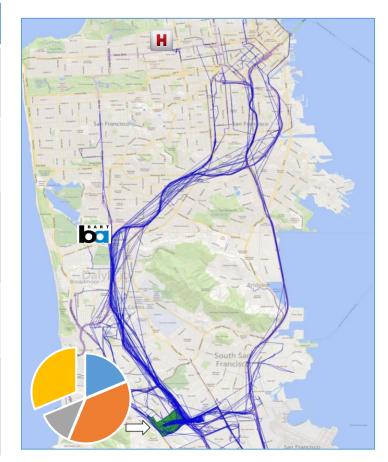
Understanding trip-making



Analyze	To understand
Precise Origins & Demographics	Trip generationEquityAccessibility
Precise Destinations & Day/Time	 Commuting & work locations Economic development TDM opportunities
Actual Routes and Trip Duration	 Actual travel times, burden "Last mile," parking behavior Diversion to surface streets Multimodal opportunities
Vehicle Type and Class	 Criteria emissions Heavy vehicle traffic Personal vs. commercial trips
Custom Date Ranges	 "Before and after" studies Seasonal variance Trends over time



Big data, big answers, better outcomes