ArcGIS for Public Transit Agencies: Data-Driven Decision Making

Jay Hagen
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
Presentation title: 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)
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