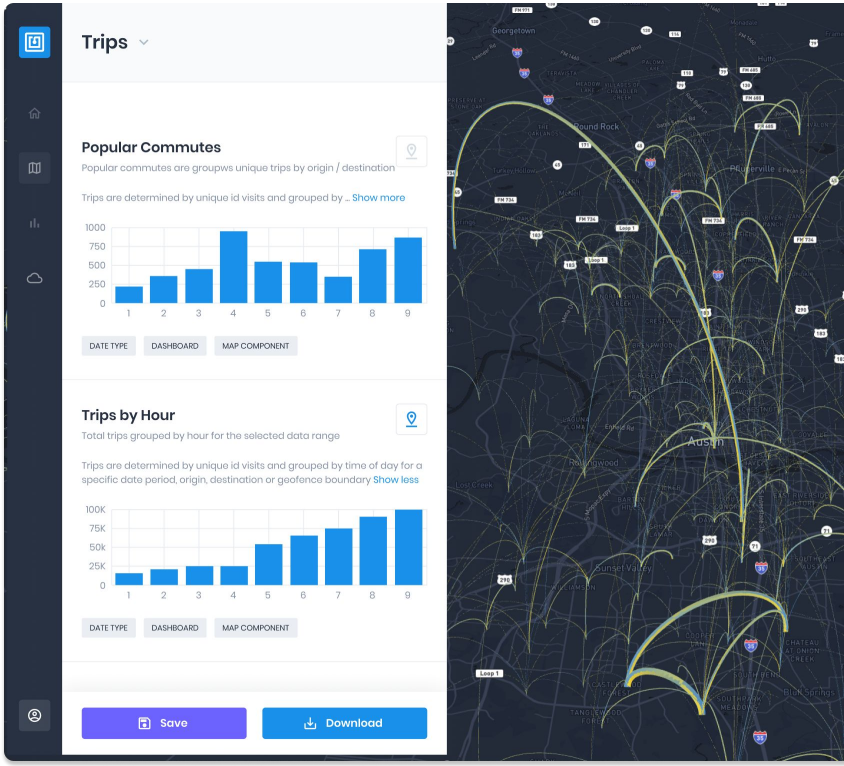
Data Management Platform

X

Travel Demand Analysis Use Case

URBANSDK

Actionable insights for tomorrow's mobility needs



Trusted by industry leaders

FDOT HNTB AECOM KENTUCKY TRANSPORTATION CABINET ATKINS Member of the SNC-Lavalin Group

Data-driven decisions from urban insights.

Save on cost and bandwidth from a single platform to enrich data, map insights, and transform data management.

"With Urban SDK, we have become more efficient. They have allowed us to establish our priorities and figure out the best use of funding."

Jeff Sheffield,
Executive Director

"With the old data I used, it took me 3-4 weeks to create a presentation. I will be able to do 3-4x the work with your data [platform]."

Brandon Orr,
Transportation Planner

What you guys have done for performance measures and the dashboards looks the best out of everything [we] have seen ."

JoAnna Hand,
Transportation Planning

Industries we serve

Transportation

Create and publish reports that meet federal compliance standards.

Law Enforcement

Leverage public safety data to encourage proactive community engagement.

Civil Engineering

Meet your clients' innovation needs by delivering reliable insights, faster.

Government

Understand voting patterns, demographics, population, and prioritize equity.

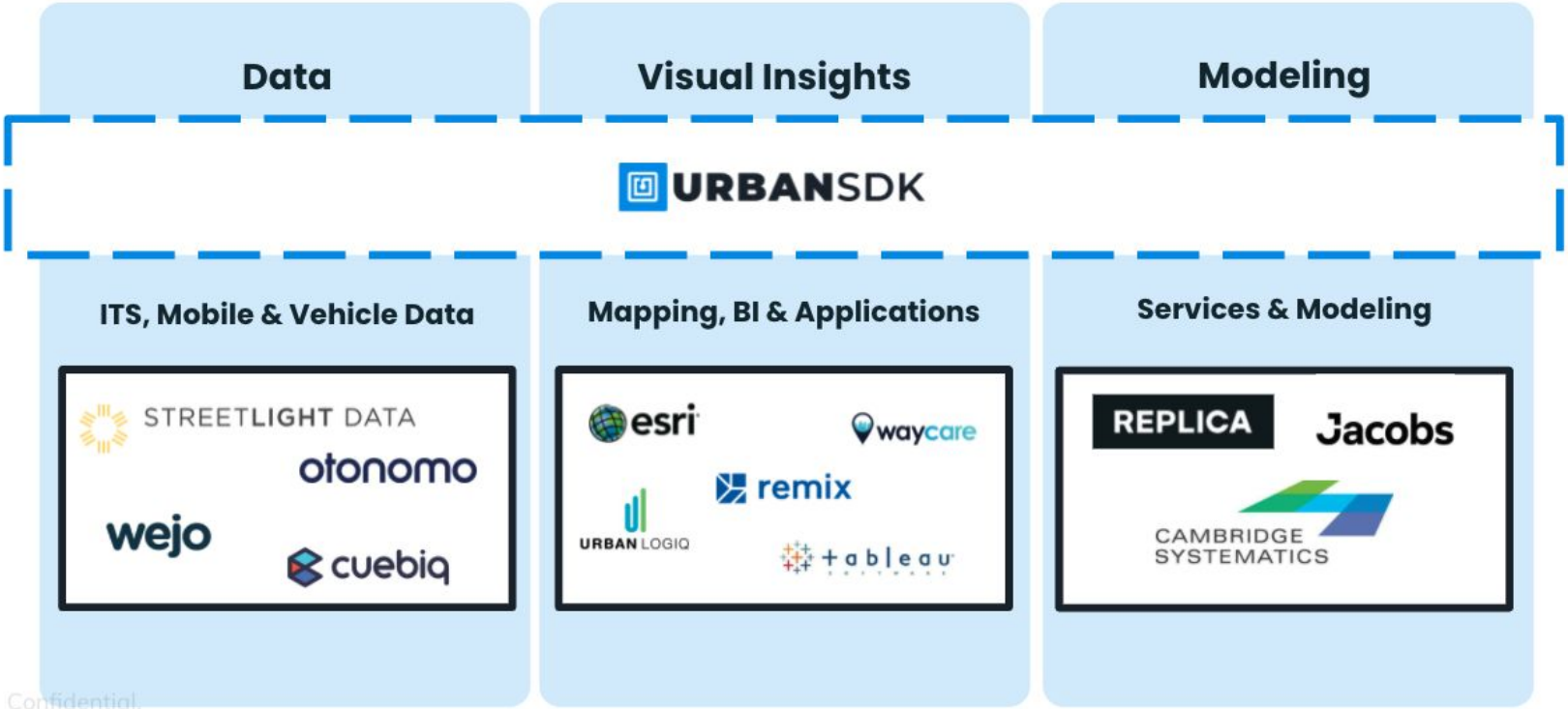
Transit

Optimize routes, ridership, NTD performance, and travel demand with location data.

Real Estate

Enrich corporate data with location and point of interest data to improve site selection

Business intelligence to plan, build, operate infrastructure and mobility.



Confidential.

A modern data stack for smarter decisions

Enjoy faster reporting using enriched datasets. Visualize trends and share a holistic view of your network with near real-time data.

Index

Integrate business systems, processes and run initial quality audits.

Enrich

Enrich your internal data to improve accuracy and expand insights.

Visualize

Easily display, analyze and report geospatial and time series data.

Manage

Run your business in the cloud with support from our team of experts.

Indexing

- Exploratory Data Analysis
  - Missing Values
  - Correct Locations
- Normalize
  - Match Census Tracts or TAZ
  - All County Data
  - Census Information
  - Mobility Data
  - Duplicates
- Aggregating to a location and/or time
  - Road, county
  - Time, Month, Hour
  - Roads by data set

Clean Data Pipelines

Speed
Analyze travel speeds and congestion on roadways.

Travel Time
Track roadway travel times for road segment and route analysis.

Congestion
Measure heavy congestion across roadways and routes.

Crashes
Measure crashes, rates, fatalities, searious injuries, dangerous roads.

Crash Risk
Forecast of crash and incident risk by routes.

Traffic Counts
Hourly, daily and annual average vehicle traffic counts.

Trips
Report origin and destination for intermodal and commuting.

Foot Traffic
Pedestrian foot traffic for behavior and location trend analysis.

Roads
Interstates, highways, expressways, arterials, and road segments.

Infrastructure
Roadway, bridges, and non-motorist facility conditions.

Transit
Track transit revenue miles, passenger trips, LOS, and more.

Places
Point of interest data showing restaurants, stores, schools, etc.

Land Use
Land surface characteristics — agriculture, recreational, utility, etc.

Population
Population estimates and projections based of US Census.

Demographics
Age, population, gender, race, disability, ancestry.

URBANSDK

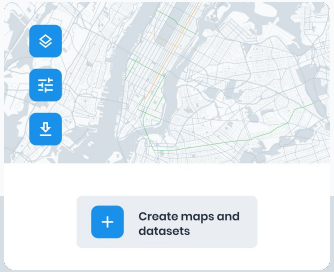
GIS data, visualization studio, and insights management.

Insights

Prescriptive data analysis, visualization, and BI tools.

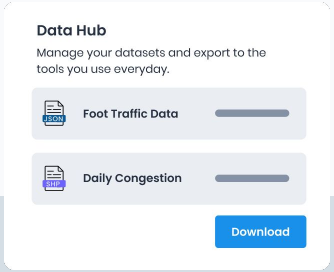
Studio

Upload, layer, and filter data to create engaging visual stories



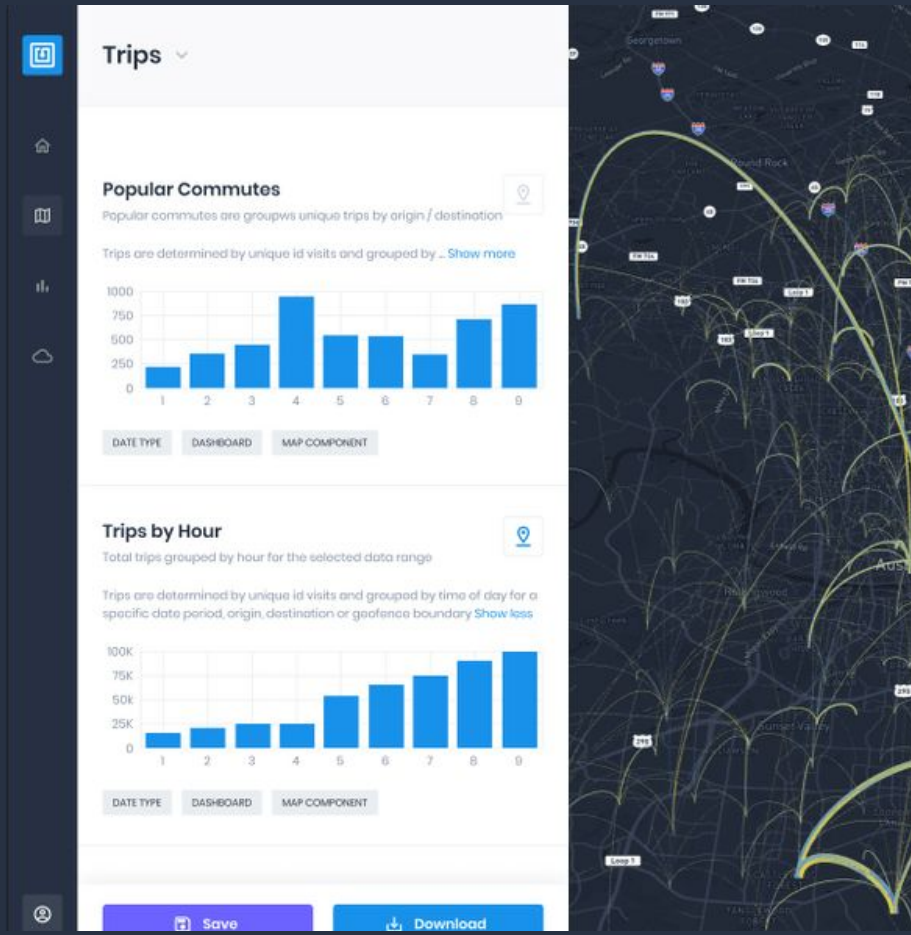
Data Hub

Enrich your data with accurate location and POI insights.



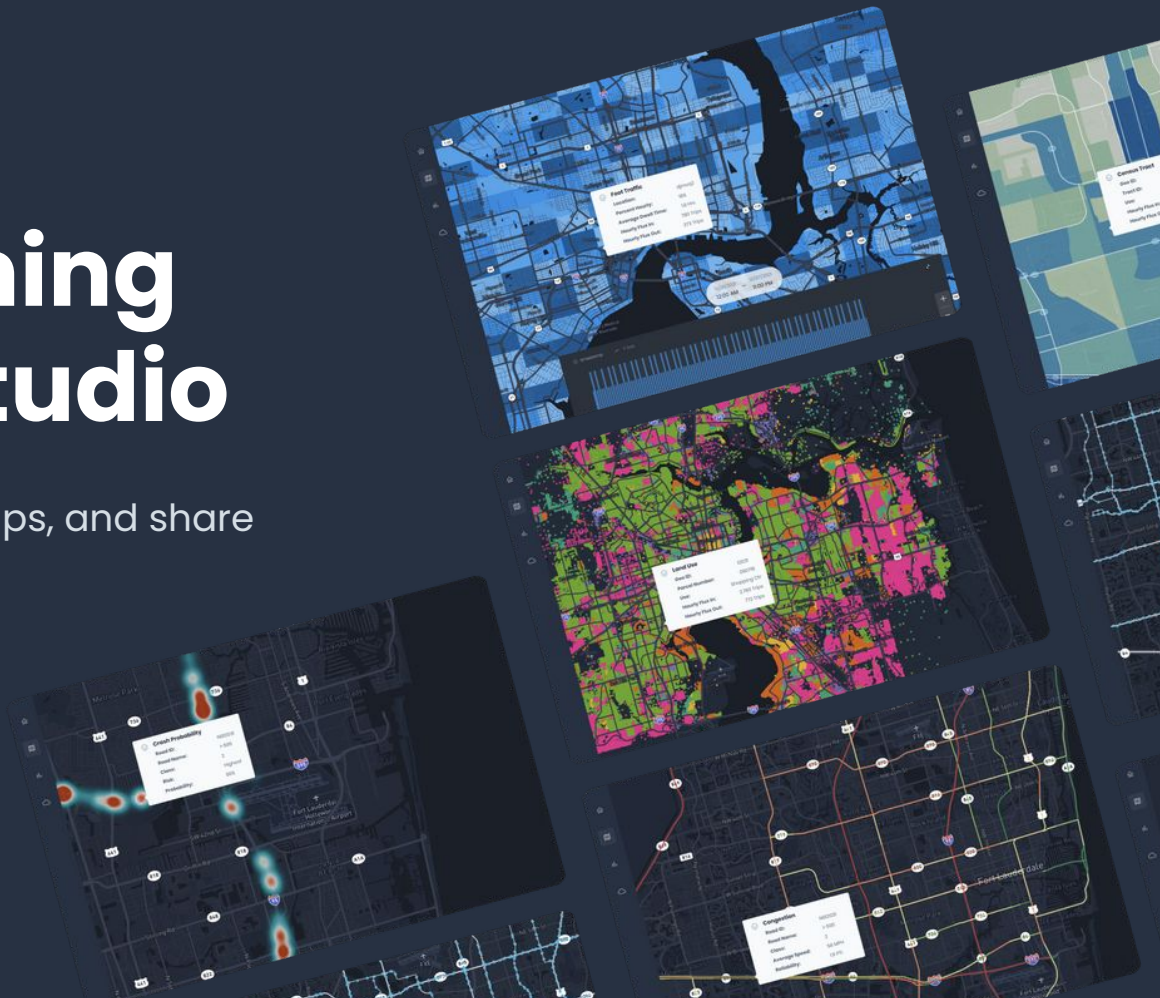
Turn data into insights

Use verified data to analyze trends and understand how the world around you moves.



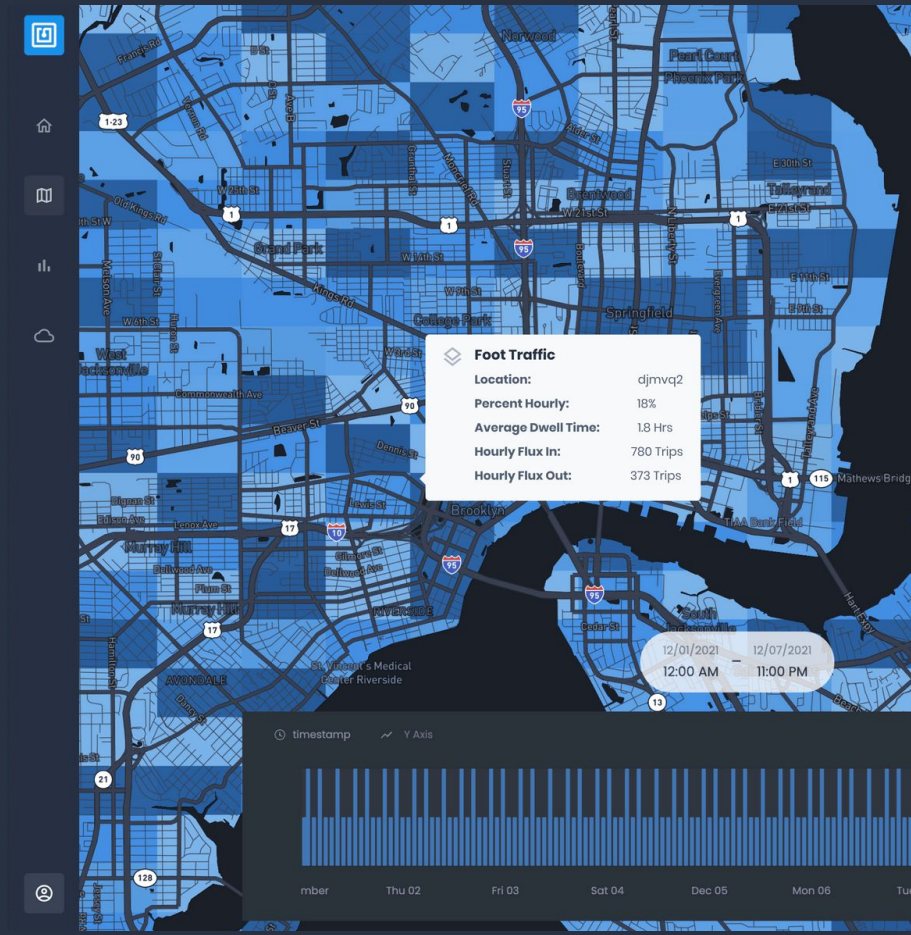
Create stunning maps with studio

Transform data, build custom maps, and share them instantly with your network.



Location data at your fingertips

Search and store datasets in one hub for your entire organization, app or project.



Case Study

Major automotive manufacturers are struggling to plan a complex response to EV demand.

Problem

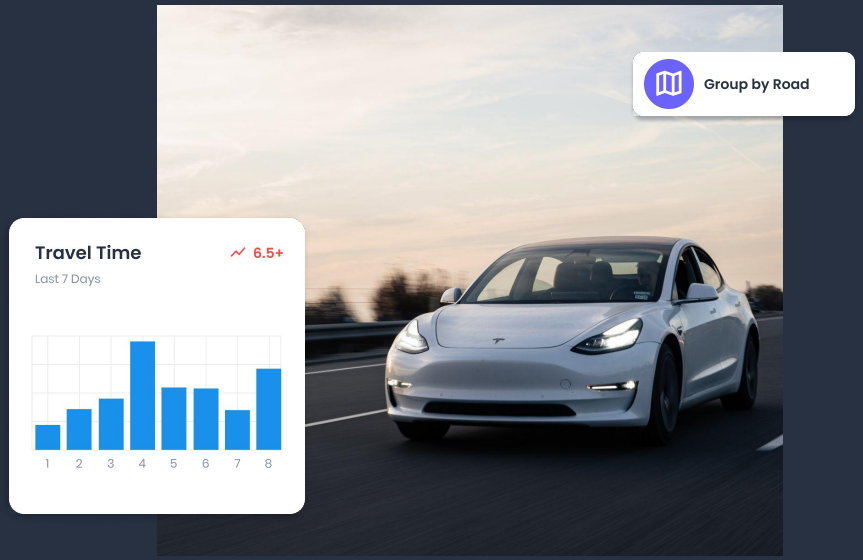
How do we optimize supply chain needs for emerging EV charging demand?

Solution

Develop EV charger success characteristics to determine the best place for charger network.

Results

Enrich your internal data , BI and decision making to forecast demand, utilization and optimization of EV charging network.

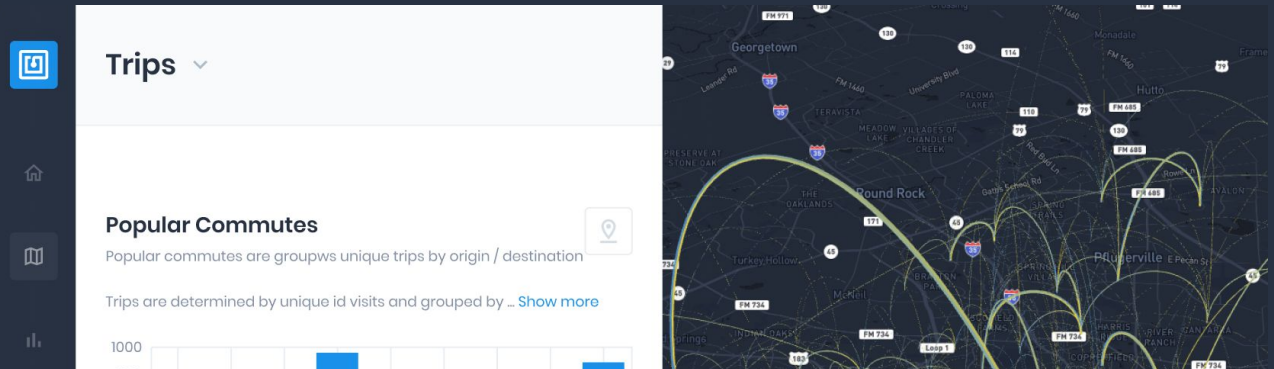


Travel Demand Analysis

Trip Generation
Prescriptive data analysis, visualization, and BI tools.

Trip Distribution
Layer, and filter data to visualize trips

Mode choice
Enrich your data with accurate location and POI insights.

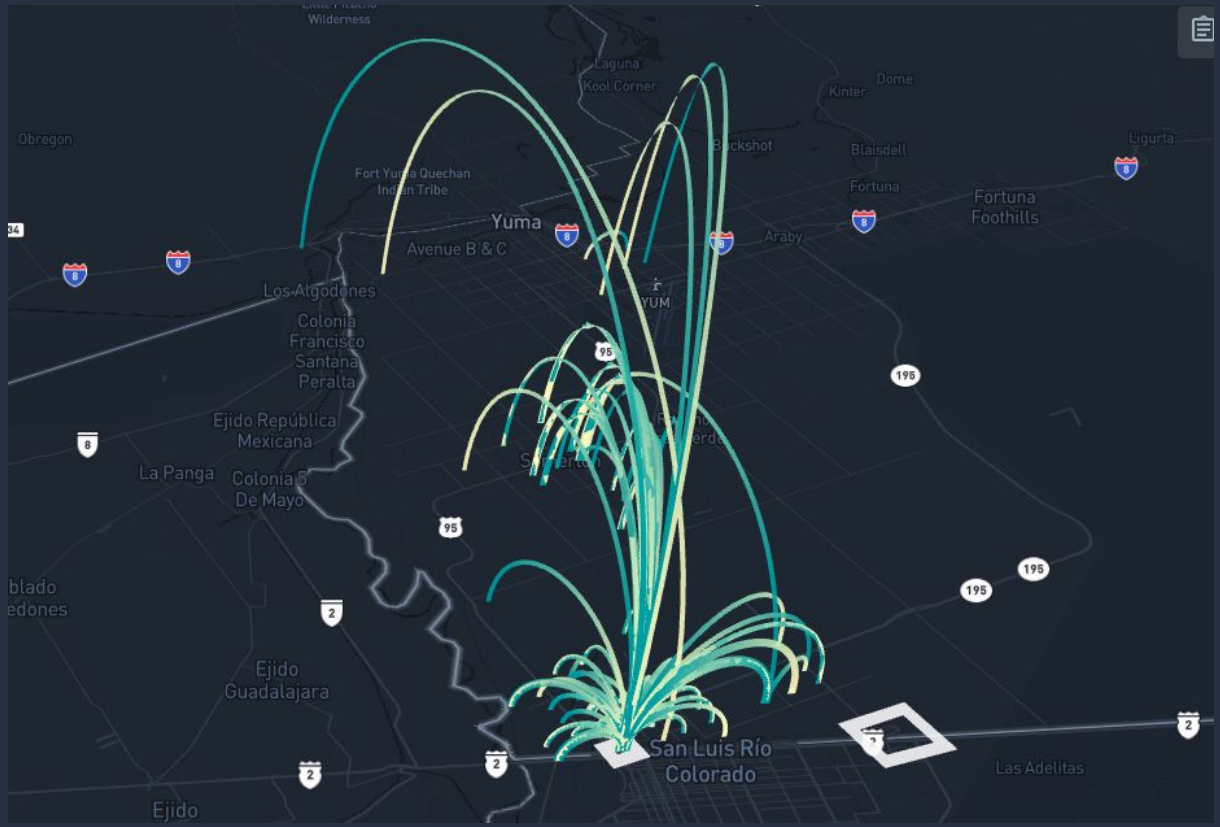


Yuma, Arizona

Trip Generation
Prescriptive data analysis, visualization, and BI tools.

Immigration Checkpoints

Trip Distribution
Layer, and filter data to visualize trips



Routes and Modes

Mode choice

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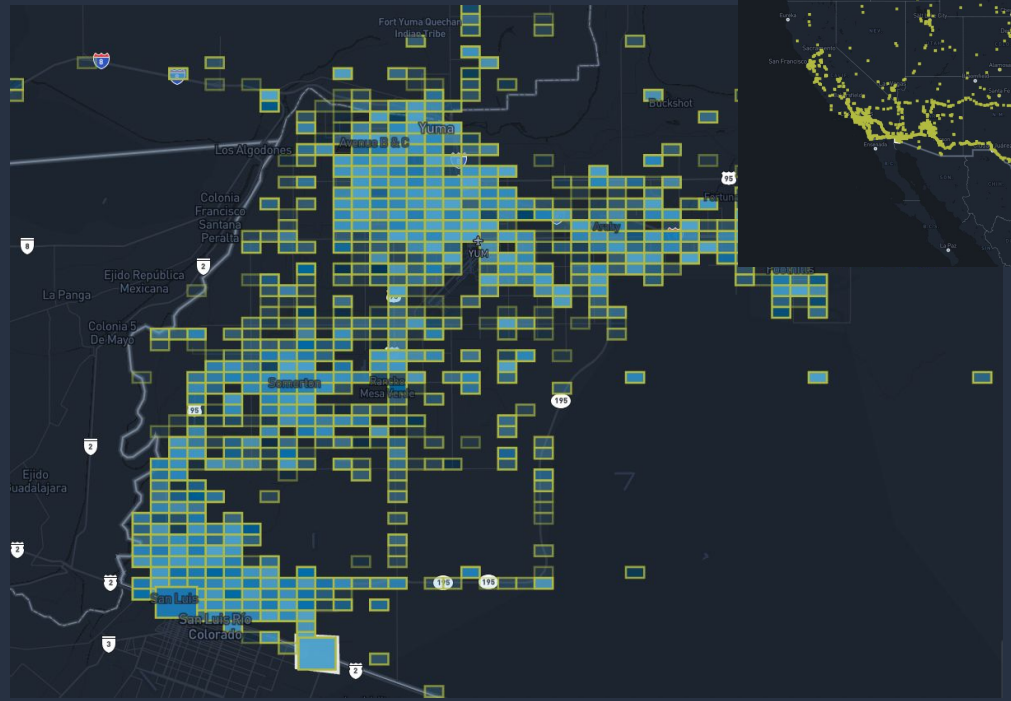

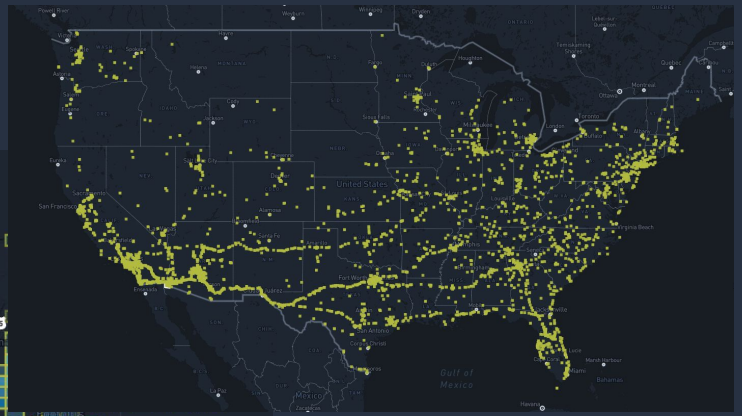

Can you provide examples of complex data engineering and data modeling projects you have participated in the past?

Florida Highway Patrol

Development of predictive safety analytics tool.

Florida DOT

Development of traffic incident management analytics tool

NFTPO

Development of transportation planning analytics tool

JTA

Development of CAV data management and analytics tools.

“We began investing in roadway technologies like cameras and sensor controls… we were collecting all this data, but now we needed a way to aggregate that data and put it to better use.”

“You can’t build smart cities with paper and spreadsheets. Urban SDK’s technology is modernising the planning sector… allowing us to make data-driven decisions.”

- Jeff Sheffield
Executive Director
North Florida Transportation Planning Organization

“Leveraging the Cloud to Reduce Traffic Congestion” Govtech.com | *“Urban SDK helps Florida transport planning”* itsinternational.com

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