
blimp
Urban Analytics
Good Data. Better Decisions.

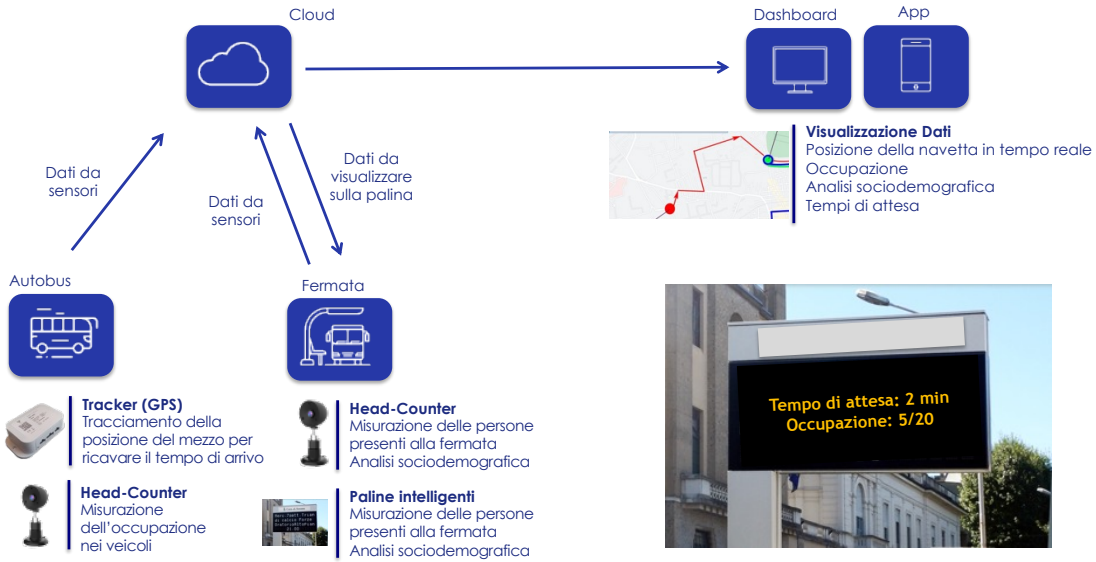
7. TPL &Waste

Supporting public transport

Description:

Real-time monitoring of bus shelters and buses/trams for the creation of an **origin/destination matrix** of public transport user flows, or to provide timely insights into waiting times and turnouts in real time.

Potential outputs such as informing passengers and the control centre on bus occupancy or informing the control centre on bus shelter occupancy and waiting time.



Data:

Matrix of origin and destination

Table with daily data on the number of passengers who boarded from each stop and alighted at the respective next stop

Passengers

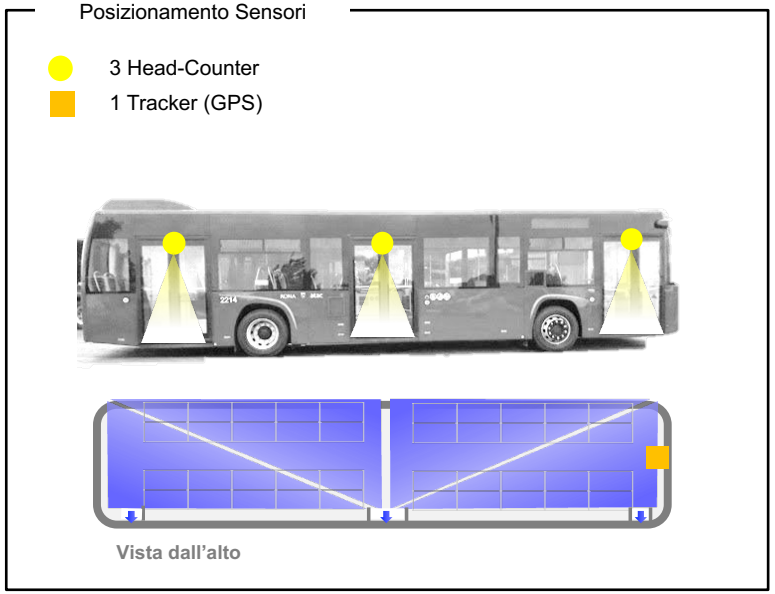
Number of passengers on board

Dwell times

Average time on board and waiting times at the shelters

Sociodemographic Classification

Distribution by gender and age group



7. Public Transport & Waste

Audience measurement of advertising space outside the media

Description:

Measurement of the audience of advertising spaces outside the buses in order to optimise their marketing. The data collected will also be used to measure the pedestrian turnout in the different areas of the city.

The **Blimp Analytics service** enables real-time measurement of the audience of advertising spaces outside the bus according to its geographical location.
The data is collected in total respect of privacy by Head-Counter sensors installed in the vehicle and accessible through the cloud dashboard.

- Optical sensors with on-board AI for anonymous and aggregated data acquisition
- GPS for vehicle positioning
- Data visualisation with time/space aggregations

Technology compliant with EU Regulation No. 679/2016 (GDPR), and the guidelines of Order No. 551 of 21-12-2017.

More information: https://blimp.ai/faq/

7. Public Transport & Waste

Analysis of the state of street cleaning

Description:

Evaluation of street cleanliness in an urban environment by tracking and placing sensors on waste disposal trucks.

The sensors are strategically placed to capture images of the roads as the vehicle travels along its route.

Data collection and subsequent analysis can be useful for municipal authorities or waste management organisations to make informed decisions on street cleaning strategies and resource allocation.

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