

UrbanLogiq Traffic and Transportation platform



USE CASE OVERVIEW

Intersection and Road Segment Counts

Derive fast, actionable insights from your intersection and road segment count data

BUILDING BETTER COMMUNITIES WITH DATA

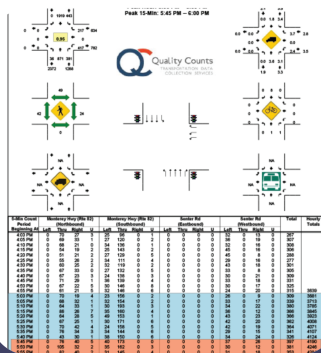
Access to **accurate data** and timely insights for traffic operations and transportation planning is more critical now than ever.

Data often sits idly on servers unable to be analyzed, due to limited staff resources to manually process it, coupled with the messiness and multitude of file formats that data arrives in. These factors result in significant barriers to integrate and perform meaningful analysis on the data. The UrbanLogiq Traffic Platform visualizes and integrates diverse

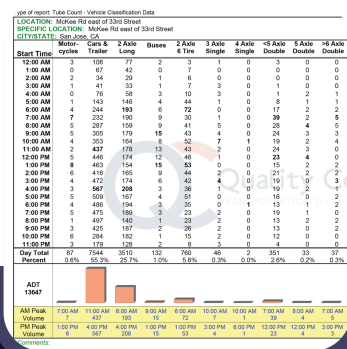
spatial and non spatial mobility data inside a unified, web-based platform, enabling users to uncover timely insights without any need for GIS or data science expertise. We help agencies move away from labor intensive manual processes, centralize workflows used to manage various aspects of their operational needs, and get to insights faster.

OUR PROCESS

UrbanLogiq follows a three-step framework to turn siloed, fragmented, or big data, into dynamic, timely insights.



Time	road_name	count	lane	direction	Intersection_M / source_file
7:00:00	Vehicles	L	NB		3208_BaconSt-W
7:05:00	Vehicles	L	NB		3208_BaconSt-W
7:10:00	Vehicles	L	NB		3208_BaconSt-W
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OUR PROCESS

1

Integration of data sources:

UrbanLogiq works with your team to identify and procure data sets that are relevant to your use cases and workflows. This data comes from inside your agency (turning movement counts, road volumes, crash and incident data) or externally (location-based services data from cell phones or connected vehicles). We then use efficient methods to extract, transform, and load (ETL) the data into our cloud based platform where users can easily access all the data in a normalized, ready to analyze visual format without any manual data wrangling.

2

User-friendly visualizations and mapping:

Users can explore their data in the UrbanLogiq platform both geospatially and tabularly. This includes (1) visualization of mobility data at intersections and road segments, and (2) mobility data visualized alongside contextual data such as land use, infrastructure, or events. Seeing data in context enables users to identify correlations and patterns across their transportation network.

3

Automation of key workflows and metrics:

Shorten your time to insight. The UrbanLogiq platform reduces manual processes by automating critical traffic metrics. We turn this data into visual pre-configured reports that summarize results for ease of interpretation and insight sharing.



Did you know?

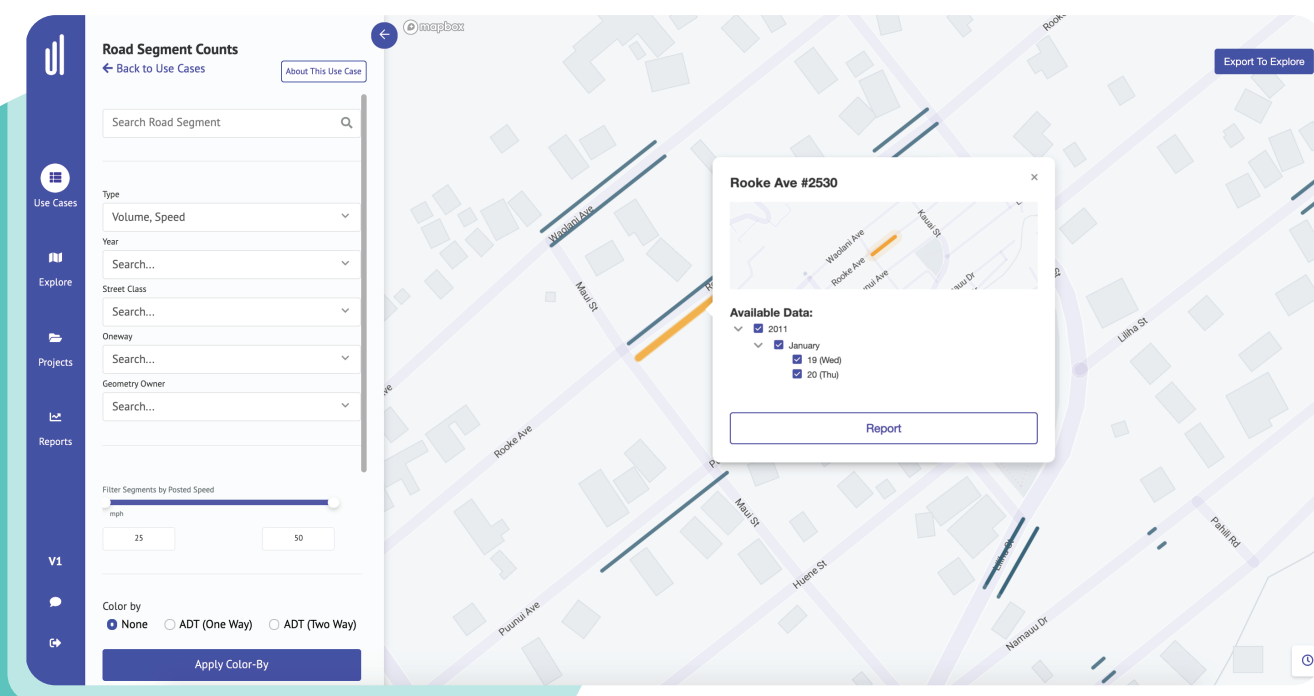
UrbanLogiq ingests any available mobility data, regardless of the data frequency, source, or size.

USE CASE OVERVIEW: INTERSECTION AND ROAD SEGMENT COUNTS

UrbanLogiq helps transportation professionals understand their intersections and road segments at a glance in a visual, unified platform. Users can filter and visualize data spatially, tabularly, through turning movement diagrams, and alongside pre-calculated metrics and trend analysis charts. We make it easy to export raw data offline, access original consultant reports, and generate visual, shareable reports.

**Analyze all of your
traffic counts data in a
single, unified
platform**

UrbanLogiq stores, normalizes, and visualizes intersection and road segment count data regardless of source or format, saving public officials from any data wrangling or cleaning. Users can interact with their data spatially and tabularly, and easily query and filter to get to the information they need.



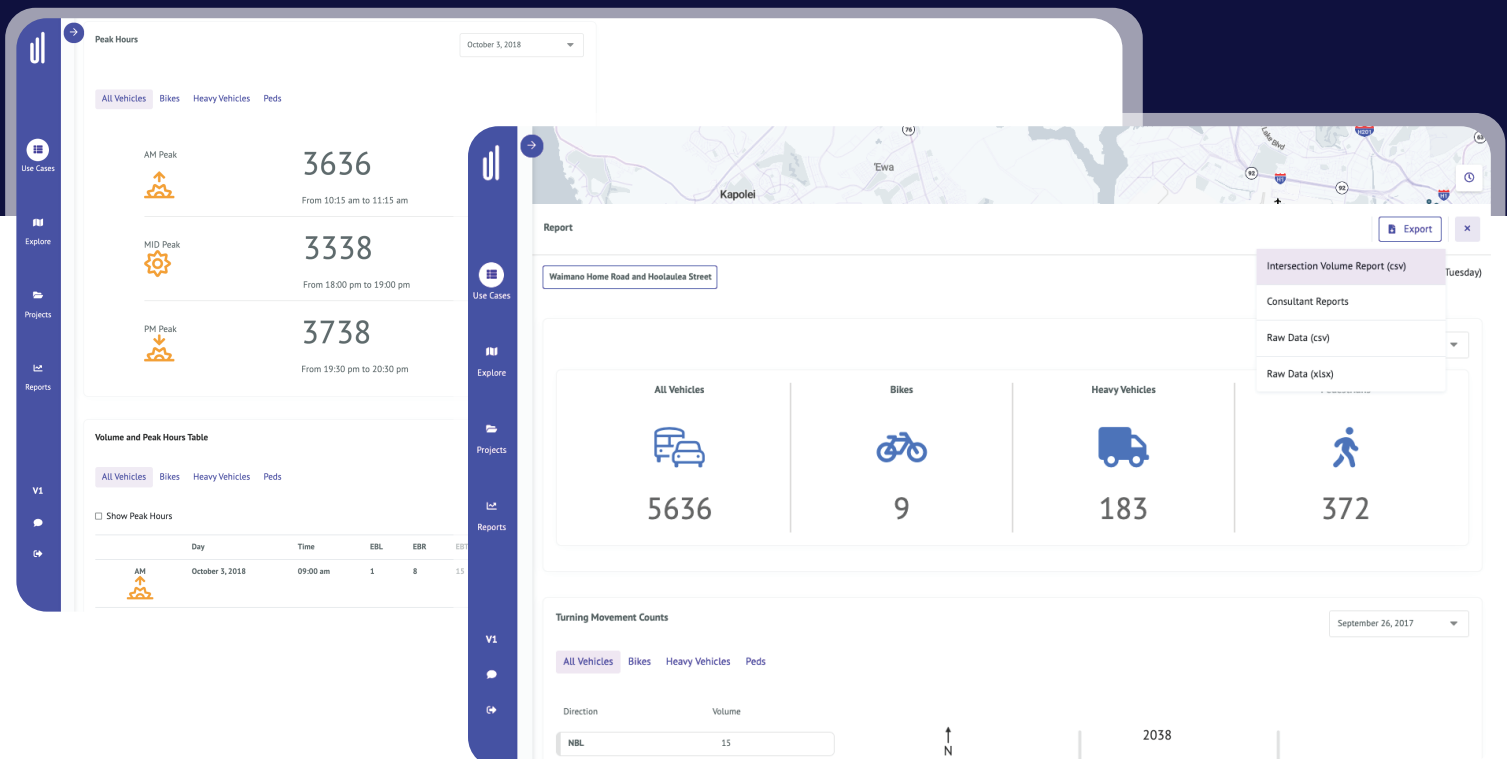
USE CASE OVERVIEW: INTERSECTION AND ROAD SEGMENT COUNTS

**Access pre-configured
metrics and robust
visual reports**

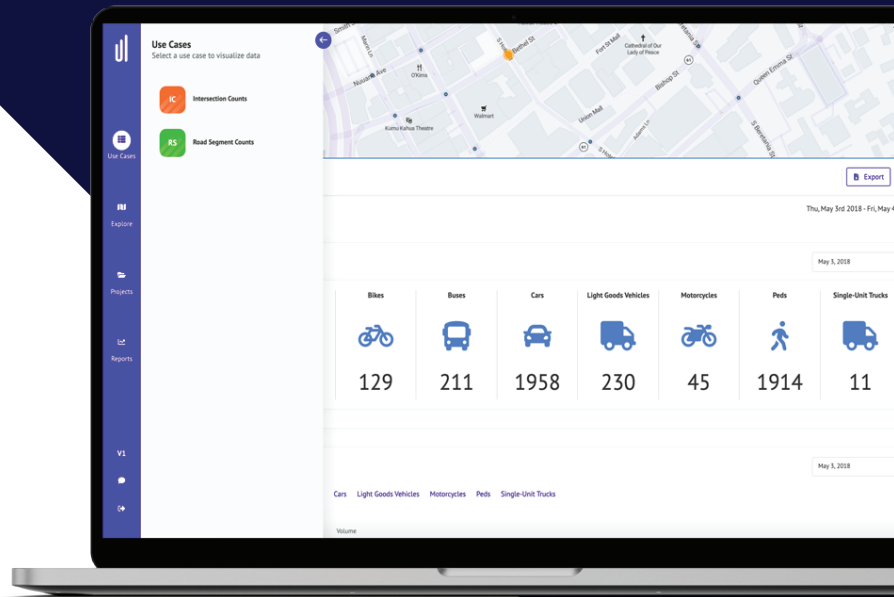
UrbanLogiq automates common traffic metrics such as Peak Hour Factor (PHF), Peak Hour Volume (PHV), and Average Daily Traffic (ADT), tailored to the needs of each agency. UrbanLogiq turns this data into visual pre-configured reports that summarize results for ease of interpretation and insight sharing.

**Share insights with
anyone, anywhere**

Built for collaboration, UrbanLogiq makes it easy for users to share insights across teams, departments, stakeholders, and to integrate with your existing tool suite. We enable unlimited exports of raw data and access to original consultant reports in common formats such as .xls or .csv



WHY URBANLOGIQ?



**No expertise,
specialized training,
or certifications
required**

UrbanLogiq empowers government users to uncover powerful insights without any specialized training or data science expertise.



**Entirely cloud-based
and accessible from
anywhere**

The UrbanLogiq platform is entirely web-based and requires only a computer and an internet connection.



**Safe
and secure**

We take proactive steps to make sure the benefits of UrbanLogiq do not come at the expense of the privacy of individuals.

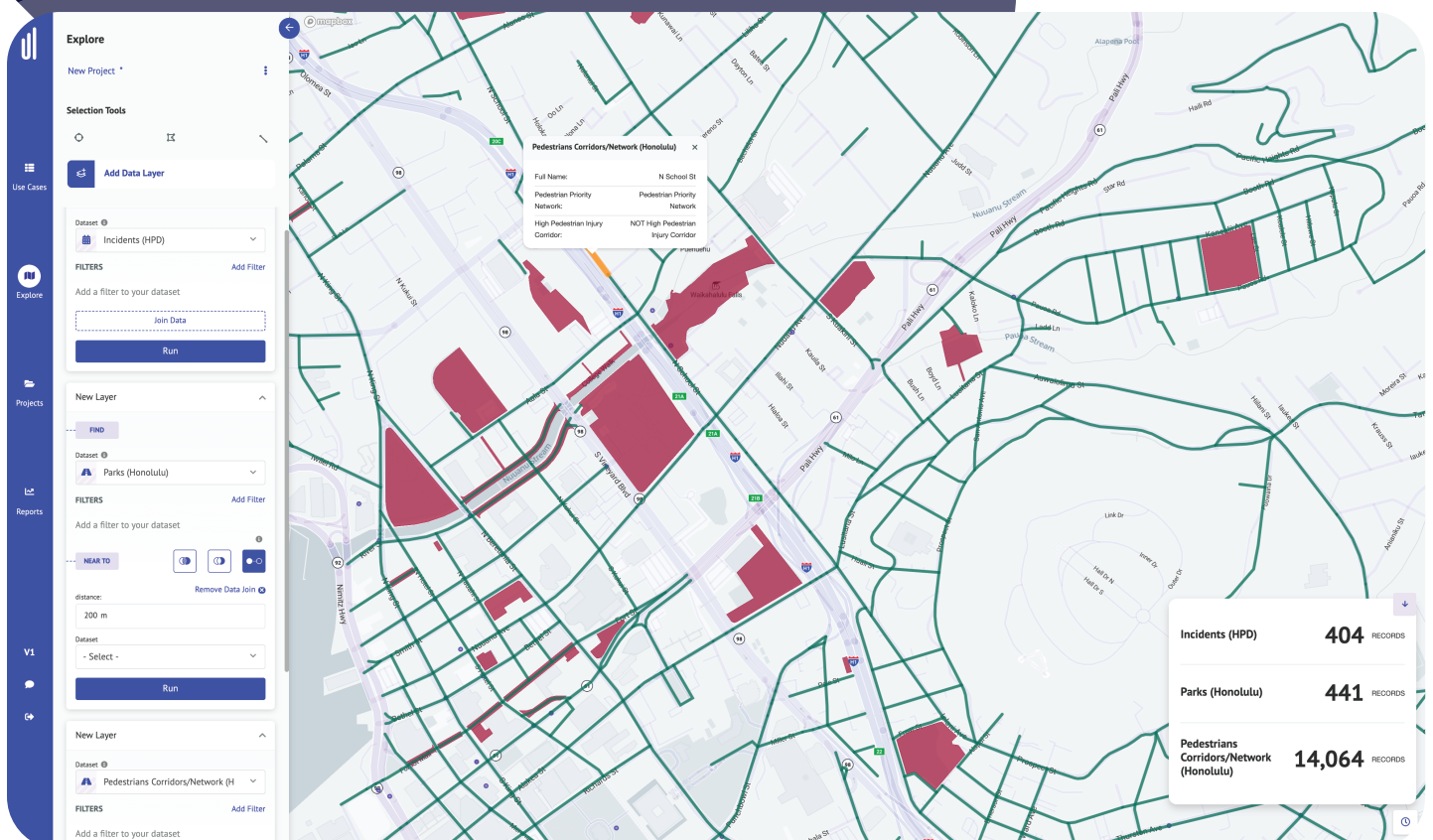
[Learn more.](#)



**Dedicated to
your success**

UrbanLogiq's customer success team is made up of real people committed to your success, available 7 days a week.

PREPARING YOU FOR THE FUTURE



We don't stop at traffic data. From economic development, to community planning, we believe data is far more powerful in context. We also believe in maximizing data investments. UrbanLogiq readily scales to accommodate and integrate a wide range of data types spanning infrastructure, events, business data, and more.

TRUSTED BY AGENCIES ACROSS NORTH AMERICA



With the need for high quality travel time data being continually more important, the UrbanLogiq platform has provided a method for the City of Ottawa to implement high quality data collection with low upfront effort, lead time, and cost, and it has strong potential to be a valuable tool in managing traffic and transit travel times in future high impact construction projects.

Campbell Inwood, LRT
Construction Traffic Operations
and Traffic Management,
City of Ottawa, ON

Like many other governments and public agencies, we have not been able to fully capture the compounding value of data and go beyond the purpose the data originally served. [With UrbanLogiq], we will understand more and more about the power of a centralized data system.

Wilson Tam, Interim Director
of Transportation Planning,
City of San Jose, CA

The application developed by UrbanLogiq has helped us immensely in our day to day work. With this application we will be able to look at real trends in our traffic growth and perform a new level of data driven analysis using a very easy to use tool."

Taylor Spraggs,
Traffic Engineer, City of Surrey, BC

Want to learn more?

Contact us today to schedule a demo.

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