Co-creating decision-making tools with and for smaller cities

Nick Cohn

TERALYTICS

Who we are

Teralytics provides a transformative view of human mobility to empower decisions that reflect the needs of everyone in the society.

What we do

Teralytics provides a transformative view of human mobility to empower decisions that reflect the needs of everyone in the society.

We apply sophisticated data science and domain expertise to shed light on people's trip patterns and factors impacting their choices:

Where are they coming from and going to?

What Mode of Transport are they taking?

Why are they choosing a specific route?

Teralytics for Transportation

We tackle some of the crucial mobility challenges of our time:

- How do we reduce congestion and shorten journey times?
- How do we account for everyone's needs in planning decisions?
- How do we reduce environmental impact through traffic interventions?
- How do we adjust operations in extraordinary circumstances?

Cities of all sizes need current, real-world data

- Nearly every city is working to create effective sustainability and climate change plans.
- In order to reduce the levels of CO2 pollution from transportation, it is critical to equip small to medium-sized cities with tools to tackle their emissions.
- A comprehensive view of mobility must be accessible to all transportation planning departments in order to affect change.
- Increasingly complex challenges aren't met with tools to match.
- Tools are often out of reach except for the largest cities.

Teralytics Streets

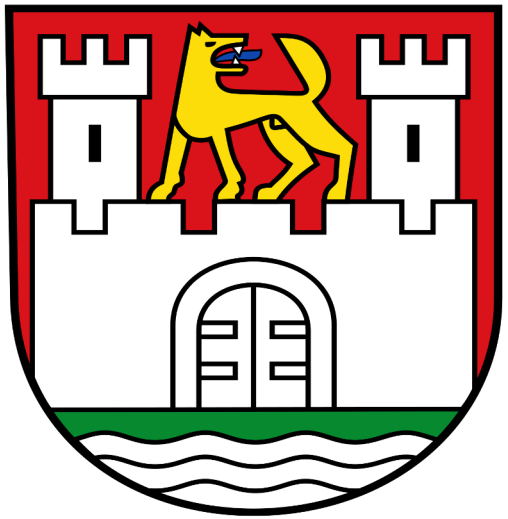
TERALYTICS

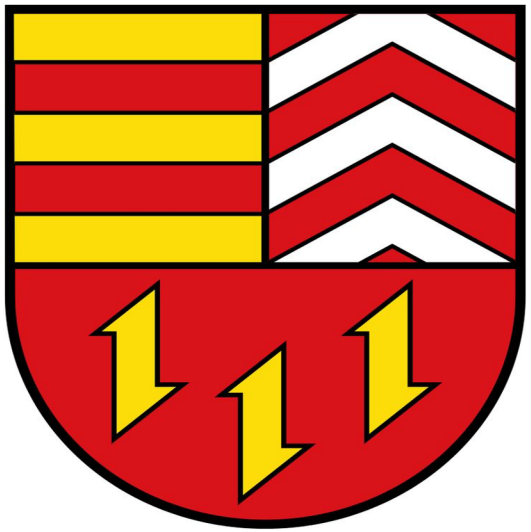
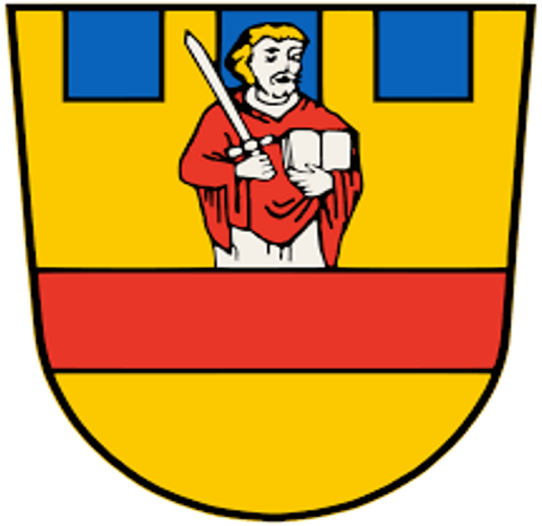
The (so far) unsolvable problem: traffic planning

- In order to create successful traffic interventions and measure their impact, cities need a comprehensive understanding of traffic volumes across their road networks.
- Hardware and manual counts cannot provide comprehensive, ongoing insights.
- The essential piece of the puzzle, up-to-date total traffic volumes, has, so far, been elusive.

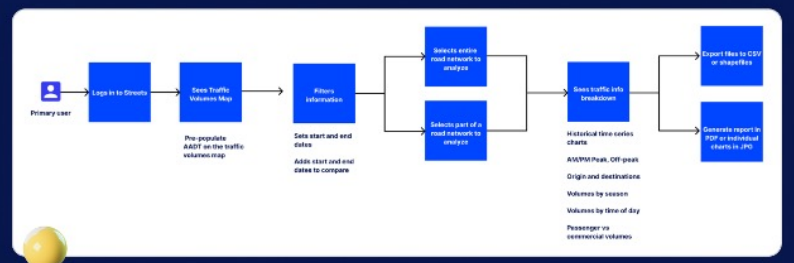
Partnering with Cities

Teralytics partnered with four cities and counties in Germany to understand their traffic management challenges and build a solution that is accessible, complete and always-on.

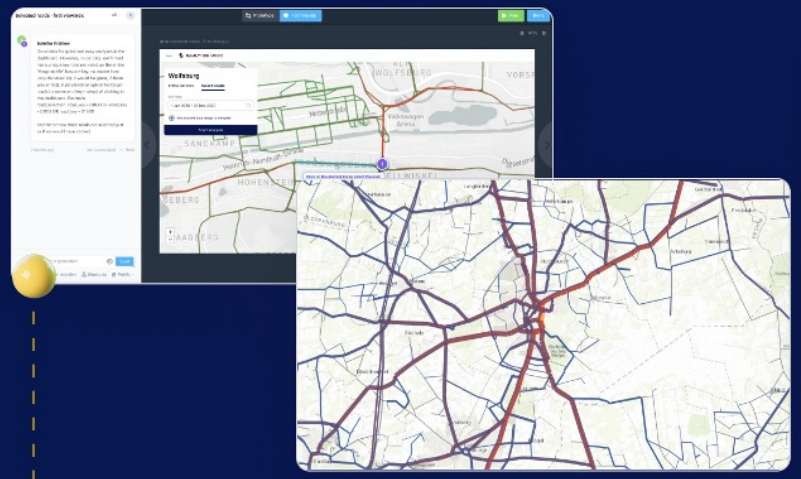


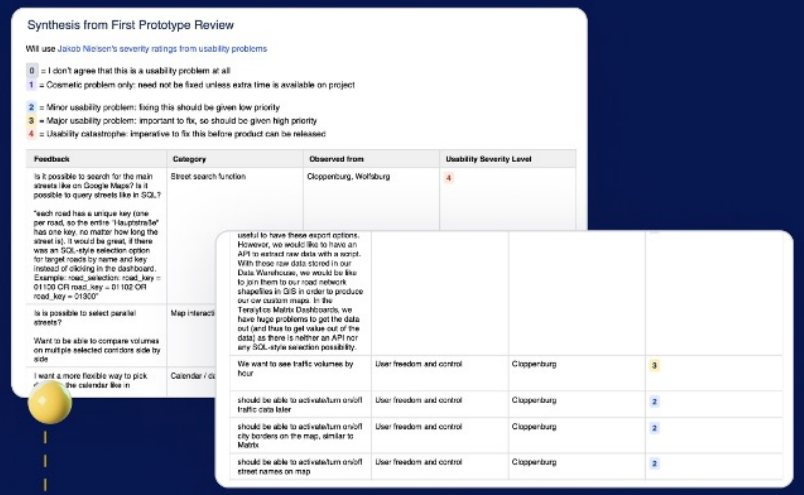
Round 1: prototype & test



High-level user flow based on customer use cases

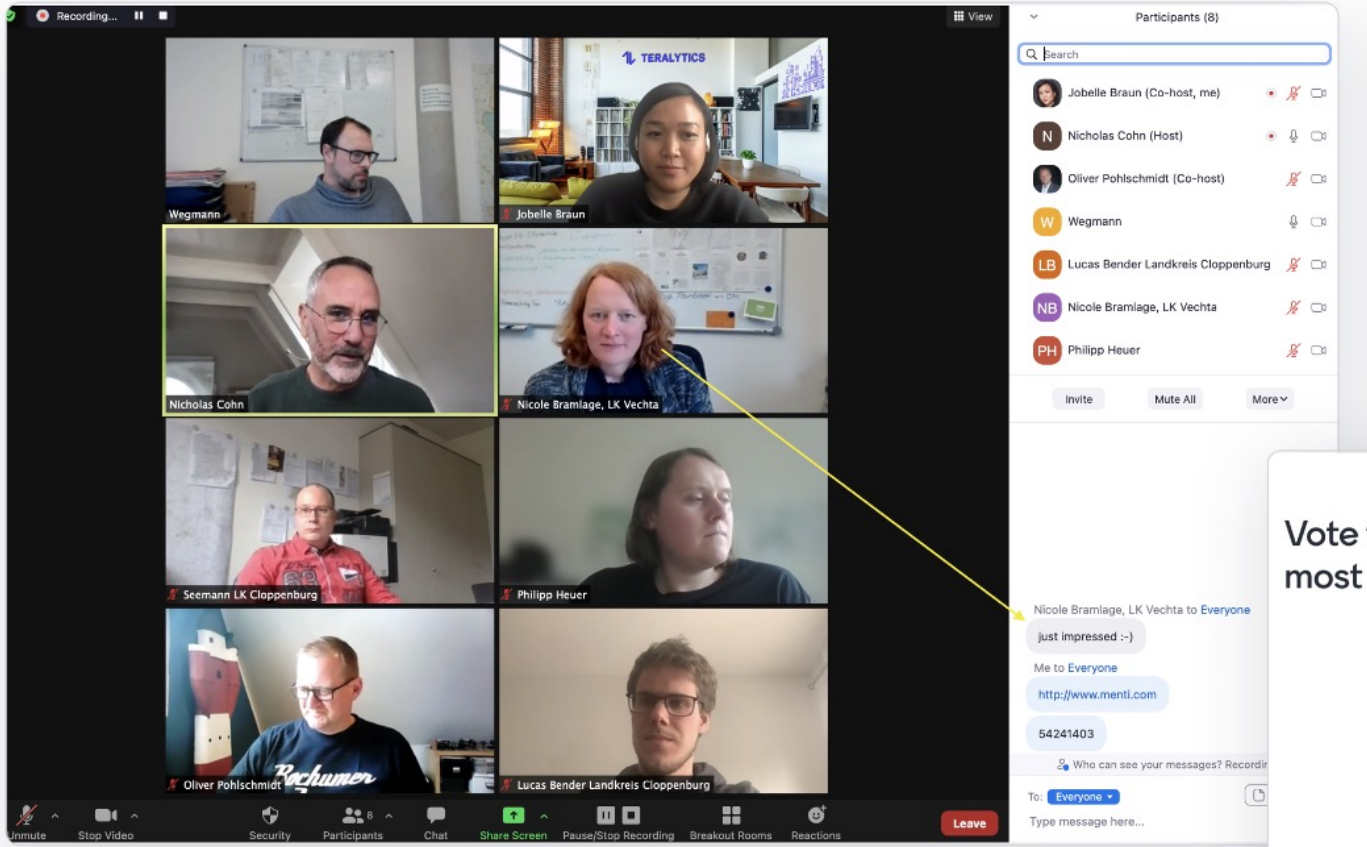


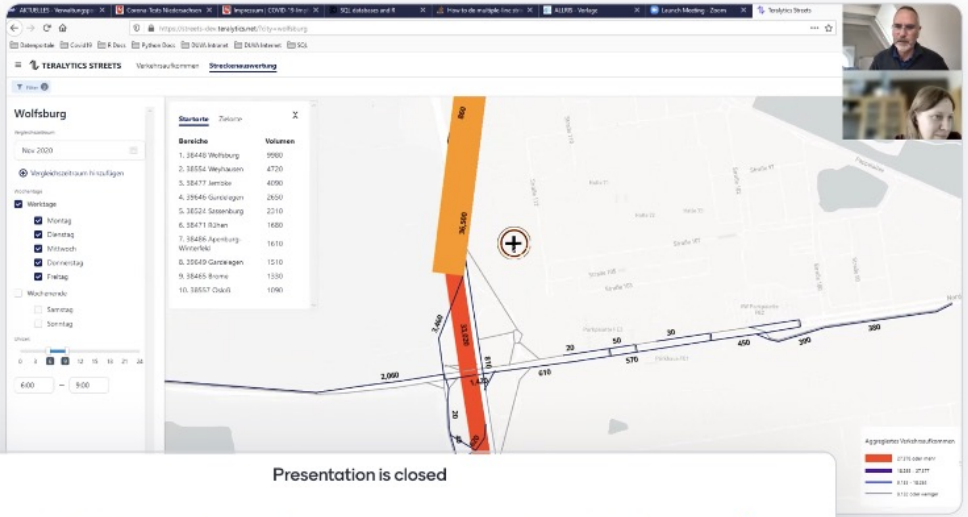
Prototyped the user interface and sent to customers for feedback

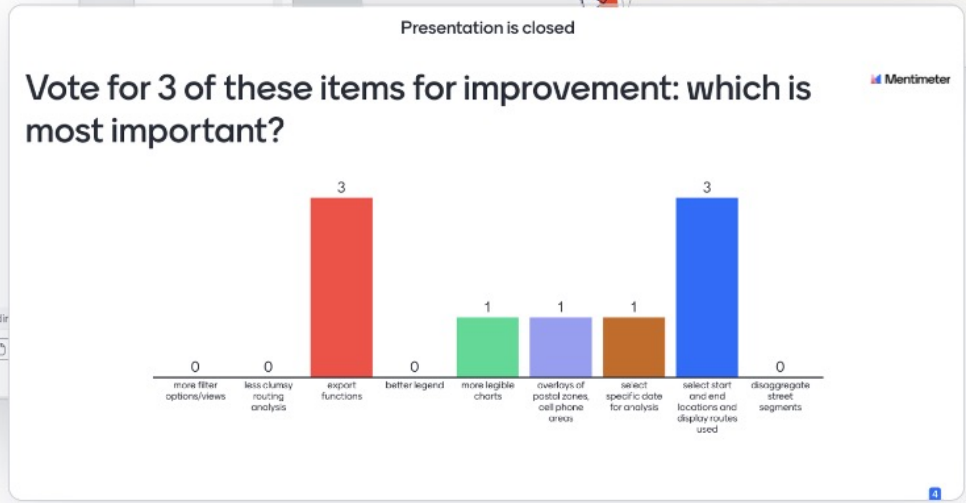


Synthesized customer feedback and usability issues

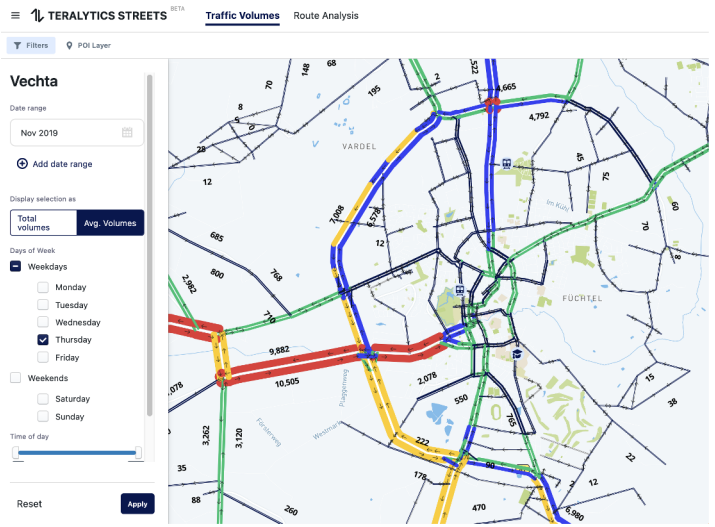
Round 2: Workshops with intermediate results





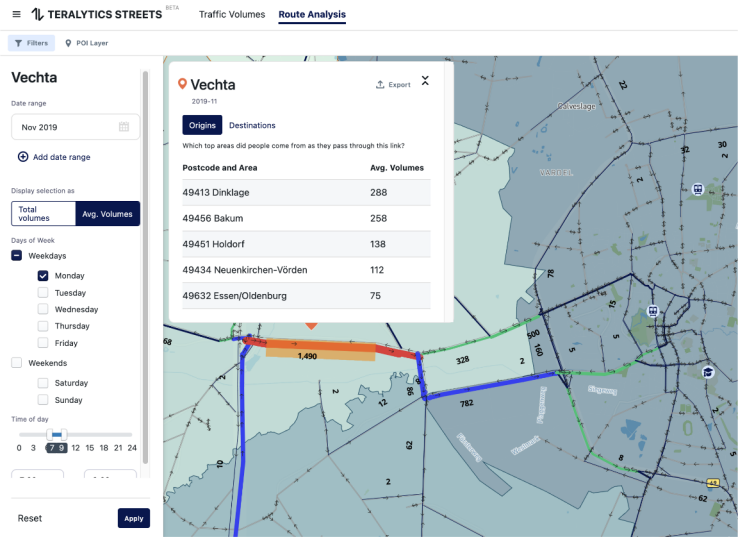


TERALYTICS STREETS USE CASES



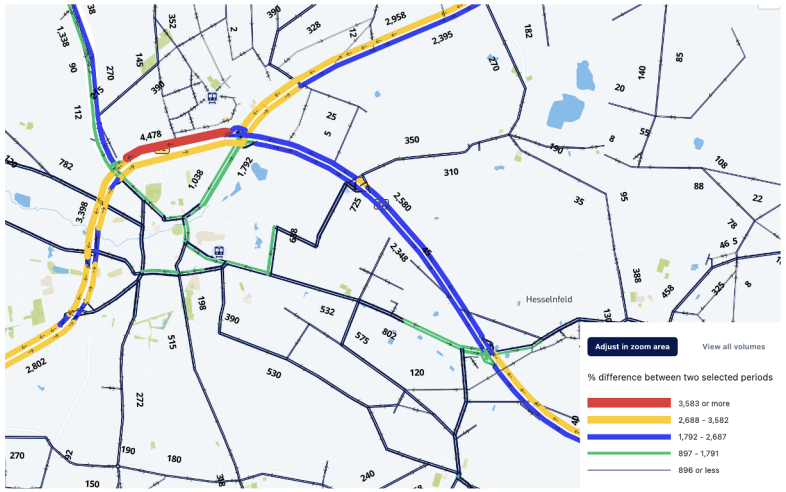
Create Climate & Sustainability Plans

Reduce emissions from specific passenger vehicle flows by adapted routing, signaling, speed limits or alternative mode offering



Investigate & Solve Local Traffic Issues

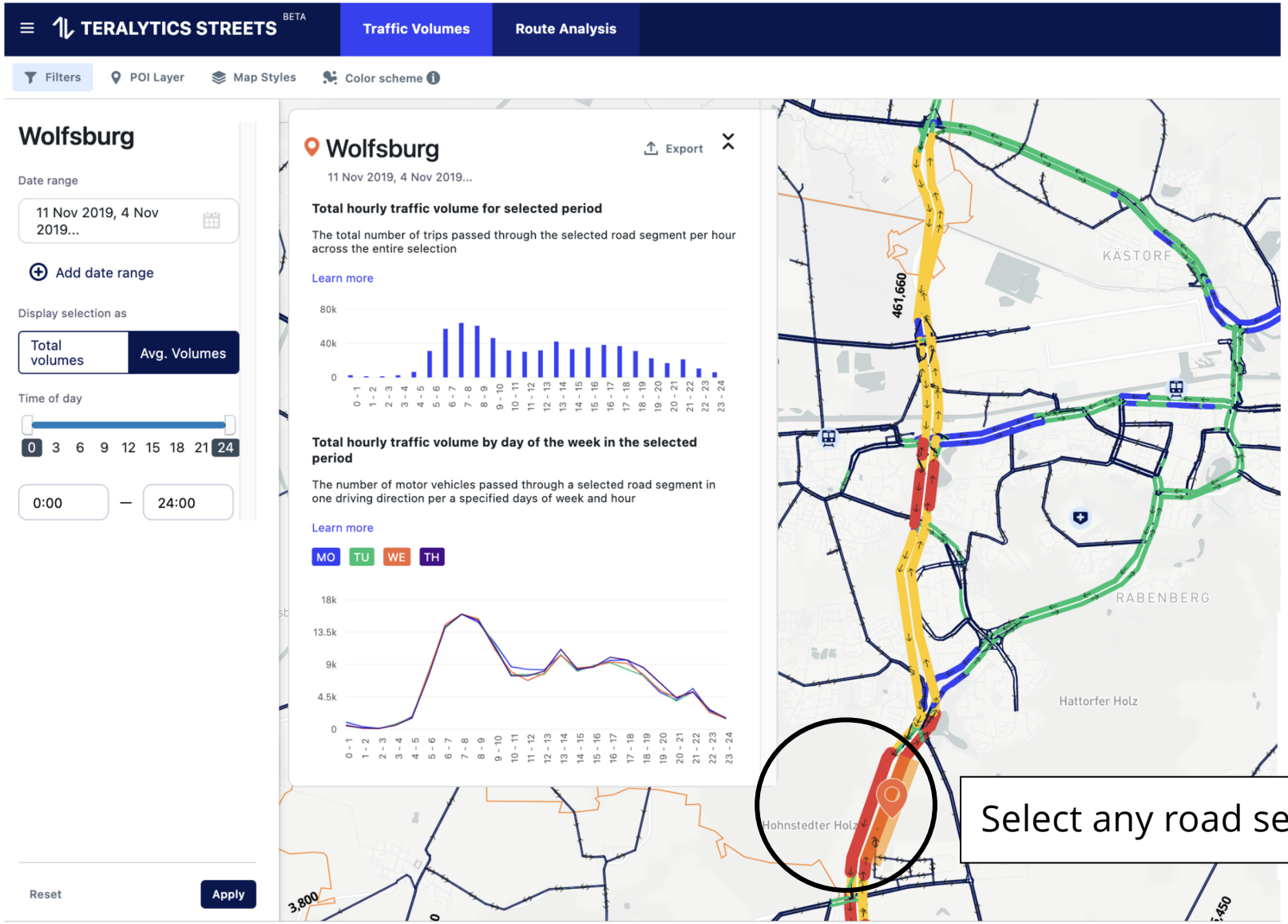
Understand and influence route choice patterns leading to congestion



Fine-Tune Public Transport Services

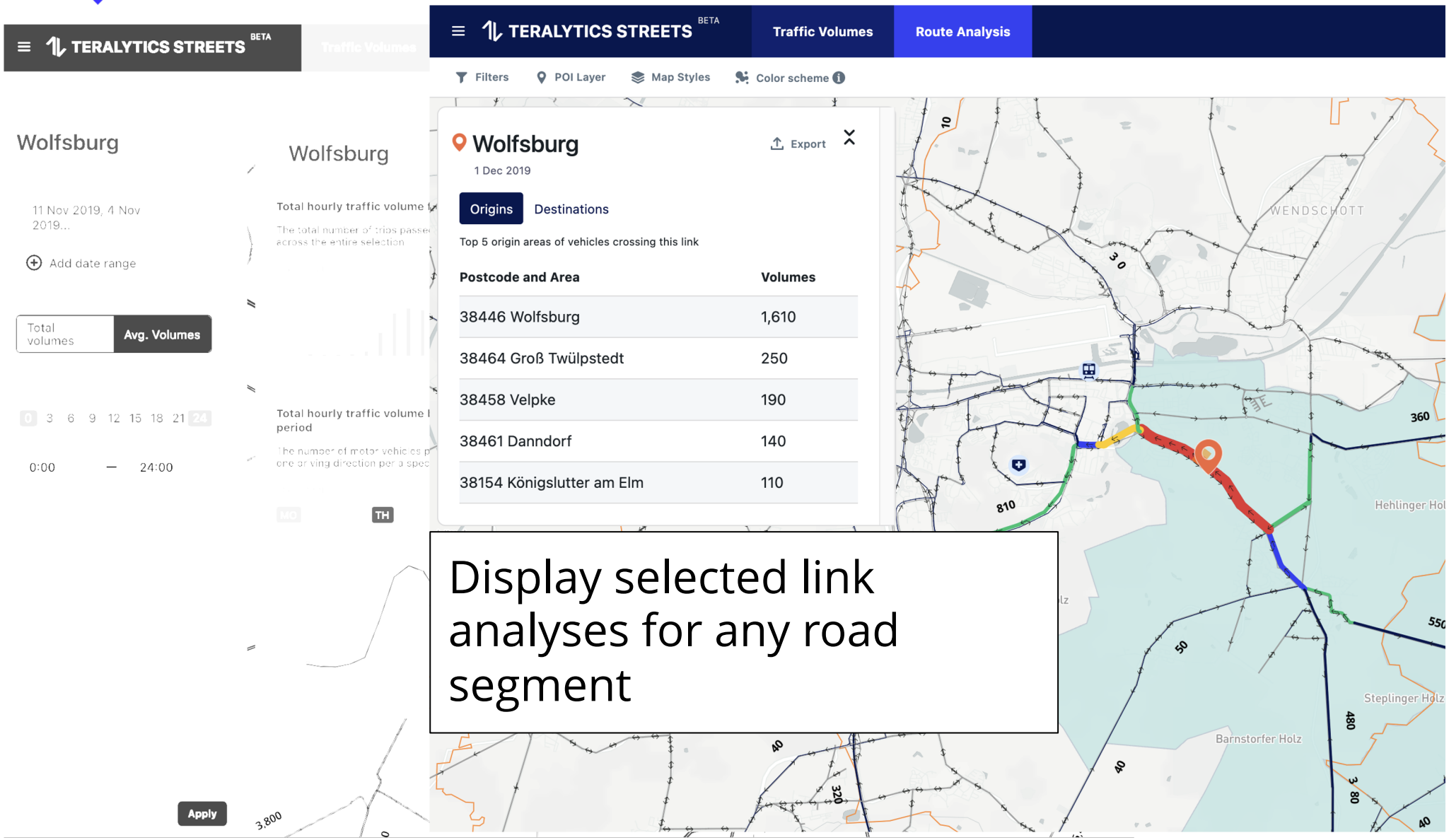
Determine the routing and stop locations which will capture the most riders

Teralytics Streets



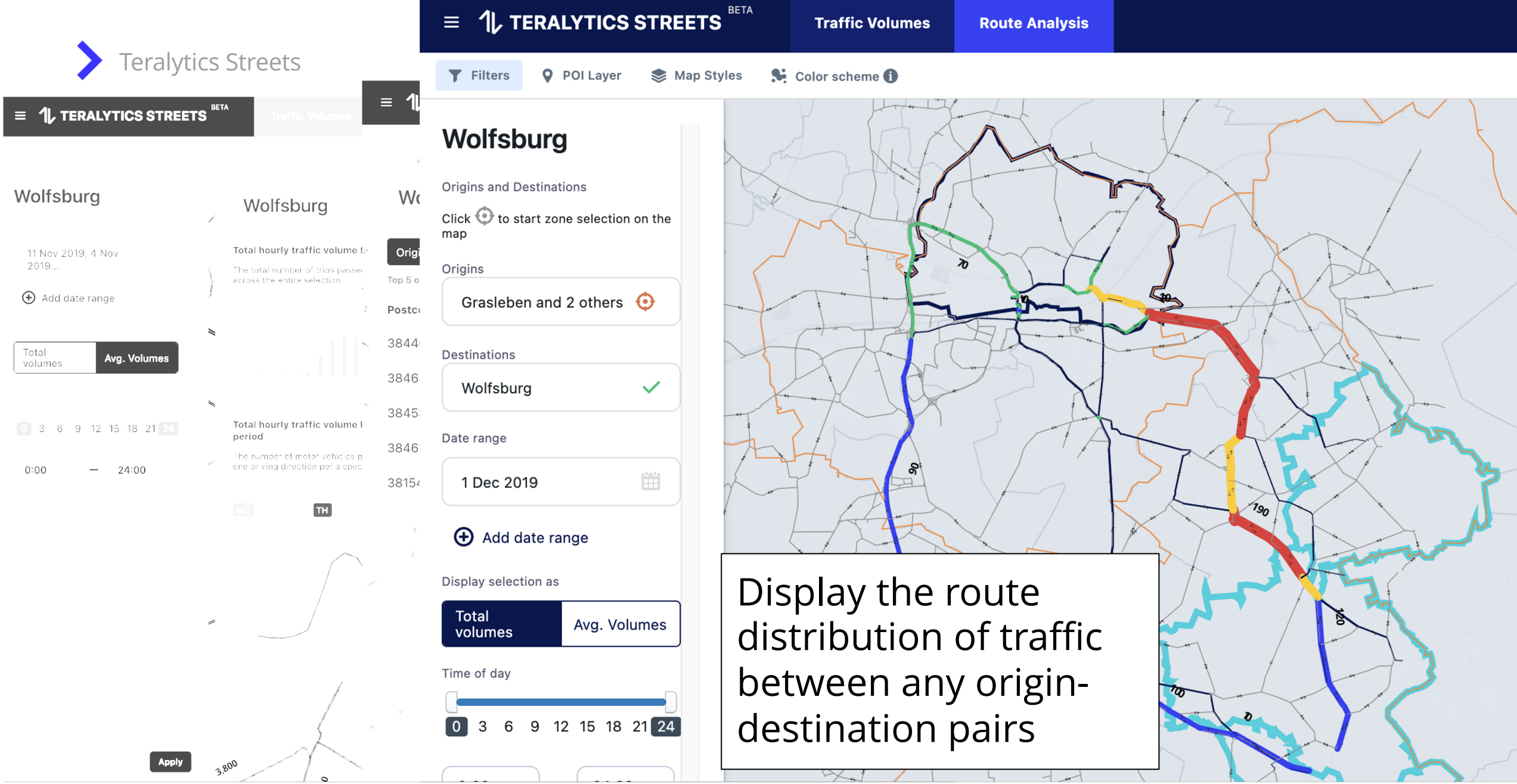
Select any road segment to display traffic volumes

Teralytics Streets



Display selected link analyses for any road segment

Teralytics Streets



Display the route distribution of traffic between any origin-destination pairs

TERALYTICS

Nick Cohn
Senior Product Manager

Email: nick.cohn@teralytics.ch
Mobile: +31 6158 29 451

Website: **Teralytics.net**

TERALYTICS