



Translink Selects Cellint to Provide Travel Patterns Analytics for its North Shore Transportation Planning Project

For immediate release

Provided by: Cellint Traffic Solutions Ltd.

Vancouver, Canada, January 2019 / Translink selected Cellint to provide travel patterns analytics for its North Shore Transportation Planning project.

As part of this project, Cellint provided statistics about people traveling through specific key points in the area (i.e. bridges), tracking anonymously their origin, destination and routes, and provided a demand matrix for each of these points. An article on the project is available at <https://www.nsnews.com/news/escaping-gridlock-s-grip-new-plan-addresses-north-shore-traffic-problems-1.23430047>

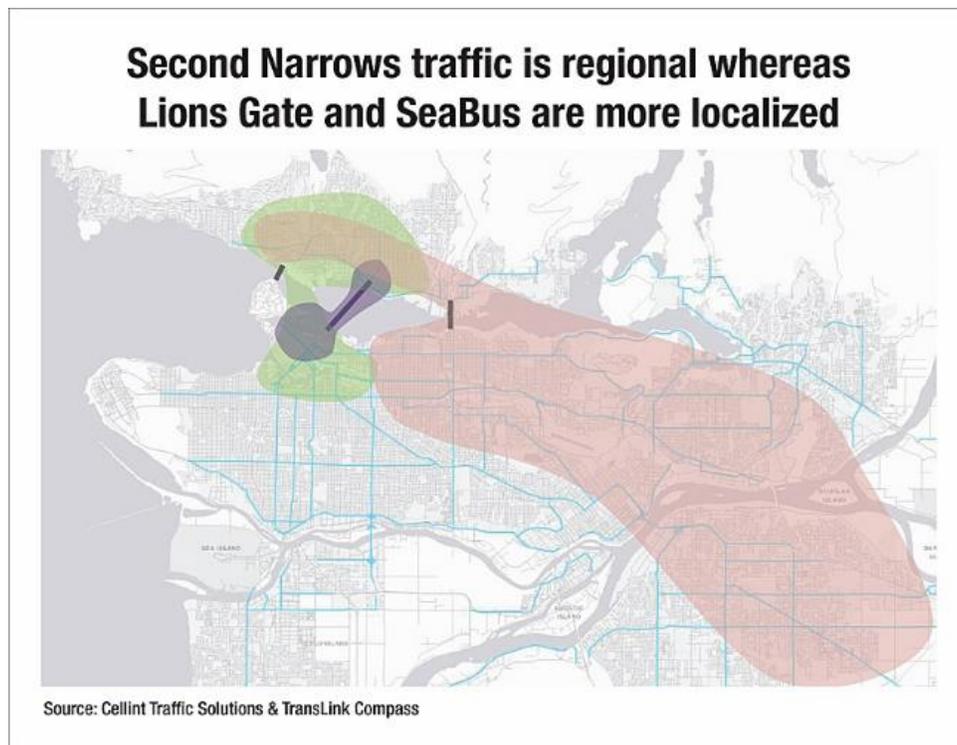


Chart taken from Translink's report, based on Cellint's data



The issue of transportation and road congestion on the Vancouver North Shore continues to grow, impacting residents, businesses, students, services, and quality of life. Congestion has reached such critical levels that the TransLink Mobility Pricing Commission identified one of the major traffic hotspots in Metro Vancouver as being “travel to, from and around the North Shore – in every direction”.

The key focus of Translink’s INSTPP (Integrated North Shore Transportation Planning Project) is to establish an in-depth understanding of the travel demand of both trips made by residents of the North Shore as well as of other parts of the region into and out of the North Shore. This critical data captures information relating to origins/destinations, time of travel, duration of trips, mode choice, and congestion experienced either on the road or transit network, safety concerns, etc. Cellint delivered its input to this major study within a record time, which included generating cellular signatures for key points on the road network in order to achieve street-level precision. “...Cellint provided a unique data source with insights not available from any other data provider...” said senior stakeholder at Translink.

Cellint’s TrafficSense provides traffic information and origin destination analysis based on tracking anonymous mobile phones, using data extracted from mobile networks. Unlike standard probe systems that receive sporadic sampling of specific app users, TrafficSense receives data for the entire network population, with high statistical significance for all population segments. Cellint technology takes cellular-based traffic detection to the next level by using ground-truth cellular signaling maps as a location reference, so each location point reported from the network is assigned GPS coordinates with street location, which are orders of magnitude more accurate than regular cellular location technologies.

The combination of huge data quantities and the street location accuracy of each data point enables TrafficSense to detect all slowdowns in real-time, similar to road sensors, as well as non-biased information of the entire population for origin destination studies, as was validated by DOTs and Municipalities in North America and Europe

“...Origin Destination data is available today from many mobile applications and fleet companies”, said Ofer Avni, Cellint’s CEO. “However, many population segments are not represented there at all, and data is heavily biased. There is no other cost effective way today to accurately extrapolate how many people are going from one point to another without using cellular network data...”.

For more information concerning Cellint see www.cellint.com or email info@cellint.com

Cellint will be co-exhibiting with Verizon at the coming TRB annual meeting in Washington DC at booth #944