



URBAN LOGIQ

Building Better Communities with Data

Product Brochure

Traffic & Transportation Intelligence Platform

UNLOCKING THE VALUE OF TRAFFIC COUNT DATA

1-833-872-2647 • info@urbanlogiq.com • www.urbanlogiq.com

TRAFFIC OPERATIONS

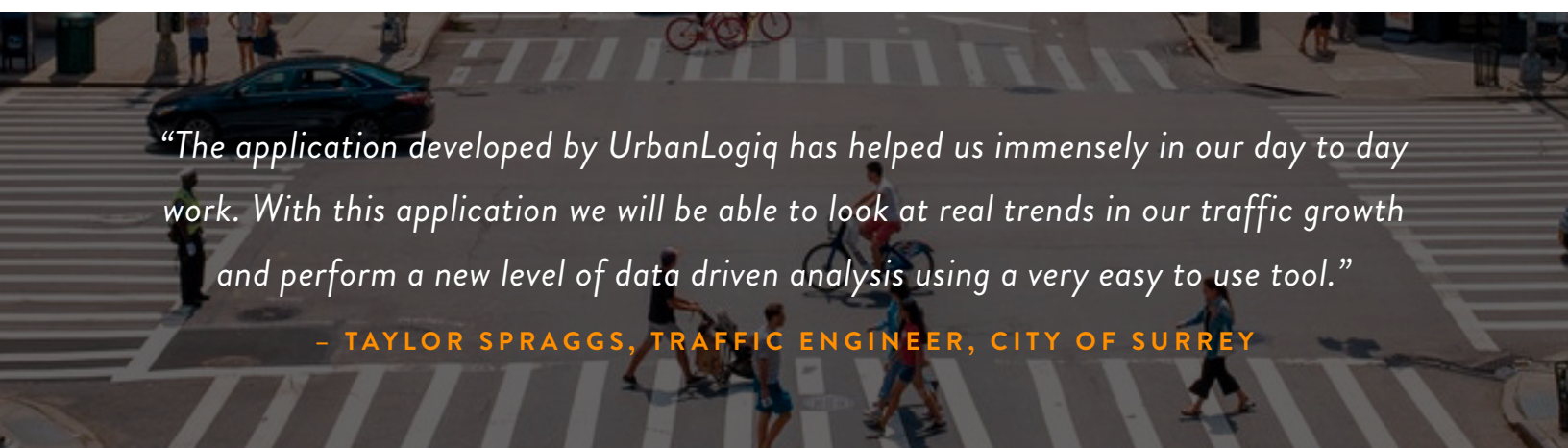
Get insights into traffic count growth, road pavement needs, Peak Hour Factor (PHF) and notifications when traffic sensors go down.

TRANSPORTATION PLANNING

Understand multi-modal transportation trends across city networks, plan for future capacity needs by calculating metrics such as Annual Average Daily Traffic (AADT), and have the right data for traffic impact studies.

CITY PLANNING

Have instant access to critical traffic count data and correlate with zoning, weather, population and land use information, resulting in a streamlined community planning process.



“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

For cities and counties to plan for growing congestion and changing modal patterns, traffic data collection programs are typically implemented. The data from these programs can be generated from traditional and new sensor technologies automatically. The data can also be generated manually by external consultants and city staff on a project by project basis.

Several problems exist once data is generated:

DATA TRAPPED IN SILOS

Traffic data and reports are usually found in a variety of different formats and utilized by city departments for various reasons. This data is in email inboxes, desktops and trapped in servers.

TIME INTENSIVE DATA GATHERING AND REPORTING

Generating required traffic engineering and transportation planning reports can take months. Answering requests for data from real estate developers and consultants causes administrative delays.

OUR APPROACH TO URBAN INTELLIGENCE



AGGREGATE DATA

Your existing traffic count data from multiple sources and provide central access to all traffic count data. Both real-time and historical data from:

- Manual counts
- Induction loops
- Pneumatic tubes
- Cameras
- Volume, speed, and accidents



AUTOMATE MANUAL PROCESSES & REPORTS

Calculate live and historical 24 hour traffic volume changes, Average Annual Daily Traffic (AADT), Peak Hour Factor (PHF), as well as other important actionable insights with a few simple clicks.



ADD ADDITIONAL DATA SOURCES

Add conventional and unconventional data sources such as weather, infrastructure, events, mobile, and crowd-sourced data and derive insights on how each impact traffic.



ANALYZE THE DATA

Our machine learning (ML) and artificial intelligence (AI) analyzes all the data layers and develops an algorithm that can predict the behavior of traffic days in advance with a high level of certainty.



DATA PRIVACY

Privacy, transparency and public ownership of data is of paramount importance to UrbanLogiq. We take proactive and comprehensive steps to ensure that the benefits to the public do not come at the expense of the privacy of individuals. Learn more at: www.urbanlogiq.com/data-privacy

WHY URBANLOGIQ?



NO INSTALLATION

Entirely cloud-based and requires only a computer and an internet connection.



CONTINUOUS IMPROVEMENTS

New releases are automatically made available to you at no additional cost.



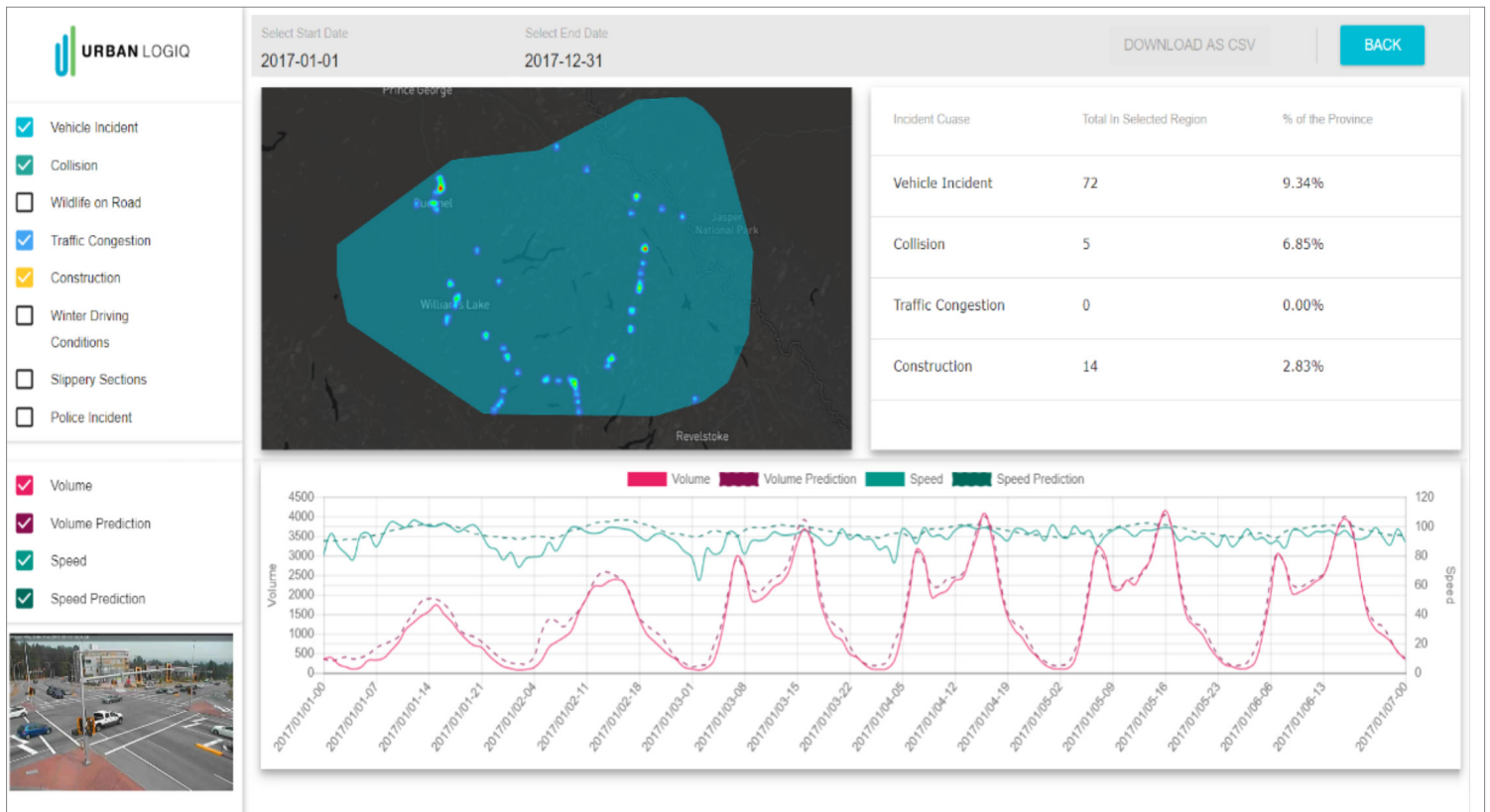
UNLIMITED USERS

One annual license covers everyone at your city. Easily share platform access with anyone in any department.



UNLIMITED SUPPORT

We're available 24 hours a day, 7 days a week.



Want to learn more?

Contact us today to schedule a demo.

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