Case Study

Basque government uses TomTom data to improve road safety and traffic flow

Customer	Location	Product/Service
Basque Government's Traffic Directorate	Basque Country, Spain	Traffic Stats

Overview

The Basque Government Traffic Directorate uses TomTom Traffic Stats to improve the safety of its road network. Traffic Stats uses historical traffic information to provide insights into the traffic situation throughout the day. The Traffic Directorate uses this for in-depth analyses of specific routes and locations. Additionally, real-time traffic data helps eliminate traffic jams and improve traffic management across the region.

The Challenge

The Traffic Directorate's traffic data collection process, with roadside measurement stations equipped with classical traffic measurement systems, was insufficient in gathering the necessary information with the given infrastructure. The cost of installing and maintaining more measurement stations was not financially feasible for the Traffic Directorate. The Traffic Directorate looked to TomTom to combine its data with their existing systems to collect the missing information between stations.

The Solution

The Basque Government Traffic Directorate partnered with Geograma for the successful integration of the data provided by TomTom Traffic Stats. Geograma streamlined the information into graphical displays and provided technical support. Additionally, Geograma provided technical trainings so the Basque government staff could perform more complex analyses.

Through the analysis of the combined information, the Traffic Directorate is able to understand the causes of common road problems and their consequences. This resolved traffic problems, which ultimately led to the citizens saving fuel costs as well as shorter journey times, making their lives more efficient. The decrease in traffic jams should also lower air pollution and increase traffic safety.

This budget-friendly solution gave the Traffic Directorate the information they were previously missing, including both historical and real-time route data.

The Results

The use of TomTom data enabled the Basque Government Traffic Directorate to make informed recommendations to improve the road networks such as installing more traffic lights, roundabouts, speed bumps, or extra lanes. In some cases it may be possible that speeding is not the cause of accidents as it might be expected but rather poor road conditions that were to blame. Using TomTom Traffic Stats, the Traffic Directorate did not have to invest in more measurement stations or their maintenance. The collaboration provided many benefits to the citizens including saving time, money, fuel and thereby reducing emissions.