LOCUS

Optimize transportation decision-making with Location-based services data

Your transportation agency is entrusted to answer challenging travel behavior questions and make decisions that impact the people who live and work in your area. Using the **right** data and the **right** methodology can help generate the **right** solutions for your community in a timely fashion.

To help, Cambridge Systematics created **Locus**, a suite of customizable data products built using anonymized Location-based Services (LBS) data. These products can be used readily with traditional transportation data sources to provide flexible, current and right-sized solutions for your agency.

Pairing the data you have with the data you need, Locus offers findings you can trust.

LBS data are spatially accurate, geolocation data generated by smartphone applications. We combine these data with existing transportation and demographic data collected through traffic counts, household and transit surveys, and farecard and toll data to provide you with tailored, reliable, ground-truthed findings that you can apply confidently to your work.

Locus helps enhance the data you have gathered through traditional means with LBS data to capture trends and changes in travel behavior from a representative sample of your community.

Here is how Locus' four solutions can help your agency reach its goals with precision:

Origin-Destination Trip Tables
Get expanded and validated travel matrices segmented by travel purpose,
time of day, day of the week and traveler type (resident, visitor and equity population).

Transit Competitiveness
Identify gaps in your transit system using our Transit Competitiveness dashboard
that uses your farecard/survey data in conjunction with customized routing processes.

Geofence
Have you considered measuring activity around rail stations, stadiums, malls or airports? With our geofencing tool, you can. We can also provide turnkey advertising solutions to help you target specific audiences.

Survey Assist
Supplement traditional household survey data with Survey Assist. Our activity
roster data can be used to validate both trip and activity-based models.

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The Locus impact in action

As part of LA Metro's NextGen Bus Network Redesign, Cambridge Systematics merged data collected from Transit Access Pass (TAP) cards with LBS data from residents in the region. This pioneering methodology enabled LA Metro to use a data-driven framework to understand its transit markets. The approach positioned LA Metro to better understand opportunities for ridership sustenance and growth. The analyses performed are driving Metro's short- and-medium term bus network redesign and strategies.

The data solutions you need provided by the transportation specialists that you trust

For more than 45 years, Cambridge Systematics has been at the forefront of cutting-edge, innovative and practical data solutions, with extensive experience in transportation systems modeling, planning and operations. Locus, a powerful, people-movement data analytical solution is poised to power the next generation of models, long-range planning, and system operations.

We have partnered with PlaceIQ, a recognized location intelligence service provider, to obtain a nationwide LBS dataset so we can provide you with Locus' next level travel demand and travel behavior solutions. By sourcing and curating anony- mous movement data from over 200MM mobile devices covering 140MM commercial points of interest, PlaceIQ data offers unparalleled analytical granularity, precision, and flexibility without the need to abandon scale.

Stay informed. Connect with us about applying Locus to your work.

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Analyze Forward

www.camsys.com/locus