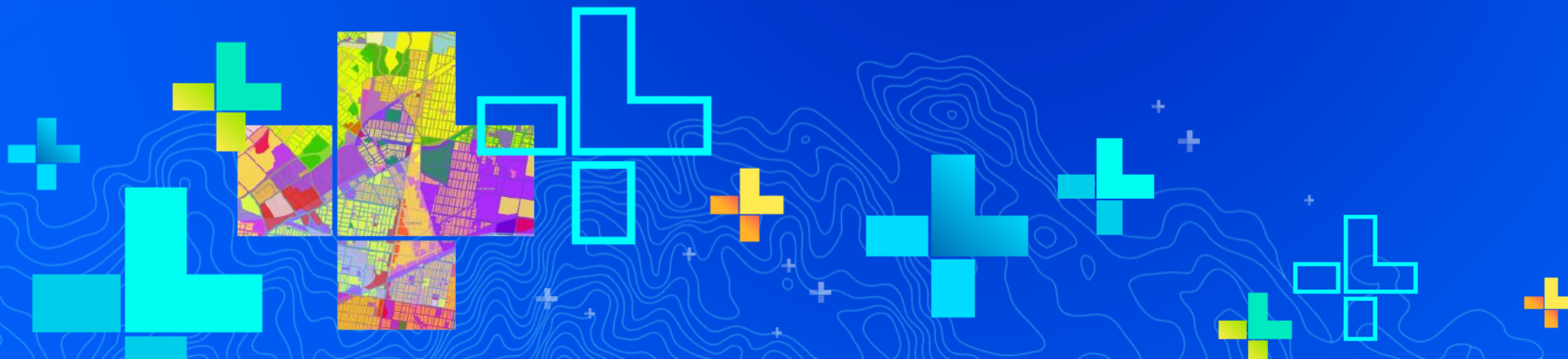




# ArcGIS for Public Transit Agencies: Data-Driven Decision Making

Jay Hagen

SEE  
WHAT  
OTHERS  
CAN'T



# Agenda

- **Data-Driven Decision Making**
- **Examples of Analysis to Help Make Informed Decisions**
  - **Crime/Incident Analysis**
  - **Site Selection and Route Evaluation**
  - **Leveraging Insights for ArcGIS for analysis**



# Put your data to work

- Accountability
- Equity
- Defensible decisions
- Federal Requirement
- We have data—let's use it!





# Patterns of a Location Strategy

## Mapping & Visualization



Understand locations and relationships with maps and visual representations

## Data Management



Collect, organize, and maintain accurate locations and details about assets and resources

## Field Mobility



Manage and enable a mobile workforce to collect and access information in the field

## Monitoring



Track, manage, and monitor assets and resources in real-time

## Analytics



Discover, quantify, and predict trends and patterns to improve outcomes

## Design & Planning



Evaluate alternative solutions and create optimal designs

## Decision Support



Gain situational awareness, and enable information-driven decision making

## Constituent Engagement

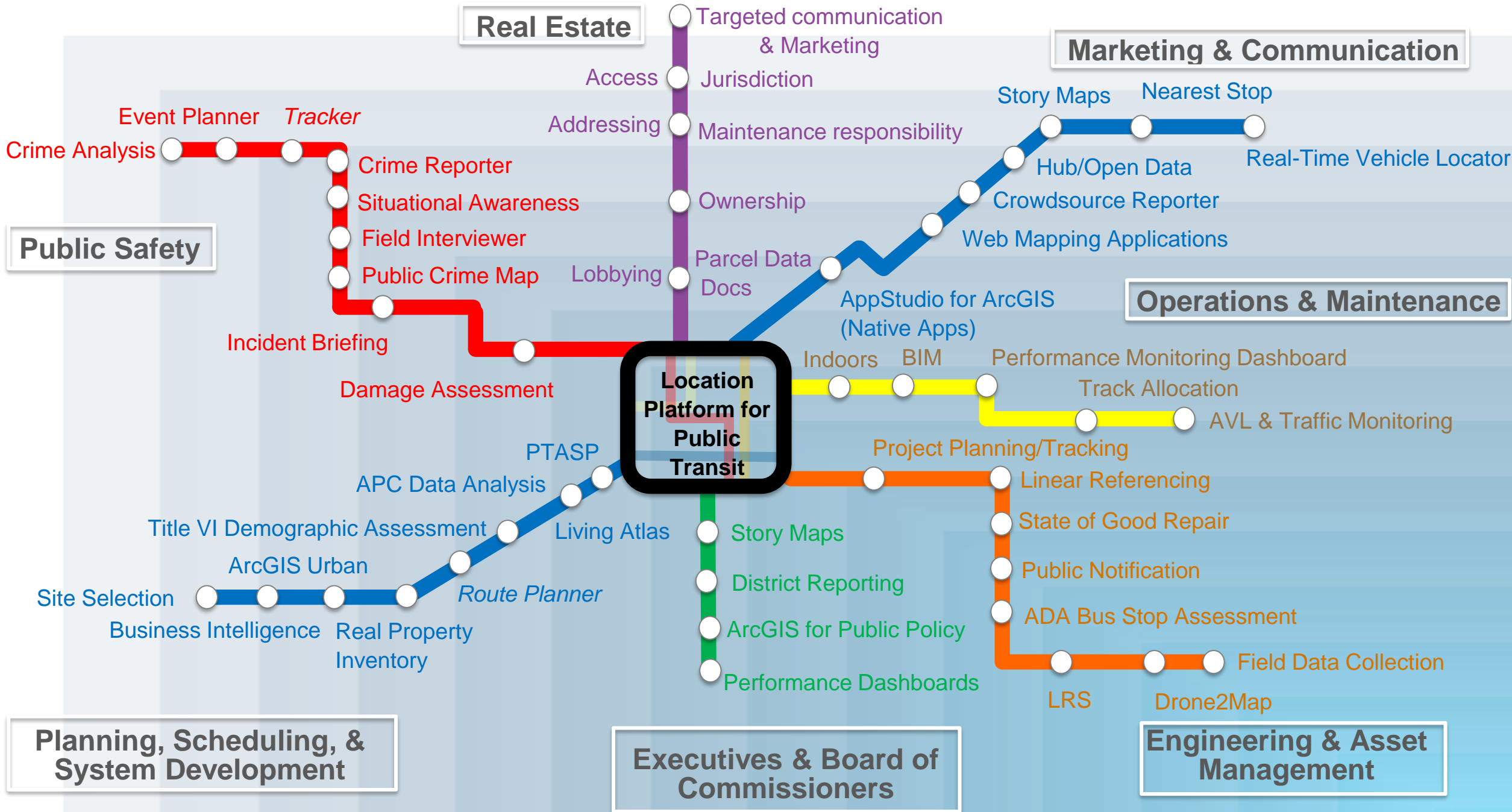


Communicate and collaborate with citizens and external communities of interest

## Sharing & Collaboration



Empower everyone to easily discover, use, make, and share geographic information



# Applying Spatial Analysis

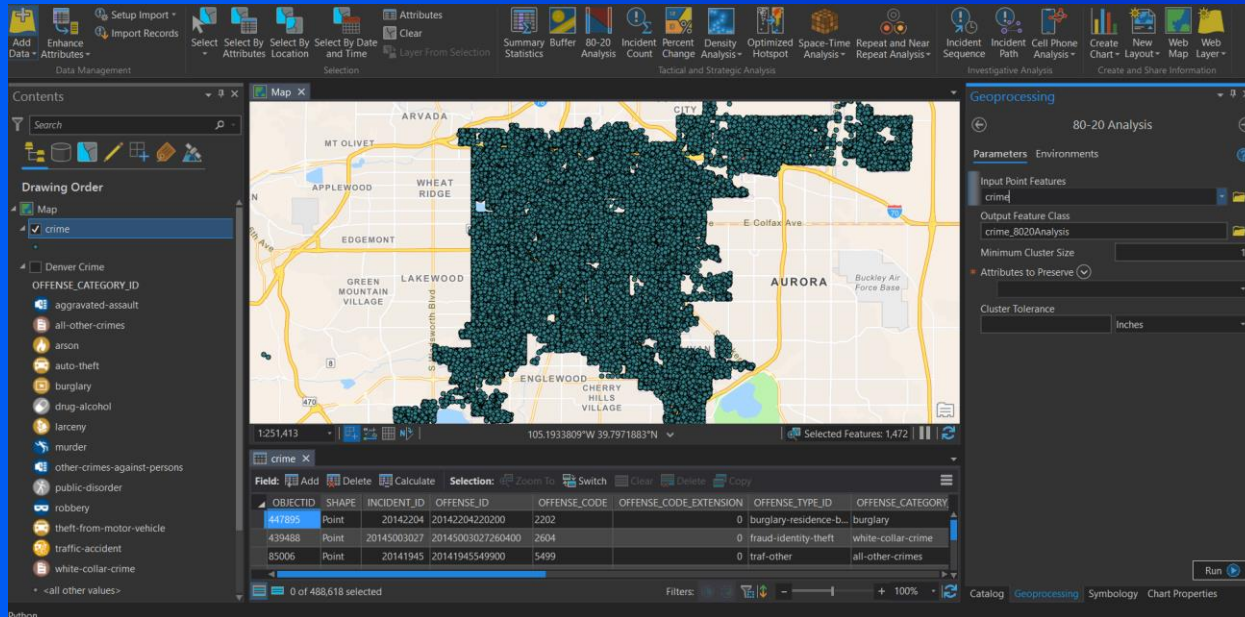
Demonstrations



# Crime Analysis Toolbar

- A configuration of ArcGIS Pro, freely available
- Organizes GP tools into crime analysis workflows
- Includes new tools for data management, tactical and strategic analysis, informative analysis, and information sharing
- ArcGIS Solutions for Local Government





# Incident Analysis

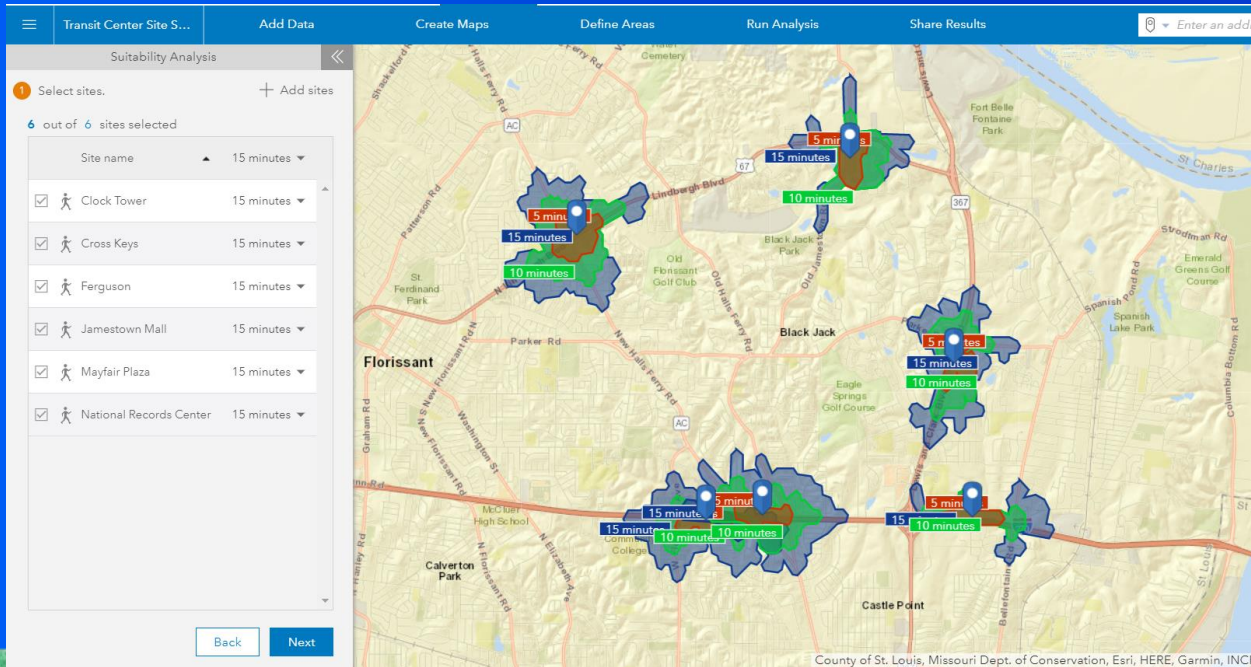
## Presenter(s)



# Business Analyst Online / Community Analyst Online

- Use data and reports to take a data-driven approach to validate your assumptions about location
- Powerful analytical tools that include consumer profiling, market potential, drive-time and rings



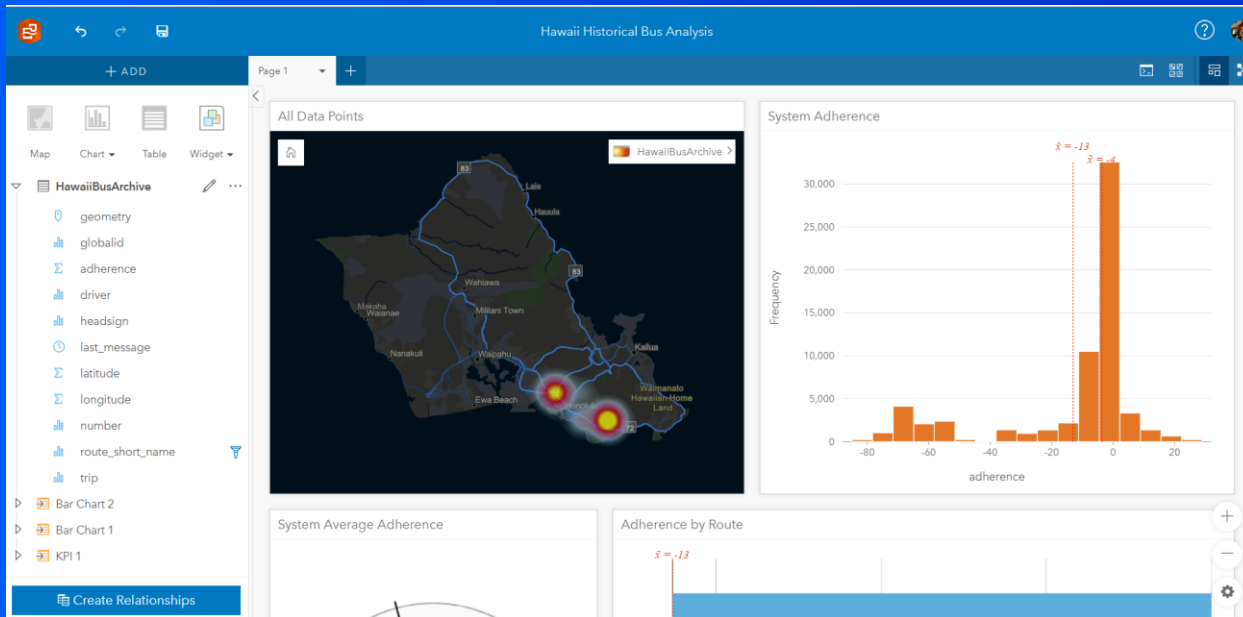


# Transit Center Site Selection and Route Evaluation Presenter(s)

# Location Analytics with Insights for ArcGIS

- **Web-based analysis software that fuses location analytics with open data science and business intelligence workflows**
- **Explore data and perform advanced analytics such as spatial, statistical, predictive, and link analysis within an intuitive experience**



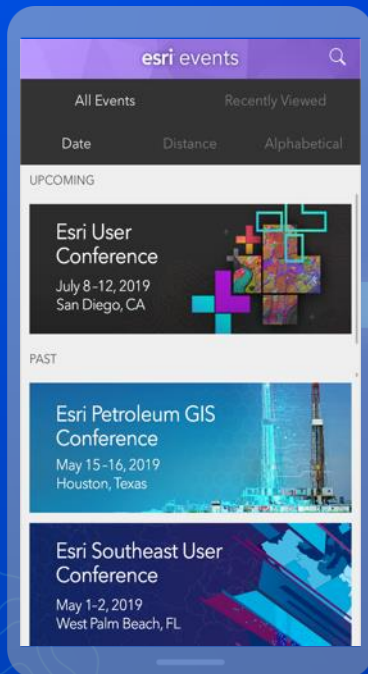


Using Insights for  
Stop Improvements  
and AVL Evaluation  
Presenter(s)

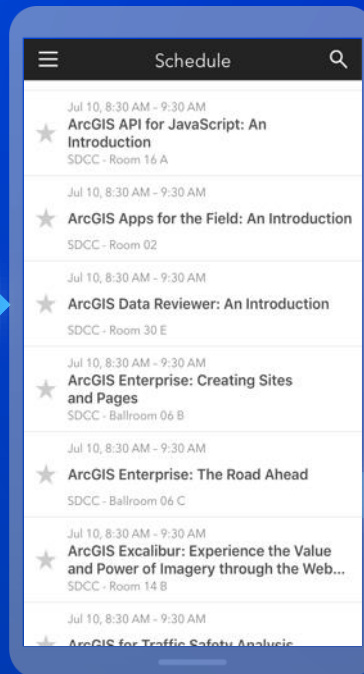


# Please Share Your Feedback in the App

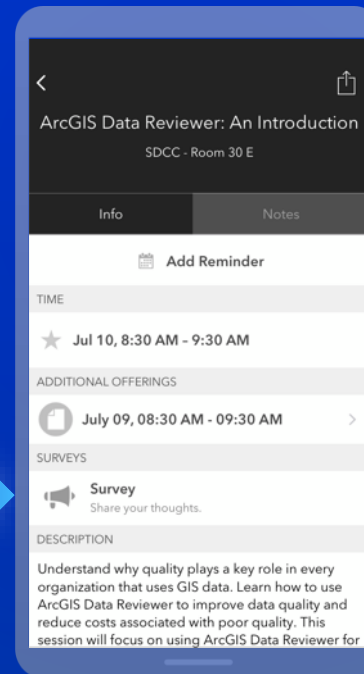
Download the Esri Events app and find your event



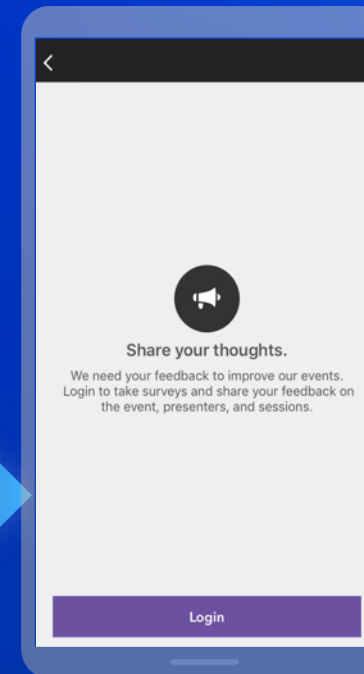
Select the session you attended



Scroll down to "Survey"



Log in to access the survey



Complete the survey and select "Submit"

