



AIRSAGE DATA FOR TRANSPORTATION PLANNERS



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A look into how transportation planners and transportation departments can use the AirSage Nationwide Trip Matrix application.

If you'd like to know more about what we do, we regularly share our thoughts on industry trends, application development, company accomplishments, and more on our [blog](#).

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THANKS FOR READING!

Have questions? Drop us a note at info@airsage.com or visit us online at www.airsage.com

SUMMARY

Using anonymous location data from mobile devices, paired with advanced data engineering and data science, transportation planners can identify trends and patterns of travelers passing through their region, state, or even nationwide. This data also allows for experts within the transportation industry to better plan for upcoming roadway projects, assess potential evacuation routes, and evaluate traffic patterns.



Since 2000, AirSage has pioneered the use of anonymous location data for the advancement of population movements and insights.

We began with patented technologies to triangulate the location of cell phones from major US wireless carriers. We put data privacy first – device information was anonymous,

and we aggregated the output to census level geographies or grids. With our transition to GPS data, we've gotten more accurate and improved our platform around it. We source our data from voluntary opt-in application data and produce data output that ensures strict privacy is met.

AIRSAGE + LOCATION INTELLIGENCE

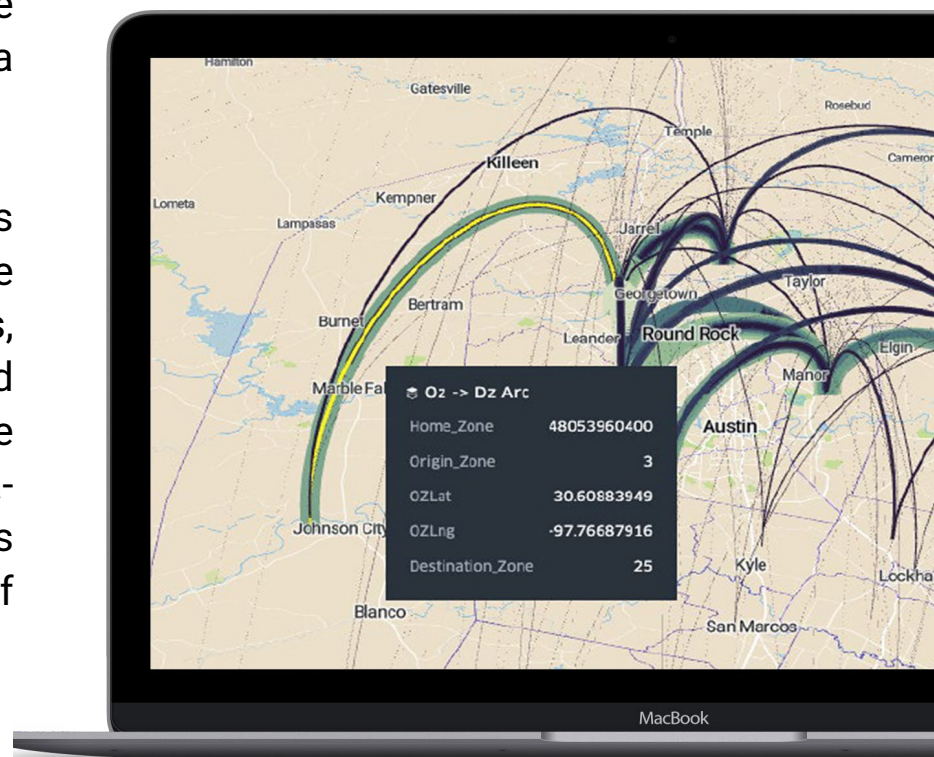
Here at AirSage, we like to define location intelligence as a methodology that allows for the understanding and visualization of location data to help solve a wide variety of business problems. We view this innovation as a tool to unlock never before gained insights and data regarding populations, consumer behaviors, and target markets.

How We Do It

Prior to 2017, AirSage had relationships with major telecom companies to provide anonymous cell phone tower data. Today, we use more accurate GPS data that includes the latitude, longitude, point accuracy, and mobile advertiser ID to build our data panel.

Using billions of daily anonymous GPS device sightings, AirSage collects, cleanses, deduplicates, and analyzes these points to build insights within our self-service application and Platform-as-a-Service. Our data panel has trillions of sightings - that's petabytes of stored data on our servers!

While our data engineers are responsible for the initial cleansing, assignment, and storage, our data science team creates innovative features from our data that customers can use to further their business and achieve their goals.



TRANSPORTATION + LOCATION INTELLIGENCE

The ability to track vehicles and obtain complete visibility of location data is a tremendous boon to professionals within the transportation and logistics industry such as asset managers and transportation planners. Here are a few ways location intelligence can empower transportation planning:



Improve Route Planning

Superior route planning is at the heart of Location Intelligence for the transportation sector. Whether you're transporting valuable cargo or passengers, long delays or hazardous conditions can add unnecessary risk factors which can impede smooth workflows and create a black mark against your business' reputation.



Enhance Control on Spending

Location intelligence provides the data that makes it easy to track where spending is going and address the ratio of cost to distance. It also facilitates faster decision making so costs associated with delays are avoided.



Improve Supply Chain Logistics

When using location-based data, you will be able to make smart decisions about the quickest route that a driver can take, and you will be able to factor how easy it will be for the driver to access the final destination. This will allow you to give an accurate arrival time for all deliveries.

TRANSPORTATION PLANNERS + LOCATION INTELLIGENCE

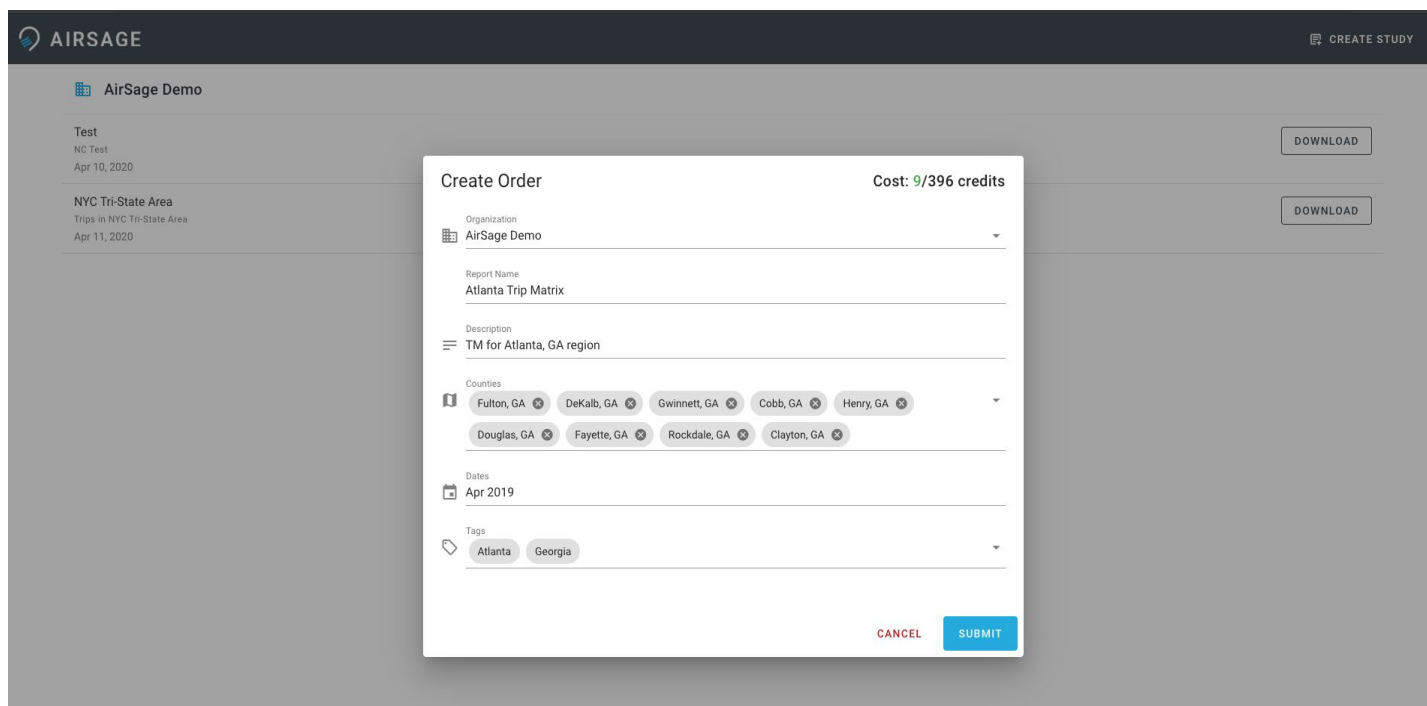
Understanding how people use and interact with transportation systems and how this shapes their lives is a central part of transportation planning. Unlike more traditional data collection methods, location intelligence provides more in-depth data coupled with GPS-quality spatial accuracy across a robust sample of the population in any given region or state.

Planners and agencies can harness the power of this cutting-edge innovation to better understand how people use and interact with transportation systems. Furthermore, location intelligence services alleviate the cost and lengthy wait-time often associated with travel and establishment surveys.



AIRSAGE'S NATIONWIDE TRIP MATRIX APPLICATION

Our *Nationwide Trip Matrix* (NWTM) is a self-service, web-based application that allows users to conduct trip matrix queries agencywide and uncover valuable information regarding how populations are moving throughout different areas of the United States. This innovative, easy to use application is the perfect tool for transportation professionals looking to gain immediate, on-demand access to high-quality population movement insights.



The screenshot shows the AirSage application interface. At the top left is the AirSage logo. In the top right corner, there is a 'CREATE STUDY' button. The main content area displays a 'Create Order' modal window. The modal has a title 'Create Order' and a cost indicator 'Cost: 9/396 credits'. The form fields are as follows:

- Organization:** AirSage Demo
- Report Name:** Atlanta Trip Matrix
- Description:** TM for Atlanta, GA region
- Counties:** A list of counties in Georgia: Fulton, GA; DeKalb, GA; Gwinnett, GA; Cobb, GA; Henry, GA; Douglas, GA; Fayette, GA; Rockdale, GA; Clayton, GA.
- Dates:** Apr 2019
- Tags:** Atlanta, Georgia

At the bottom right of the modal are 'CANCEL' and 'SUBMIT' buttons. In the background, there is a sidebar with a 'Test' section and a 'NYC Tri-State Area' section, and two 'DOWNLOAD' buttons on the right side.

Each trip matrix study allows users to discover a wide array of attributes for trips ranging from the origin of trip, the destination of trip, 9 different classifications for trip purpose, and home zone at the census block group level. Users can also evaluate data by

day of the week, with counts presented in person-trips, extrapolated to represent movement of the entire population.

AIRSAGE'S *NATIONWIDE TRIP MATRIX* + PROBLEM SOLVING

Developed with the transportation industry in mind, our NWTM application has the power to solve several hurdles transportation planners may face.



Transportation Planning

Use as input for travel demand models (i.e., distributions, calibration, and validation) and other planning purposes (i.e., what are common O-D pairs in the region, transportation demand management strategies, transit planning, and tracking and trending travel patterns as they change hourly, daily, monthly, seasonally, and annually).



Engineering

Determine impacts on trips made proximate to a project, prepare detour plans more efficiently, and understand who you are designing around.



Public Works

Use for construction and maintenance purposes, determine when to schedule work and where to deploy VMS for advance notification of closures.



And More!

Thanks to the ease of use of the NWTM application, users have the freedom to utilize the UI for countless other use cases.



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READING!**

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