Open Data Initiatives

- data.gov.au (5,751 datasets)
- data.govt.nz (2,829 datasets)

- Range of geospatial data
  - National Public Toilet Map => Public & private toilet facilities (public access)
  - ESTA Emergency Markers => Unique location identifiers in Victoria
  - Local datasets => Car parking, parks, facilities, boat ramps, etc.

Where are you?

- Loads of signage, but how do you communicate where you are?

ESTA in Victoria

> 2,500 markers

Problems in other States

- Individual Councils working in isolation => same codes / different locations
- Different identifiers used by different agencies => identifiers within descriptions
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Non-Emergency Usage
- Point of reference for public reports (e.g. issue near “XYZ123”)
- Internal point of reference (e.g. tracking services nearby)
- Meeting point

Globally Unique Identifiers
- Private sector infrastructure
  - Location identification
  - Equipment information (drawings, cable schedules, etc.)
  - Maintenance logging

Globally Unique Identifiers
- Public sector locations
  - Location information
  - Multi-purpose workflows
  - Hazard communication

Where location markers are useful
- Legibility
  - The ability of people who are unfamiliar with an area to find their way.
  - Legibility instils a sense of confidence in users of public space
    - Identifying designated pedestrian routes
    - Clear sightlines
    - Clear and unambiguous signage
    - Lighting
    - Landscaping.

From a CPTED perspective
Combined with..

- Visibility
  - The ability of users of a place to see and be seen
  - Visibility = opportunity for informal surveillance
- Facilitating understanding
- Recognising the needs of different user groups
- The three ‘D’s…

Designation

- What is the designated purpose of this space?
- What was its original intended use?
- How well does the space support:
  - its current use?
  - its intended use?
- is there conflict?

Definition

- How is the space defined?
- Is ownership clear?
- Where are its borders?
- Are there social or cultural definitions?
- Are rules clear and supported by policy?
- Are there signs?
  - are they correct? / are they appropriate?

Design

- How well does the design support the function?
- How well does the design support desired behaviours?
- Does the design conflict with productive use of the space, or intended activity?
- Is there confusion or conflict?

Signage issues

- In vehicle
- On foot
- On bicycle
- Multi-mode?
- Special events
- Contacts
- Language
- Weather

Avoid clutter & confusion

Kangaroo Point Bikeway

- 2 kilometres along river bank
- Multiple defined access points
- Numerous tangential access opportunities
- Frequent interpretative signs
- Infrequent location signs
Plot & Audit: data & images

Infrequent “you are here”

Frequent asset identifiers
(not recognised by most users)

Multiple numbering schemes – not unique
Luminaires too granular for emergency location ID

Frequent interpretative signage

Interactive sign opportunity
- Single or multi-purpose
- Instructions / accessibility
- Local users vs. Visitors
- Adaptability
  - Initial deployment
  - Enhanced functions
  - Special events

Interactive signage/markers
- QR Codes
  - Wide range of options
  - Passive display or interaction
  - User device required (standard Applet)
  - Signage media requirements
- Near Field Communications (NFC-RFID)
  - Wide range of options
  - Passive display or interaction
  - User device required (device limitations)
  - Environmental/ read range issues
Interactive Signage Considerations

- Signage material/substrate (encoding options)
- Device/App compatibility (encoding options)
- Phone friendly target web page
- Target web page changes (content / URL)

Consolidated Location Marker dataset

- Leverages existing infrastructure
- Globally unique identifiers
- Context dependent data access
- Scheduled updates / on-demand API
- ESTA in place
- PSBA in progress
- Other jurisdictions in discussions

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