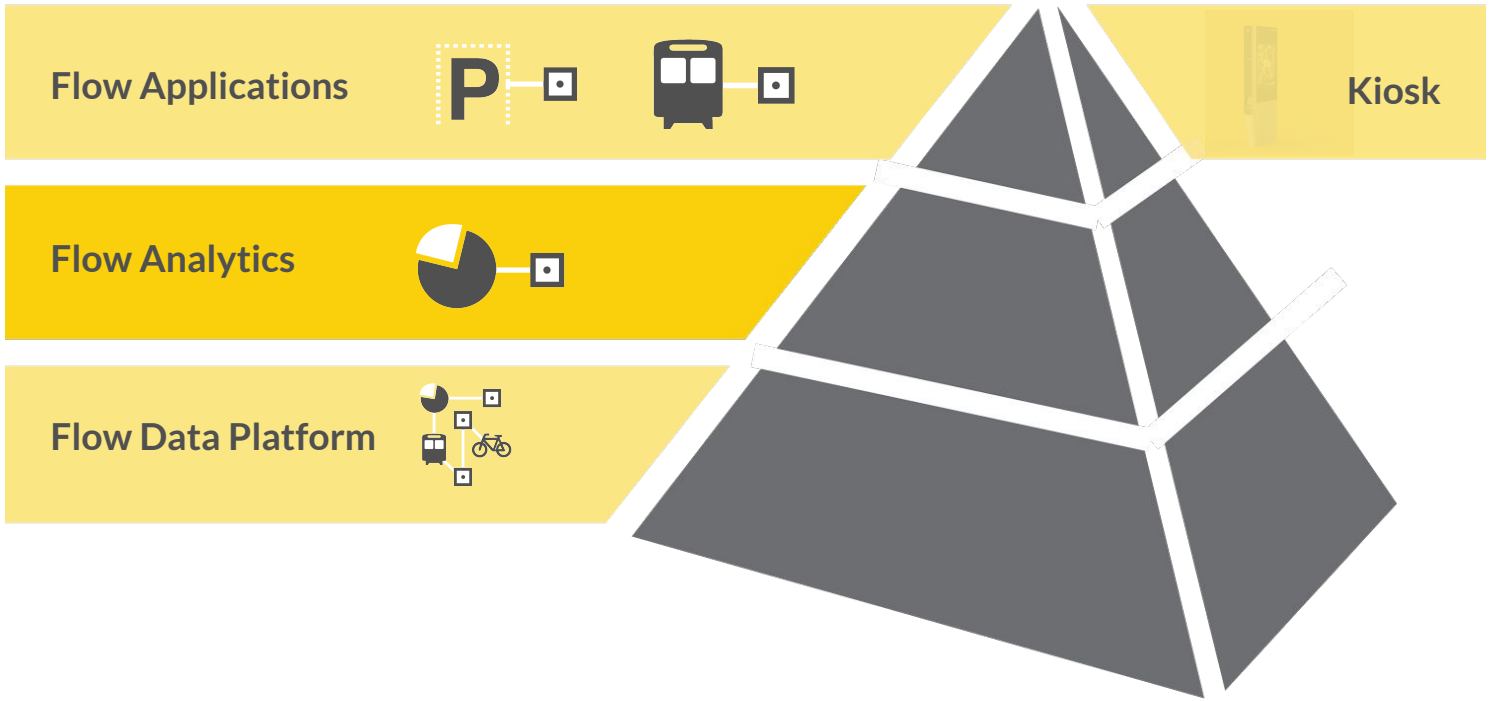
SIDEWALK LABS

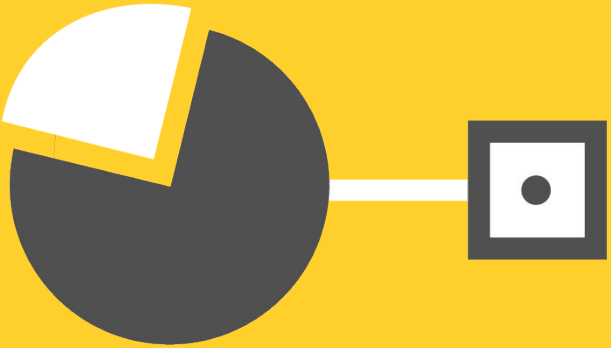
Today's discussion

1	Achieving Outcomes	Using Flow and Link to achieve the City's goals.
2	Analytics Dashboard	New data sources lead to new possibilities
3	Data Management	Best practices on architecture, privacy and more
4	Scaling Impact	Business Model, Implementation and Project Management


Flow Applications
Kiosk
Flow Analytics
Flow Data Platform

SIDEWALK LABS

Flow Analytics



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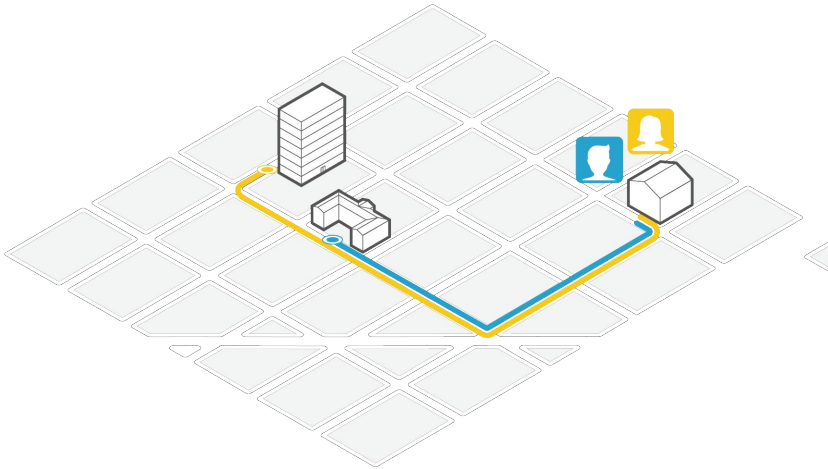
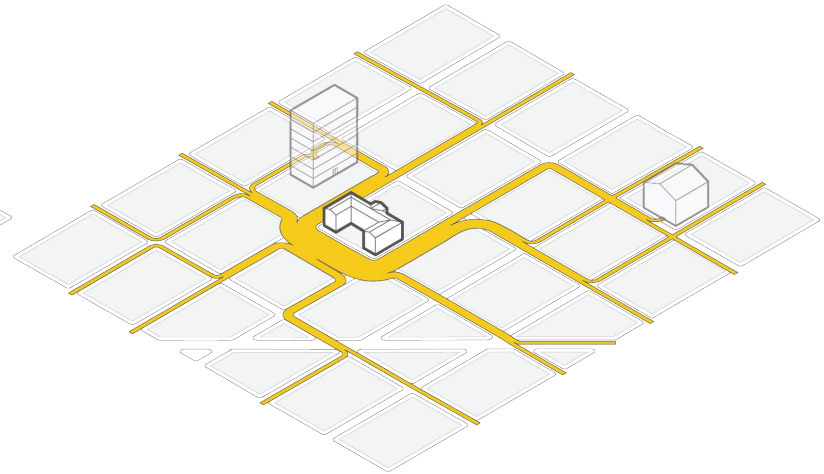
New approaches to data collection drive new approaches to transport planning and operations

Real-time and historical trip data collected from GPS-based sources replaces travel surveys. Capture ongoing data on travel patterns and mode split from a large cross section of travelers.

Aggregated travel flows show the connection between travel demand and infrastructure use. Pinpoint the causes of congestion based on actual travel patterns.





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Potential for new approaches

Real-time

Support roadway management/operations with real-time and historical understanding of traffic patterns and roadway conditions. Support and analyze impact from changes to infrastructure and traffic management policies in real-time.

Transport/Traffic Impact Assessments

Data on existing travel patterns enables faster and more precise traffic impact assessments. Follow up on past assessments to monitor performance without conducting new traffic studies.

Long-range Planning

Improve the maintainability and precision of regional transport models with better understanding of travel demand in connection with land use.

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1. Improve transport operations and traffic management

Complete and current view of roadway conditions

Support roadway management/operations with real-time and historical understanding of traffic patterns and roadway conditions.

Trace congestion back to its source

Data origin/destination flows connected to routes helps illuminate the specific causes of roadway congestion. Support targeted transportation demand management interventions and plan new infrastructure based on real-world data.

Ground-truth conditions by integrating existing sensor with new data sources

Combine existing roadway sensors with GPS-based data sources to measure both travel speeds and volumes for every roadway segment.

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2. Automate traffic impact assessments

Create traffic impact assessments on the fly

Improve traffic impact assessments by leveraging existing data on travel patterns. Automate data collection and basic analysis functions.

Site-level VMT and travel-demand impact assessment

Create fine grained understanding of travel demand without the need to edit complex regional travel models.

Engage stakeholders with interactive analysis and modifications

Data travel patterns allows rapid prototype site and transport designs with real-time feedback on impact. Share data and analysis with stakeholders to drive engagement in planning and review process.

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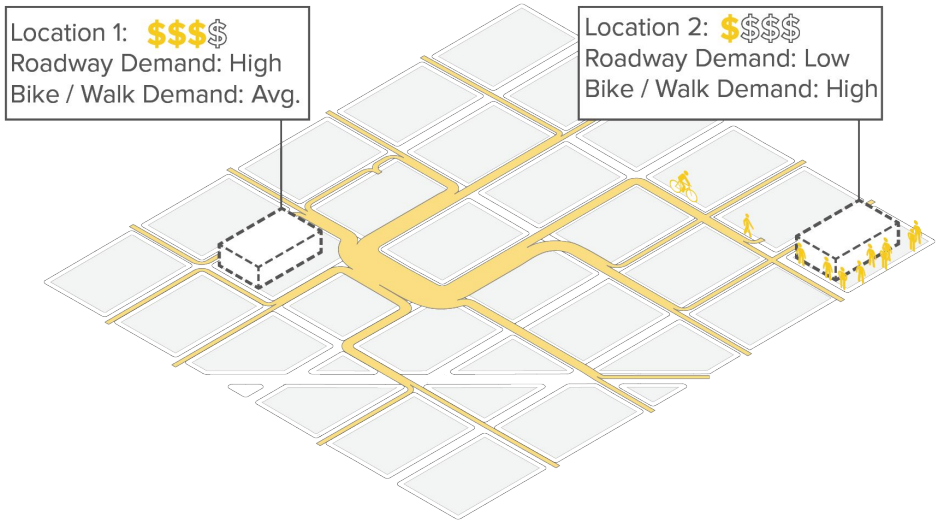
3. Integrate transport and land use planning

Explore connections between land-use and travel demand

Empirical analysis of travel demand linked to land use informs development impact policies and long-term infrastructure planning. Support TOD with insight about mode split and travel demand.



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