



SOUTHEAST MICHIGAN COUNCIL OF GOVERNMENTS

LOCUS helps make smarter transportation infrastructure decisions. SEMCOG is offering access to LOCUS for our members and partners. The license covers all public agencies working in the region and consultants working on their ongoing and future projects.

LOCUS PERSON

LOCUS Person is powered by high-quality Location Based Services (LBS) data that provide detailed insights on a multitude of transportation metrics.

LBS data are spatially accurate, geolocation data generated by smartphone applications can be used readily with traditional transportation data sources to provide flexible, current and right-sized solutions for your agency.

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

Provides insights into walking, biking and motorized travel between any origin and destination (O-D) such as block groups and counties. Also support custom, user-defined zones.

The expanded and validated O-D flows can be filtered by attributes such as trip purpose, residency, time-of-day, day-of-week, trip distance, and custom definitions of equity.

LOCUS TRUCK

LOCUS Truck offers insights constructed from real, observed activity. This enables reliable application in freight plans and other freight-related studies.

The platform uses observed data from millions of on-road vehicles, rather than synthetic data to generate custom O-D tables.

Break down truck volumes by GVWR, separating between heavy, medium, and light commercial vehicles.

Tailor your insights by spatial geographies, time-of-day, trip length, duration, vocation, and industry.

WHAT'S INCLUDED

These two products are currently available and can be accessed through the LOCUS Platform.

LOCUS Person: Expanded multi-modal person flows with segmentation such as mode, purpose, time of day, equity, and more. Available for 2019–2023 (all quarters) and 2024 (Q1, Q2).

LOCUS Truck: Expanded truck movements of light, medium, and heavy duty trucks with stay duration, vocation, and industry classifications. Available for 2023.

THE PLATFORM

The LOCUS Platform incorporates new innovative features and functionalities that are designed to improve the end-user experience and streamline the process of generating actionable insights. With LOCUS, you can:

- Incorporate user-defined study areas, equity definitions, and time period definitions
- Import custom layers and conduct advanced spatial selections like buffer/catchment assessments
- Download data in multiple formats such as images, csv, and spatial files
- Save and share your projects to work collaboratively with your team.