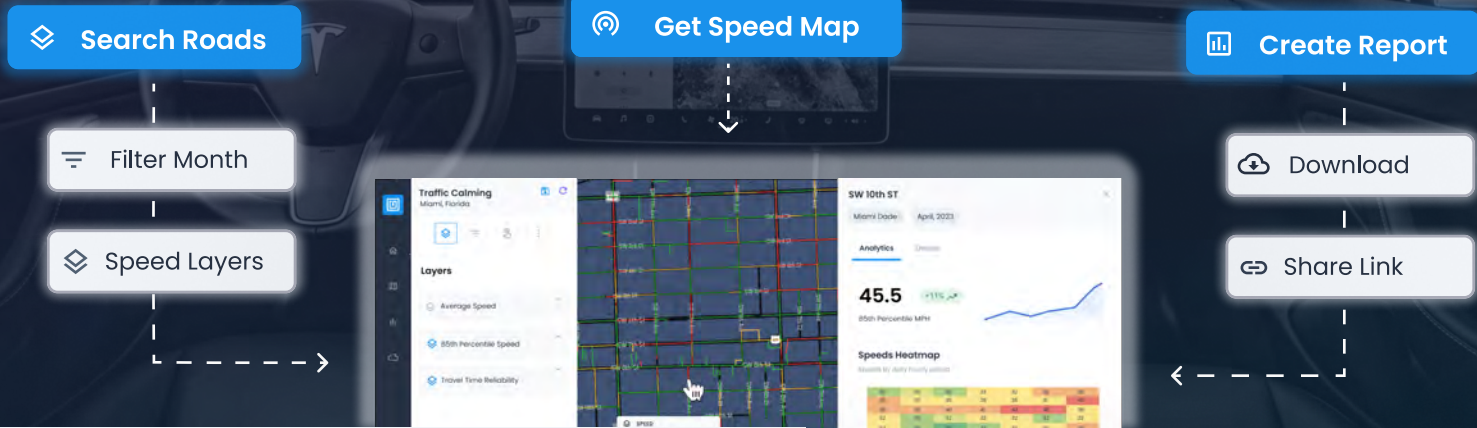


Respond to public speeding complaints

Simplify traffic calming with safe speed diagnostics for local roads.



Problems better data can solve

We index speeds hourly with 35% penetration rate on all local roads.

Setting up is easy and you start reporting in less than 30 days.



City of Brighton, CO.
Dept. Public Works



DOWNLOAD SLIDES FROM YOUR MEETING

[Info.urbansdk.com/urban-sdk-introduction-overview](https://info.urbansdk.com/urban-sdk-introduction-overview)

Public Complaints

Respond to public complaints sooner with tools to search for a road, census tract or address, and visualize 13 months of travel speeds, speed limit categories and hourly analytics.

Traffic Calming

Monthly speed reports to easily identify roads with 10+ MPH over speed limit categories. Users can click on any local road to evaluate traffic calming need and create custom reporting and maps.

Pre and Post

Monitor and report travel speeds before and after traffic calming projects to quickly share the impact of signage, narrowing, or any safety counter measure implemented.

Traffic Speeds

We aggregate GPS telematics data daily from 3rd party data providers. 78 million equipped connected vehicles represent 27-35% of all vehicles today, a number that's expected to reach 98% by 2028.

We geocode all data to a TMC based global linear referencing system (LRS) to visualize speeds and crashes on road segments. The LRS is updated quarterly.

Our analytics are based on FHWA, US DOT and Highway Capacity manual best practices.

Vehicle Speed

- Average
- 85th Percentile
- 95th Percentile

Travel Time

- Average
- Travel Time Index
- Planning Time Index



Speeds by Period

Speeds in MPH by peak period

30	30	30	33	32	38	38
38	35	35	35	35	31	45
39	38	40	41	44	45	38
32	30	32	32	32	32	32
33	30	28	32	33	33	38
26	26	28	31	33	36	38

Time Options:

Year

Quarter Q1 Q2 Q3 Q4

Month 1 2 3 4 5 6 7 8 9 10 11 12

Weekday/Weekend Weekday Weekend

Typical Weekday D1 D2 D3 D4 D5 D6 D7

Typical Period P1 P2 P3 P4 P5 P6 P7

Typical Hour 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24

SPEED

ROAD NAME: US-17

AVERAGE SPEED: 43 MPH

85TH% SPEED: 44.21 MPH

95TH% SPEED: 46.94 MPH

SPEED CATEGORY: 35 MPH

FUNCTIONAL CLASS: LOCAL

[OPEN LINK ANALYSIS](#)

