



UrbanLogiq

Building Better Communities with Data

Advancing Equity in Mobility: *Unconventional Data-Driven Strategies for Community Transformation*

November 2023

Your Presenters



Jesse Heimsoth

Account Executive



Michael Tastad

Head of Customer Success



Who are we? Why listen?

Why we exist

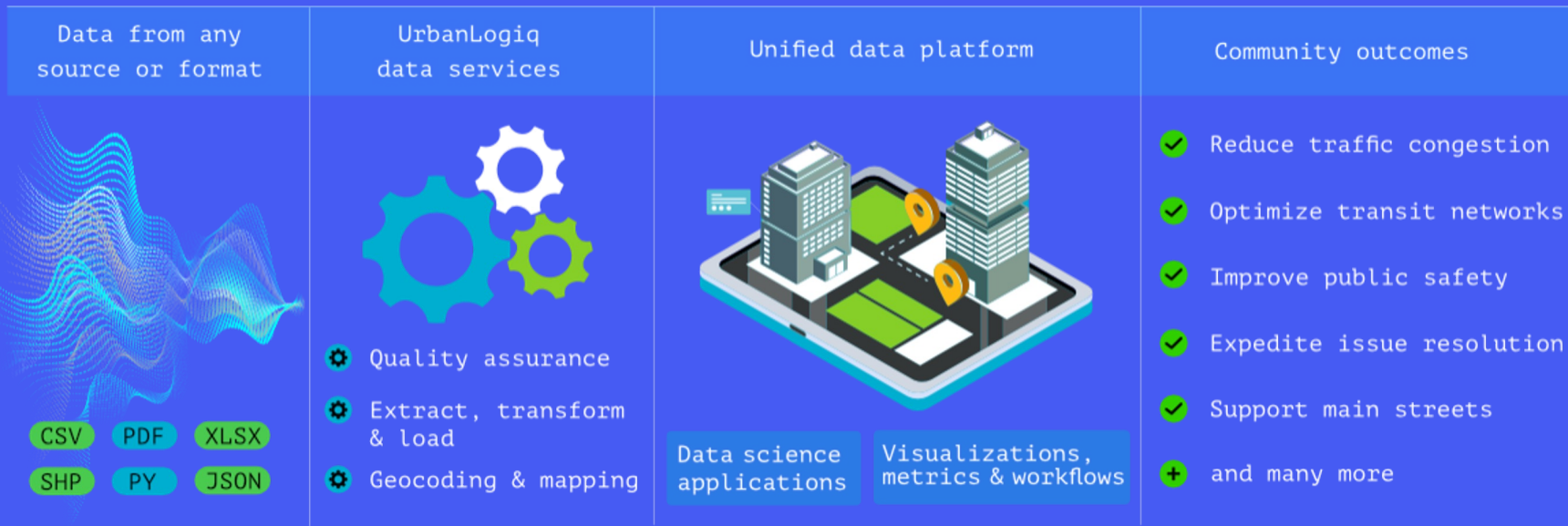
- Government services are crucial for societal well-being
- Stretched thin and don't have the up to date technology of the private sector
- Our focus is on sectors like:
 - Transportation
 - Transit
 - Economic Development
 - Civic Planning
 - Public Safety
 - Social Services



How we address the challenge

- These challenges exist because of data silos
- Data silos exist because of security, privacy, and data governance needs
- To break down data silos one needs to consider **compliance**, **governance**, and **security**
- **Then** a government agency can utilize responsible AI and machine learning





an end-to-end data platform purpose-built for government

The Five Government Domains

Traffic management

Integrate consultant reports, tube counts, speed sensors, computer vision, loops and more.

Road safety

Visualize crash data alongside relevant contextual information to reveal patterns and insights.

Economic development

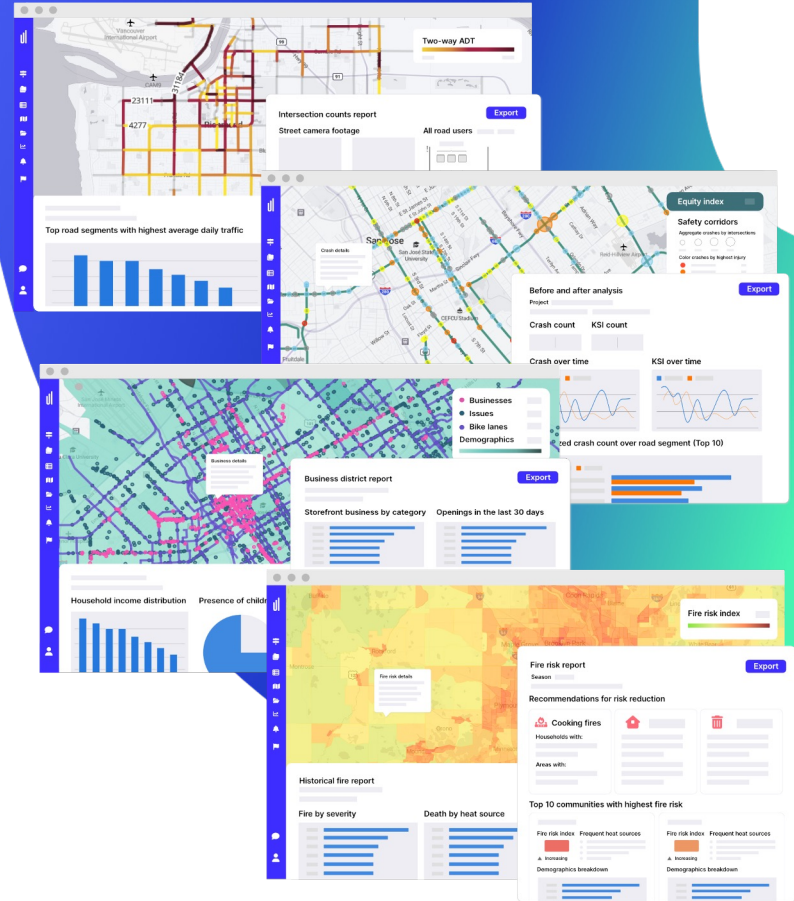
Combine spatial data, economic indicators, and alternative data sources to provide local economic insights.

Public safety - Fire

Identify the leading causes of fires in your service area using data and Artificial Intelligence.

Public transit

Use third-party mobility data, origin-destination and transfer data, and demographic information to gain insights into travel demand patterns.



The Five Government Domains

Traffic management

Integrate consultant reports, tube counts, speed sensors, computer vision, loops and more.

Road safety

Visualize crash data alongside relevant contextual information to reveal patterns and insights.

Economic development

Combine spatial data, economic indicators, and alternative data sources to provide local economic insights.

Public safety - Fire

Identify the leading causes of fires in your service area using data and Artificial Intelligence.

Public transit

Use third-party mobility data, origin-destination and transfer data, and demographic information to gain insights into travel demand patterns.





Equity in Public Transit

Real world example with TRIMET

Equity issues in transit

Issues are not new

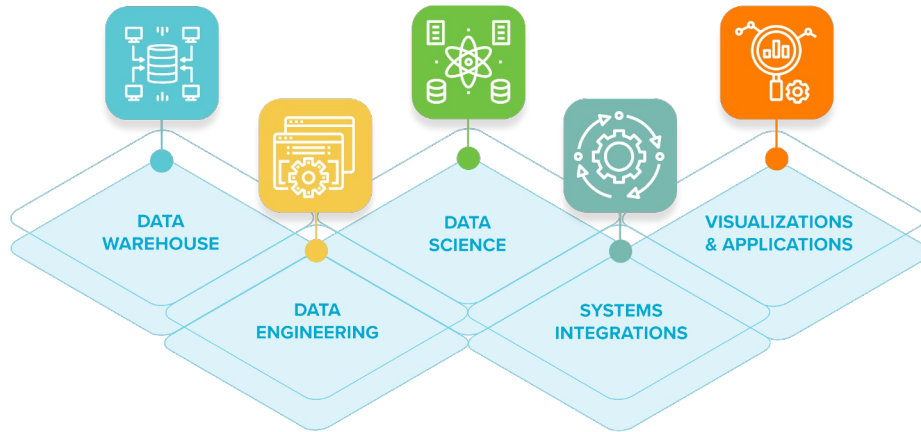
- Impact of COVID-19
- Low income area access
- Quality & reliability of service

Who will be affected if we split Line 75 at Northeast 42nd and Holman?

Where are the major transfer hubs for riders coming from the cities surrounding Portland for the month of February 2022?



How do you answer those questions?



Step 1: Centralize various data types

- HOP Transactional Data
- Automated Vehicle Location
- Static GTFS Data
- Lift Scooter Data

Step 2: Apply an Origin-Destination data science model

- Look at Journeys *not* ridership

Step 3: Strong Data Governance, Compliance, and Security

- Private Identifiable Information
- Understanding people's daily travel habits

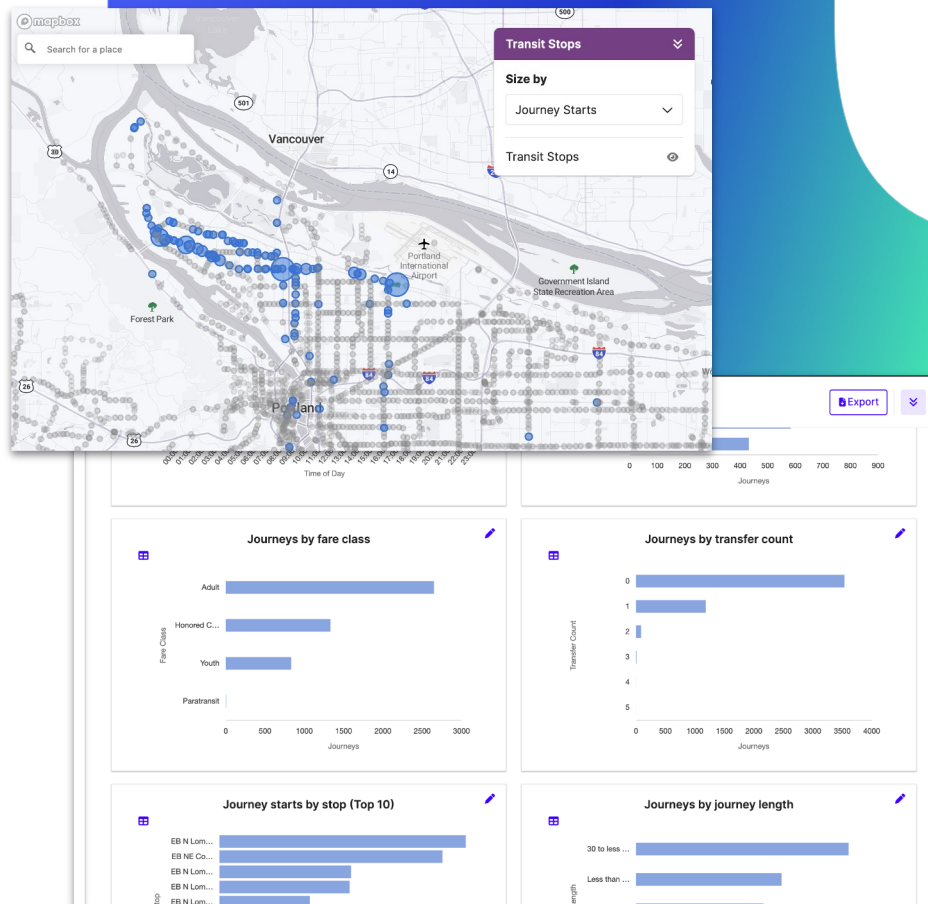
Answers?

Who will be affected if we split Line 75 at Northeast 42nd and Holman?

- Youth & Veterans would be disproportionately affected
- Would add a transfer to most of their trips

Where are the major transfer hubs for riders coming from the cities surrounding Portland for the month of February 2022?

- SB Beaverton Transit Center
- NB Beaverton TC MAX Station





Equity in Road Safety

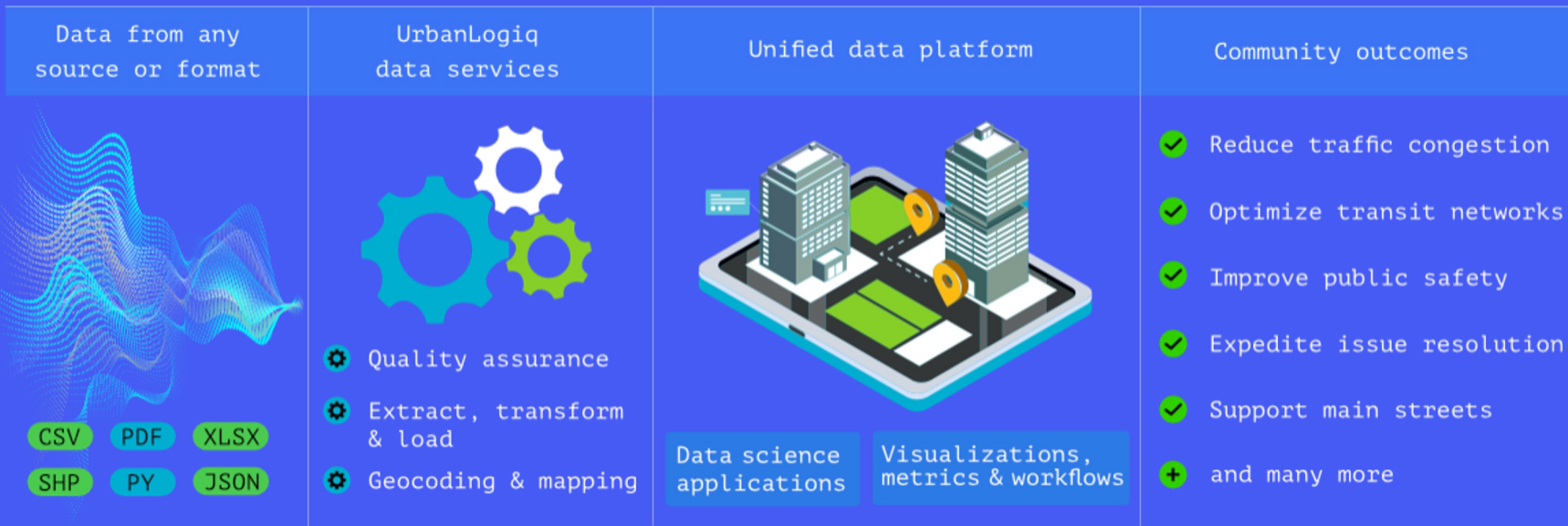
Real world example in the City of San José

Safety Action Plan in the City of San José

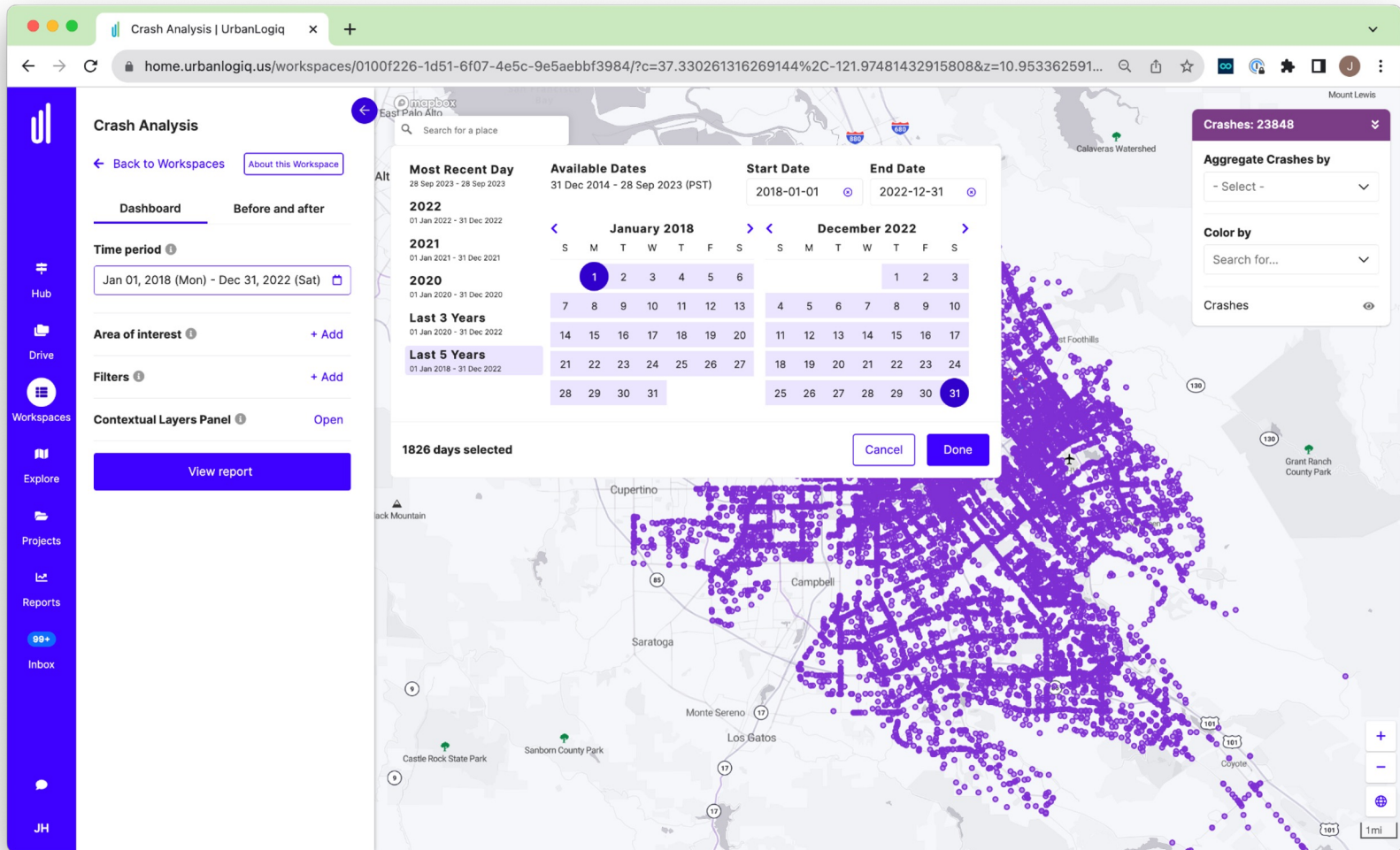
The city of San José wanted to create a **High Injury Network** (HIN) and have a way of considering **equity** when prioritizing projects and countermeasures.

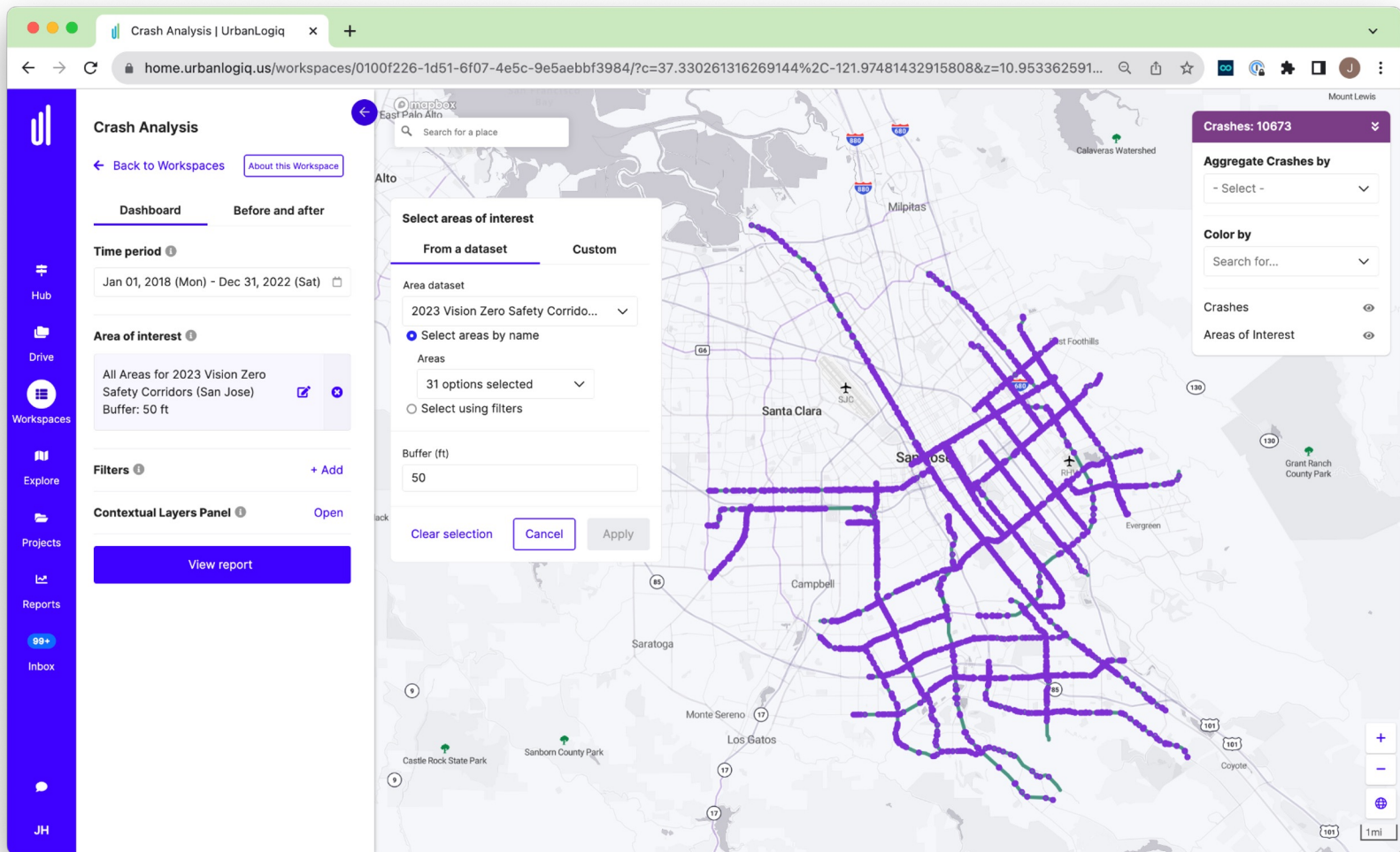
- **41% of Fatal or Severe injury crashes occur on 6% of San José streets**
- **70% of the High Injury Network in San José is within disadvantaged communities**

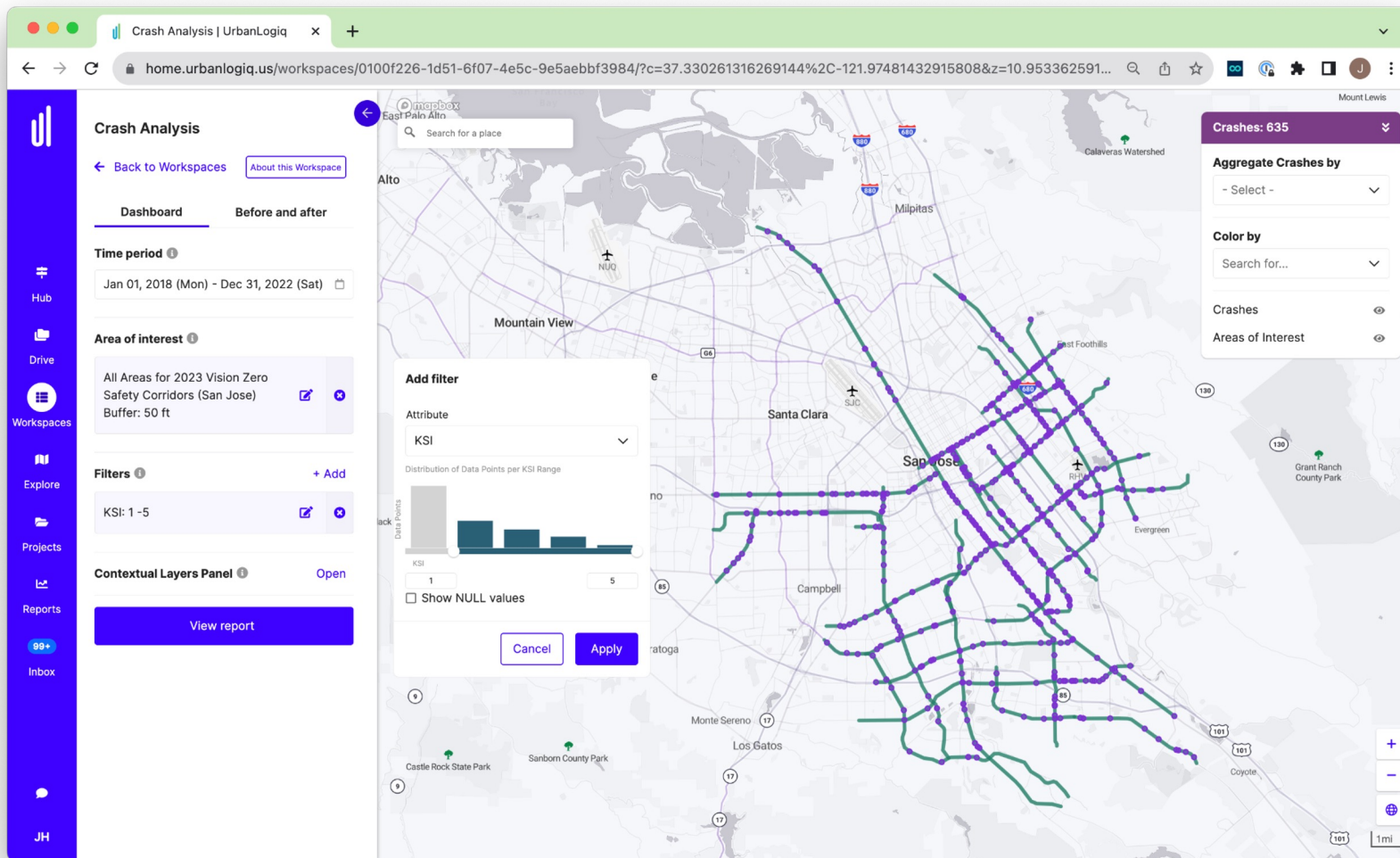
Safe Streets and Roads for All (SS4A) and other state grants are all starting to include equity considerations in the applications

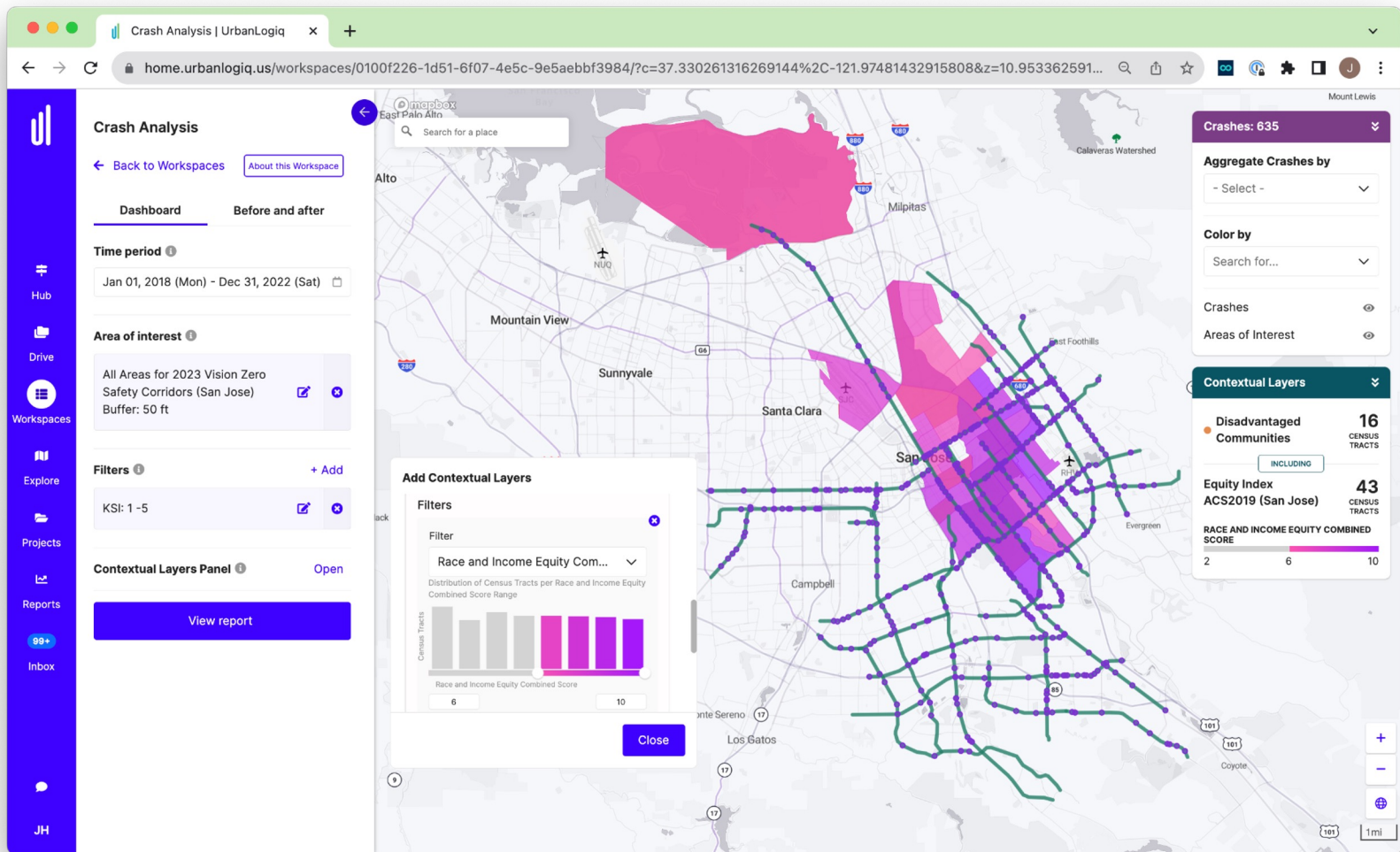


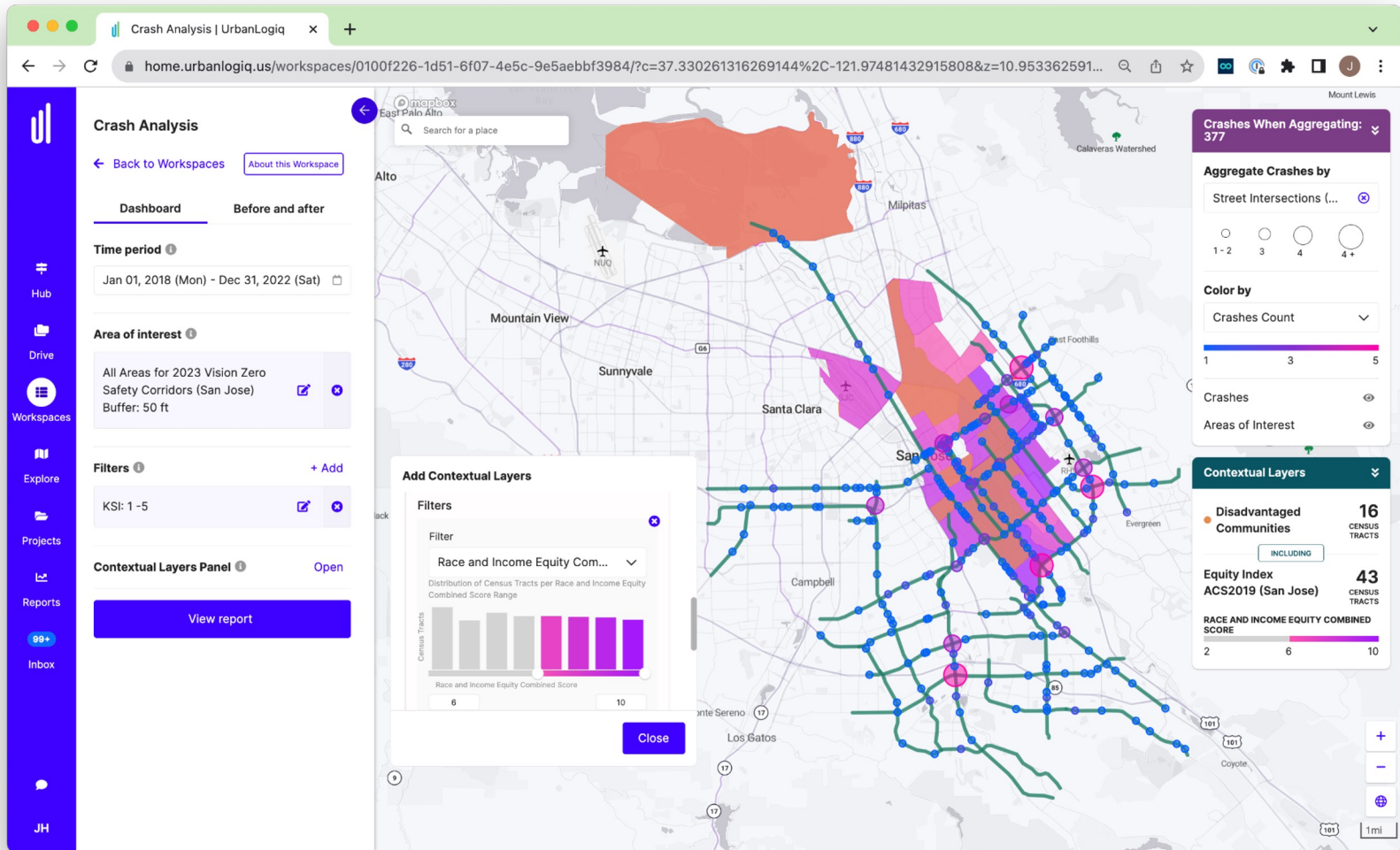
an end-to-end data platform purpose-built for government

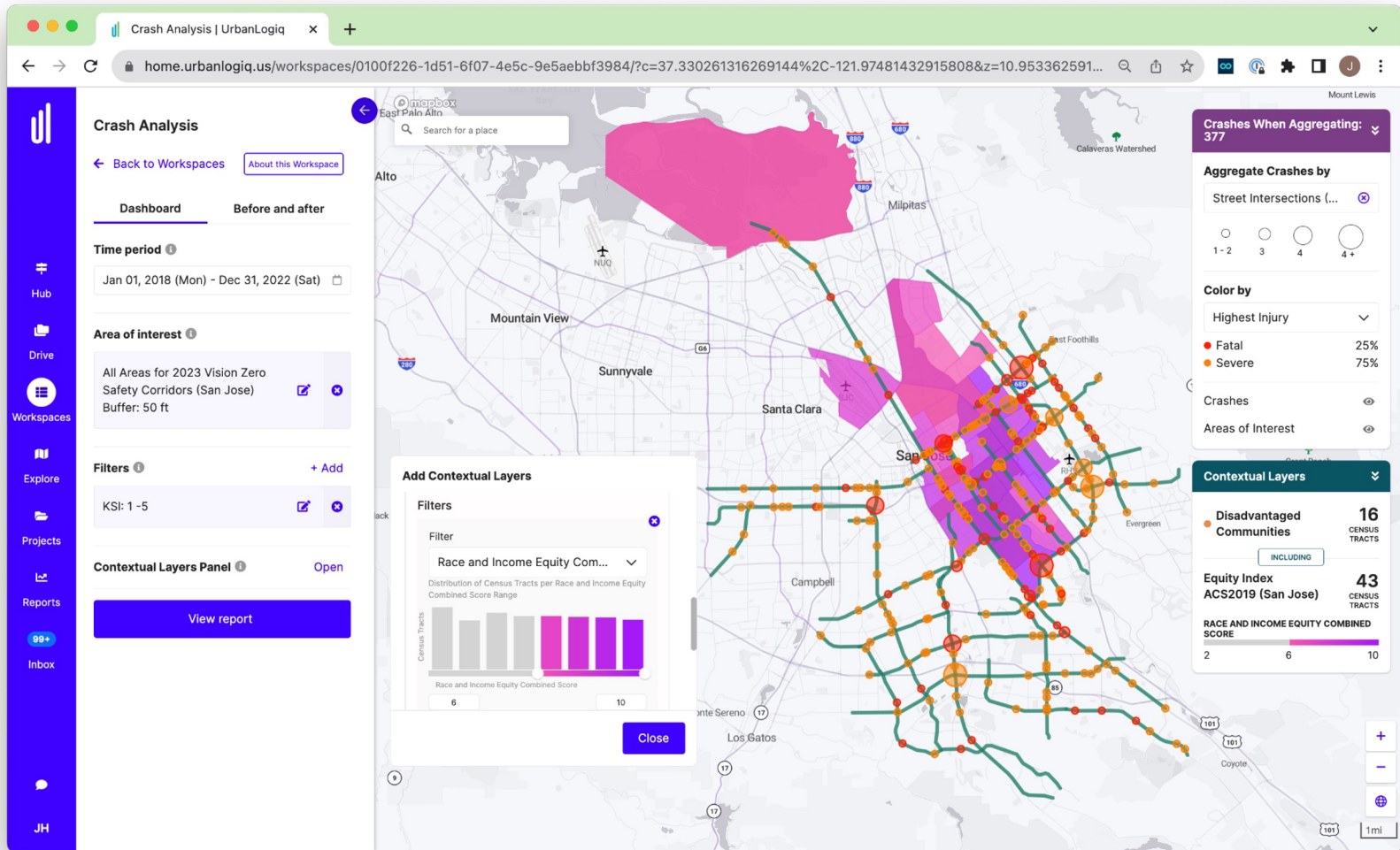














Questions?