3 Challenges in Traffic Counting

Thriving urban areas understand the benefits of traffic data collection and counting. With this data, urban planners can make accurate traffic, travel, and infrastructure decisions. Unfortunately, too many cities lack the tools needed for effective traffic counting, introducing them to several challenges. But, with tools such as GoodVision Live Traffic and Good Vision Video Insights, planners can overcome these challenges and maximize the value of their traffic data.

Lack of Modern Traffic Counting Tools

One of the primary contributing factors to a developed cities' traffic success is effective traffic counting. With the right tools, fast and accurate traffic counting is easy, providing planners with insightful reports to support decision-making. Unfortunately, many cities lack the traffic data collection tools that make this possible. Without the right tools, traffic data collection is unorganized, leading to inaccurate traffic counts.

The Case of Manual Traffic Counters and Sensors

Gaza City, in particular, struggles to obtain useful traffic counts due to its lack of data collection tools. As the city does not have resources such as traffic cameras and sensors, it is left to rely on the manual traffic counting method. As this depends on a manual workforce, counts can only be conducted for a few hours and only for a limited number of days each year.

Not only are manual counts less accurate than digital ones, but as they are limited to the availability of counters, they can't consume the amount of data necessary to make valuable decisions. With only a handful of days worth of data, urban planners have very little insight into traffic volumes during rush hour, various days of the week, or specific events.

But even traffic sensors have limitations, such as lower-trafficked and rural roads being overlooked, which then skews traffic data.

Without proper traffic counts, areas like Gaza City cannot make data-based decisions regarding traffic, infrastructure, public transportation, and even driver statistics. Ultimately, it's challenging to implement the changes needed to improve traffic without traffic data itself. Consequently, many cities without proper traffic counting tools become stuck in a cycle of inefficient traffic management.

Fortunately, these tools are available, such as GoodVision Live Traffic. Our solution records real-time traffic for traffic surveys and counts utilizing a city's pre-existing

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'Traffic counters' as a keyword has roughly 1.9K monthly search volume. (Depending on the keyword research/SEO research tool you use)

Another to consider is 'traffic counting devices' of about 1K monthly search volume.

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Also since this section will pit traditional traffic counting methods (manual and sensors) to the more current methods (GoodVision/automated real-time solutions).

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Under the section/header "Traffic Counter Sensors Are Incomplete"

camera equipment. With traffic footage recorded, planners can then use GoodVision Video Insights to extract data from traffic videos, obtain advanced traffic analysis with data filters, and analyze traffic parameters.

With our real-time traffic control solutions, planners can obtain accurate traffic counts catered to their specific needs. For areas such as Gaza City, GoodVision can provide them with the data and insights to make long-standing improvements in traffic.

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Suggestions:
Maybe something like "Record Real-Time Traffic" and link to Contact Us
OR hyperlink "real-time traffic" in the copy about the CTA to this blog: https://blog.goodvisionlive.com/population-growth-and-traffic-control-the-role-of-real-time-data
And then have the CTA be something like "Explore Solutions" and link to the GoodVision Live Traffic solutions page

Inaccurate Counts

Even cities with traffic counting tools in place are struggling to improve the accuracy of their counts. Many urban areas utilize manual traffic counting, but for this to be done quickly, it can't be done accurately. Some manual counters claim to view traffic videos at speeds ranging from 4x-6x to 8x-16x. While this may save their customers time and thus money, it compromises the accuracy of counts.

It isn't feasible for even the most experienced manual counters to view footage at this speed and have no human error. For those that try, it's likely that crucial elements of footage are being missed, leaving their customers with inaccurate counts. For urban planners and policymakers depending on this data to support traffic decisions or help them receive funding for infrastructure projects - accuracy matters.

In a study comparing manual and automated traffic counting conducted on a double carriageway road in Rome, researchers found that manual counters had an average error rate of 40.1%. Even in larger collection intervals, the error rate was still an astounding 24.1%. In contrast, the traffic counting system used in this study only had an average error rate of 3.5% in statistical analysis.

Automatic traffic counting tools can vastly reduce the error rate in traffic counts. With GoodVision's solutions, users can obtain more accurate counts, providing urban planners the insights to make better decisions regarding the traffic and infrastructure of their cities. Consequently, the decisions they make will be more successful, vastly reducing congestion and accidents and optimizing traffic.

Missed Deadlines

Traffic counts are instrumental in supporting traffic decisions, particularly when they involve funding new projects. But, as the data from traffic counts are significant

evidence for these project proposals, many of them are time-sensitive. If urban planners hope to have their proposals accepted, they need to meet their deadlines - which requires obtaining traffic counts quickly.

For areas relying on manual traffic counters, this is quite a challenge. When traffic counts are needed quickly, manual counters often review traffic footage at higher speeds. As mentioned earlier, the faster the videos are played, the higher the chance of human error and thus inaccurate counts. So, how do urban planners get accurate traffic counts fast?

GoodVision provides users with a minimum of 95% accuracy of traffic data with a 1-hour turnaround time. From the moment traffic data is collected in real-time, GoodVision will begin to extract data, providing users with accurate traffic counts. As a result, users can obtain traffic counts, vehicle classification, and various reports in no time - ensuring that any deadline can be met.

Plus, GoodVision Video Insights enables quick and easy collaboration, allowing users to share their projects, including videos, filters, and travel insights. With the insights provided by GoodVision, and the speed with which they are delivered, urban planners can obtain the valuable traffic data necessary to improve travel in their cities.

For cities facing these traffic counting challenges - there is an easier way! GoodVision Live Traffic and GoodVision Video Insights provide urban planners with all of the resources and insights needed to improve their traffic counts, and thus traffic itself, in their areas.

Whether processing only a handful, or thousands of hours worth of traffic videos, GoodVision has the tools to do so quickly and effectively. All traffic data can be delivered within one hour, ensuring that planners have thoughtful and data-driven insights for improvement. If you're interested in what GoodVision has to offer, try GoodVision Video Insights in a trial.

[CTA: BOOK A DEMO]

Keywords: traffic counting, traffic counters, traffic surveys, real-time traffic, traffic analysis, traffic management, real-time traffic control

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Probably consider a header title like "Challenges are Moments of Opportunity" or "Rise to the Challenge with New Traffic Analysis". Something along those lines, which moves to the value prop/CTA closer without sounding salesly.

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