Coast

City of Gold Coast is the local government area spanning the Gold Coast, Queensland, Australia and surrounding areas. It is the second most populous local government area in Australia.

- Population of 606,000+
- 2,400+ km of bikeways and pathways

Cycle and Pedestrian Detection Challenge

Count bicycles and pedestrians on- and off-road across the Gold Coast with superior accuracy to track performance of Transport Strategy.

The Solution

Q-Free's HI-TRAC CMU solution was selected to provide reliable, highly-accurate cycle and pedestrian count and detection information. Equipment was installed in pillars and light poles and powered by both solar panel and battery. BL piezo sensors were installed in the path to count traffic types such as cycles, skateboards, mopeds, etc. All installed equipment is maintained by Q-Free Australia.

Data from each counter is uploaded via GPRS to Q-Free's InfoQus HUB data hosting and reporting tool and provides real time access to the data as well as downloadable data.

Results

The City of Gold Coast installed 30 HI-TRAC CMU cycle and pedestrian counters across the city. Q-Free's data hosting and reporting tool, InfoQus HUB, allows the customer to easily access and download active transportation data that is used to monitor and evaluate the success of the Gold Coast City Transport Strategy.

The project's initial success has led the customer to install more permanent counters across the Gold Coast with additional sites planned for the future.

- Access real-time data with download to Excel or PDF
- Categorize and count a variety of traffic types including bicycles, pedestrians, skateboards, etc.
- Support efforts to build more sustainability into personal mobility across the city
- Track performance of the program's measurable goals across various periods of time and also inform future active transport planning