UCL URBAN CONNECTION

SMART Safety Challenge

The Challenge!

Urban Connection Ltd (UCL) has teamed up with Advanced Mobility Analytics Group (AMAG)!
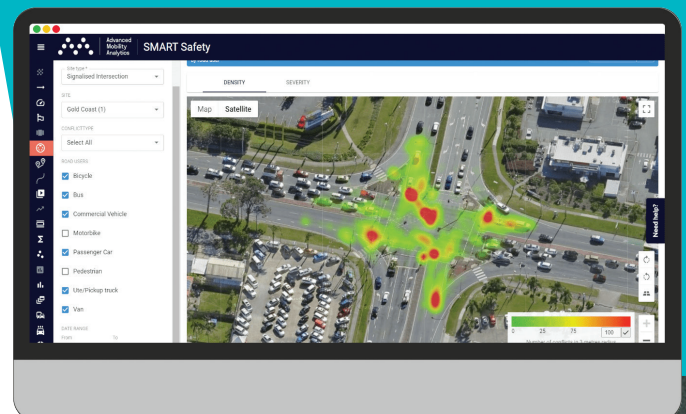
To introduce the innovative AI SMART Safety application to our Local RCA's, we are launching a SMART Safety Challenge!
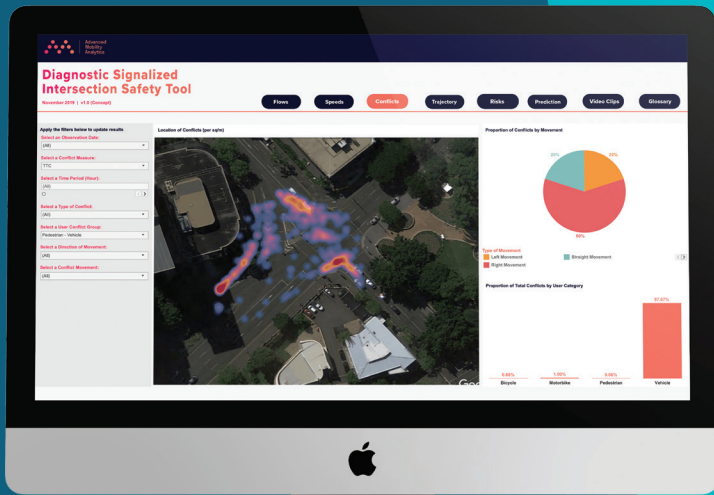
We are seeking innovation councils looking to explore new methods to understand safety challenges at high-risk sites in their communities to predict road trauma through critical conflict and near-miss analysis.

Take Part in the SMART Safety Challenge!

We are inviting all local councils, any size and region, to enter our Urban Connection SMART Safety Challenge! Taking part is easy, participants can submit a project or site of interest that falls under one or more of the categories below.

- Safety treatments are being explored to optimise a site exhibiting safety challenges, where the council would like to understand critical conflicts and near-misses to build a robust evidence base to support limited safety funding.

- Your project or site lacks community buy-in, or users' interactions are causing safety concerns. The goal is to gather data to enhance community engagement and improve user safety.

- Sites near schools or pedestrian crossings where safety is a priority, and the council wants to monitor and improve the safety of students and pedestrians.

- Paths and shared spaces for cyclists and pedestrians where conflicts or safety concerns have been reported, and data is needed to implement effective safety measures.

- Busy urban intersections with a history of accidents or near-misses, where the council seeks to understand traffic flow and implement safety improvements.

- Areas around bus stops, train stations, or other public transport hubs where pedestrian and vehicular interactions need to be monitored for safety enhancements.

- A project has been completed and you would like to validate the effectiveness of the changes made for all users.

The Prize!

A 7-day SMART safety survey conducted by UCL, including comprehensive analysis and reporting. The UCL team will travel to your winning site to install our temporary AI camera-based technology for the survey.
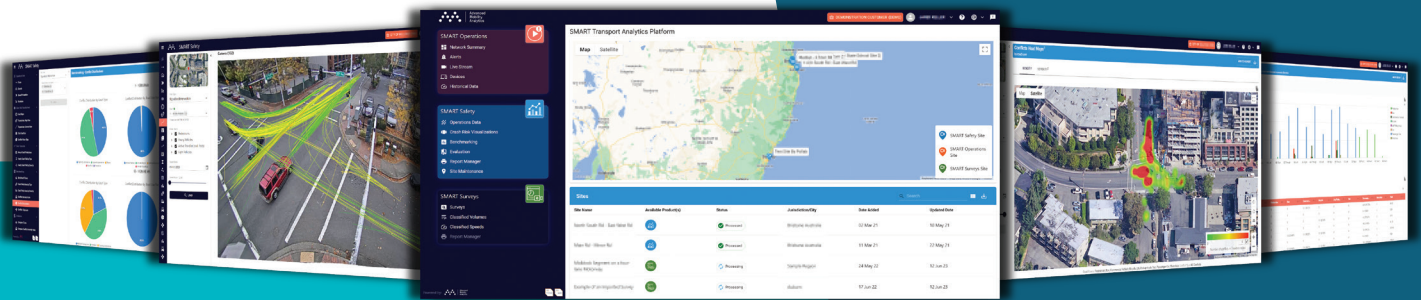
This technology will collect data on near-misses, critical conflicts, traffic flows, speeds, and counts across over 15+ classifications. The footage will then be processed and analysed. Upon completion, we will walk you through the findings, as well as provide a detailed report and access and training for the dashboard.

Judging Criteria

- Relevance to safety improvements & social outcomes
- Innovation/creativity & quality of submission
- Risk profile & diversity of road users
- Community impact / Challenge statements

Key Dates

- Submission Form Opens: 10th September 2024
- Challenge Closes: 11th November 2024
- Winner Announced: 18th November 2024
- Survey Period: To be arranged with the winner!

Learn more about SMART Safety!

During the challenge, we will be hosting an informative webinar to share more insights into the SMART Safety tool, speaking to recent use cases in collaboration with Christchurch City Council, NZ Transport Agency and WTOC.

Date / Time: TBC

Contact us

For more information, please contact
shannyn@urbanconnection.co.nz

General Guidelines

1. Eligibility: The challenge is open to all local councils in New Zealand, regardless of size or region.
2. Submission Categories: Councils can submit projects or sites that fall into any of the provided categories, such as safety challenges, community engagement, school zones, shared spaces, urban intersections, public transport hubs, or post-implementation validation.
3. Submission Process:
   - Councils must complete the submission form, providing detailed information about the project or site of interest.
   - Submissions should clearly articulate the safety challenges and the anticipated benefits of the SMART Safety analysis.

4. Submission Deadline: All entries must be submitted by 11th November 2024.
5. Evaluation: Submissions will be evaluated based on relevance to urban safety improvements, innovation, risk profile, community impact, and the quality of the submission.
6. Prize: The winning council will receive a 7-day SMART Safety survey conducted by Urban Connection Ltd (UCL), including comprehensive analysis and reporting.

FAQs

1. Who can enter the SMART Safety Challenge?
   - Any local council in New Zealand is eligible to participate.
2. What kind of projects or sites can we submit?
   - You can submit any site that fits within the provided categories, such as areas with safety concerns, sites needing community engagement, school zones, or completed projects needing validation. Please feel free to contact Shannyn if you are unsure if your project/site fits the profile.
3. How do we submit our entry?
   - Complete the online submission form by 11th November 2024, providing all necessary details about your project or site.
4. What happens if we win?
   - The winning council will receive a 7-day SMART Safety survey, including installation of AI-based technology, data collection, analysis, and a comprehensive report.
5. How will the winner be chosen?
   - Entries will be evaluated by a panel of experts from UCL and AMAG based on relevance, innovation, risk profile, community impact, and submission quality.

6. Can we use the survey data for our own purposes?
   - Yes, the winning council will have access to the data collected for internal use and planning.
7. What if we need to withdraw our submission?
   - You can withdraw your submission at any time before the challenge closes on 11th November 2024 by contacting UCL directly.
8. When will the survey take place?
   - The survey period will be scheduled with the winning council after the announcement on 18th November 2024.
9. Can we submit more than one project or site?
   - Yes, councils are welcome to submit multiple entries, provided each submission meets the criteria.
10. Will there be any costs involved?
    - No, the challenge is free to enter, and the winning council will receive the SMART Safety survey at no cost.

Terms & Conditions

1. Entry Requirements: By submitting an entry, councils agree to adhere to the challenge guidelines and provide accurate information about their projects or sites.
2. Judging Criteria: Submissions will be judged by a panel of experts from UCL, based on the provided criteria.
3. Intellectual Property: All data collected during the survey remains the property of UCL and AMAG, but councils will receive access to the results for their internal use.
4. Confidentiality: UCL will maintain the confidentiality of all submitted information and data, using it solely for the purposes of the challenge.
5. Communications: All entries will be contacted post competition for a follow up regarding their entry and to thank you for participating.

6. Publicity: The winning council agrees to participate in any publicity related to the challenge, including the sharing of results and case studies.
7. Survey Period: The survey period will be arranged with the winning council after the announcement. UCL will coordinate all logistics related to the installation and removal of equipment.
8. Amendments: UCL reserves the right to modify the challenge guidelines, T&Cs, or timelines, as necessary. Any changes will be communicated promptly.