

# Regional Active Transportation & Safety Task Force

19 February 2026

Zoom Meeting

# Agenda

## Welcome & Introductions

- *Eric Meyer - ARC*

## Transforming Active Mobility Through ARC Datasets

- *Nasim Rezvanpour, Ph.D.*

## GDOT Telematic Datasets – Iteris Clear Guide and Replica

- *Ron Knezevich, P.E.*

## Q&A



# ARC Datasets

Nasim Rezvanpour, PhD



# Transforming Active Mobility Through ARC Datasets

Nasim Rezvanpour, Ph.D.

Principal Data Analyst - Transportation Department

[Nrezvanpour@atlantaregional.org](mailto:Nrezvanpour@atlantaregional.org)

# Agenda

- ARC Plans
- Bike & Trail Inventory
- ABM Demand
  - Bike & Ped Origin-Destination
  - Ped Propensity
  - Active Transportation OD links
- Real data: ATSPM, Lime, Strava
- Bike Network Model

## Vision

ONE **great** REGION

## Mission

*Foster thriving communities for all within the Atlanta region through collaborative, data-informed planning and investments.*

## Values

**Excellence** | **Integrity** | **Equity**

## Goals



**Healthy, safe, livable communities** in the Atlanta Metro area.



**Strategic investments** in people, infrastructure, mobility, and preserving natural resources.



Regional services delivered with **operational excellence** and **efficiency**.



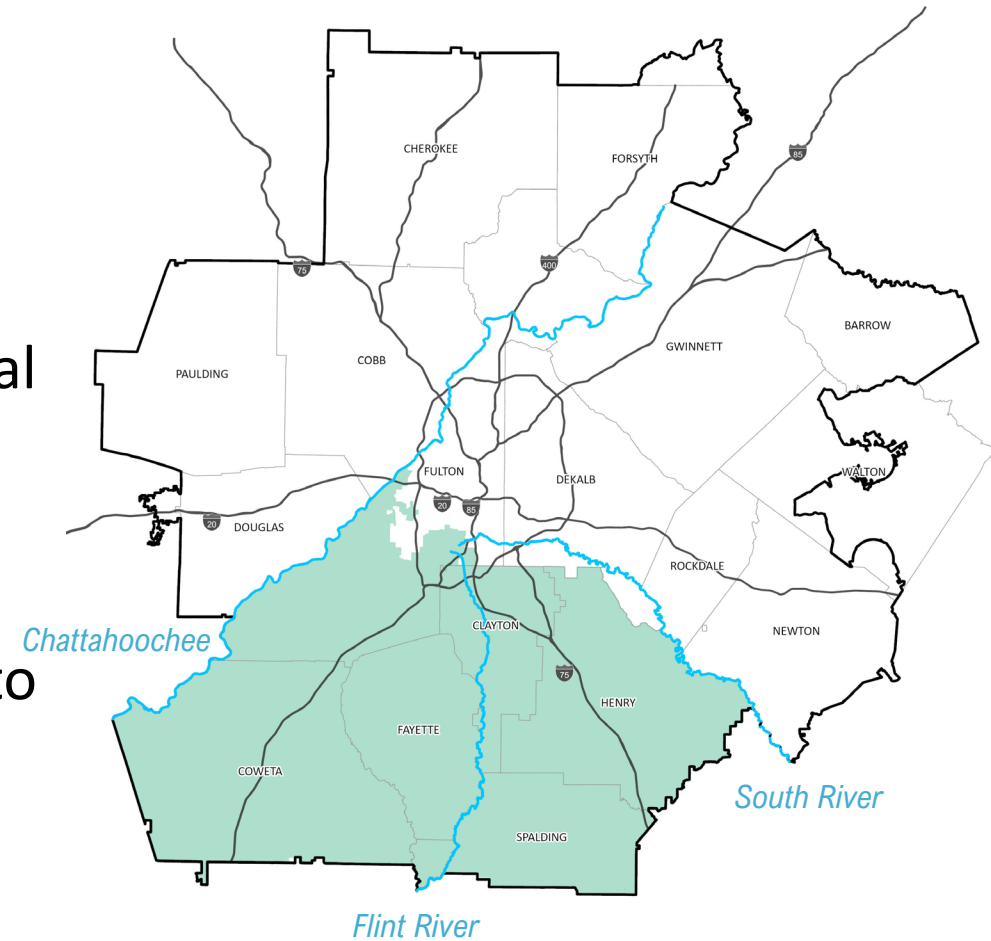
**Diverse stakeholders engage** and take a regional approach to solve local issues.



**A competitive economy** that is inclusive, innovative, and resilient.

# Plan: Three Studies

- ▮ **Regional Trail + Bicycle Facility Network Plan** Covers the full 19-county MPO
- ▮ **South Metro Trail + Bicycle Facility Plan**  
Deeper study of sub-regional, 6-county area of Regional Trail Plan; identifies specific alignment options
- ▮ **Flint River Trail Plan**  
Master plan for trail for quarter-mile-wide corridor centered on Flint River from headwaters in East Point to the southern edge of MPO
- ▮ **Budget:** \$3,500,000 total for all three plans
- ▮ **Timeline:** Kickoff in March, work will take 18-24 months



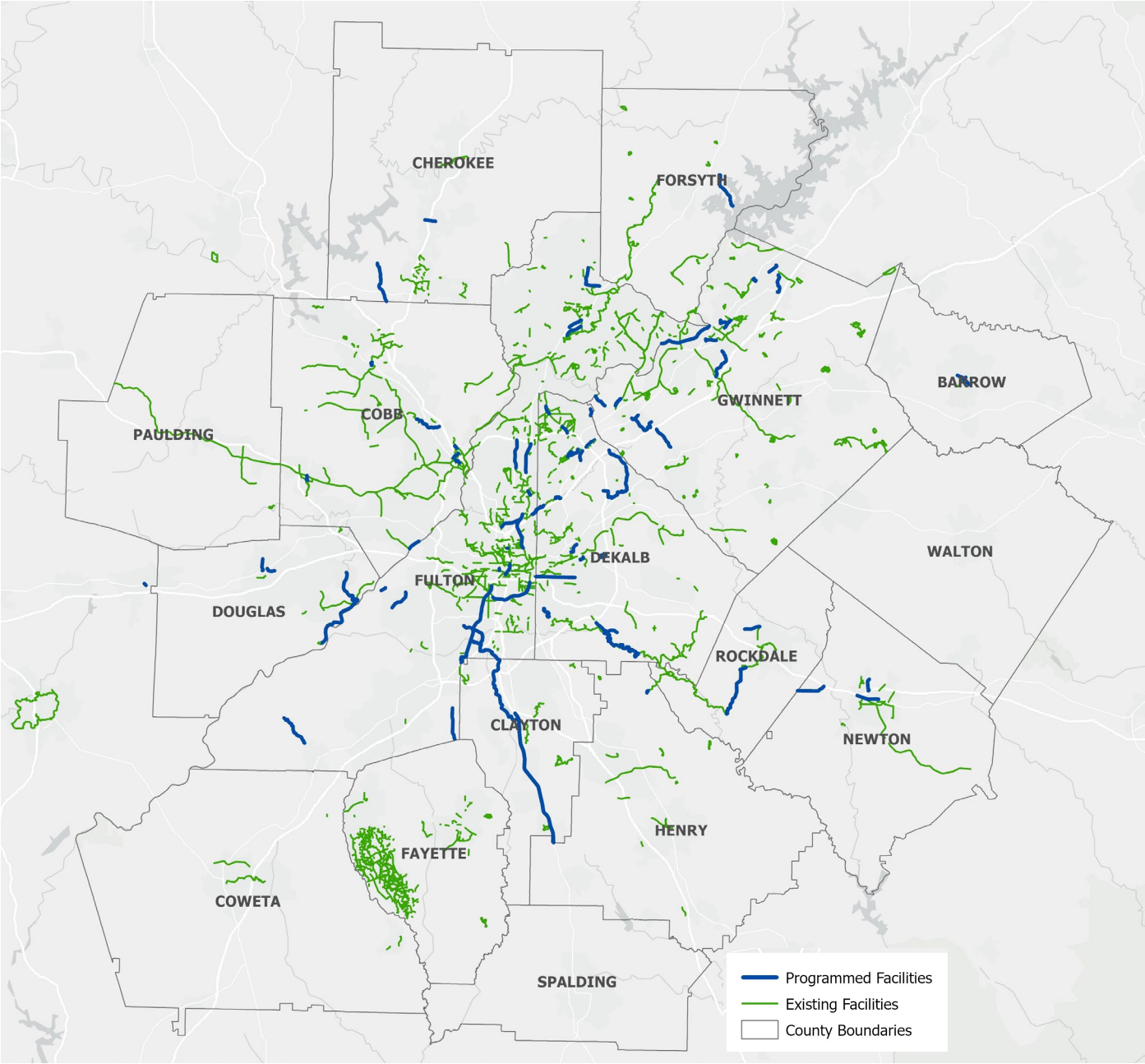
*South Metro Planning Area*



# Bike & Trail Inventory

# Existing & Programmed Trails / Bike Facilities

- Existing trails: 770 miles
- Existing Protected Bicycle Lanes: 26 miles
- Programmed trails: 228 miles



# Existing & Programmed Trails / Bike Facilities

## Atlanta Regional Commission - Existing and Programmed Bike & Trail Facilities

**Existing Facility**

Facility type is  
- All -

**Existing\_Facilities**

County name is  
- All -

**Existing\_Facilities**

City name is  
- All -

**Programmed Facilities**

County is  
- All -

[Existing\\_Facilities](#) ...

Name	Facility type	Number of
Park Place	Protected Bike Lane	One-way
5th St	Protected Bike Lane	Two-way
John Portman Cycle Track	Protected Bike Lane	Two-way
Westview Cycle Track	Protected Bike Lane	Two-way
Means St	Unprotected Bike Lane	Two-way
Berne St	Unprotected Bike Lane	One-way
Ferst Dr	Unprotected Bike Lane	Two-way

**Existing\_Facilities**

Facility type

- Protected Bike Lane
- Unprotected Bike Lane
- Multi-Use Trail (Greenway)
- Multi-Use Trail (Sidepath)
- Park Trail

**Programmed Facilities**

-

Esri, TomTom, Garmin, SafeGraph, FAO, METI/NASA, USGS, EPA, NPS, USFWS Powered by Esri



# Ped & Bike Demand Data

# Travel Demand Model

- ARC's official Travel Demand model is Activity Based Model (ABM)
- Activity-based models are microscopic demand models in which mobility decisions of all persons are individually simulated as discrete choices.
- The individuals are represented as a "synthetic population". The persons in a synthetic population are not an exact reproduction of the true population but are typically generated by suitable cloning of surveyed persons (e.g. from household surveys) on the basis of statistical socio-demographic data.

# Travel Demand Model

## Activity Based Model (People)

Census + ACS + Controls



Synthetic Population

(Household + Person records)



Activity Pattern Model

(Who travels? How many tours?)



Destination Choice & Mode Choice



Network Assignment

→ **Demand**

## 4 Step Model (Zones)

Socioeconomic Data (by Zone)



Trip Generation



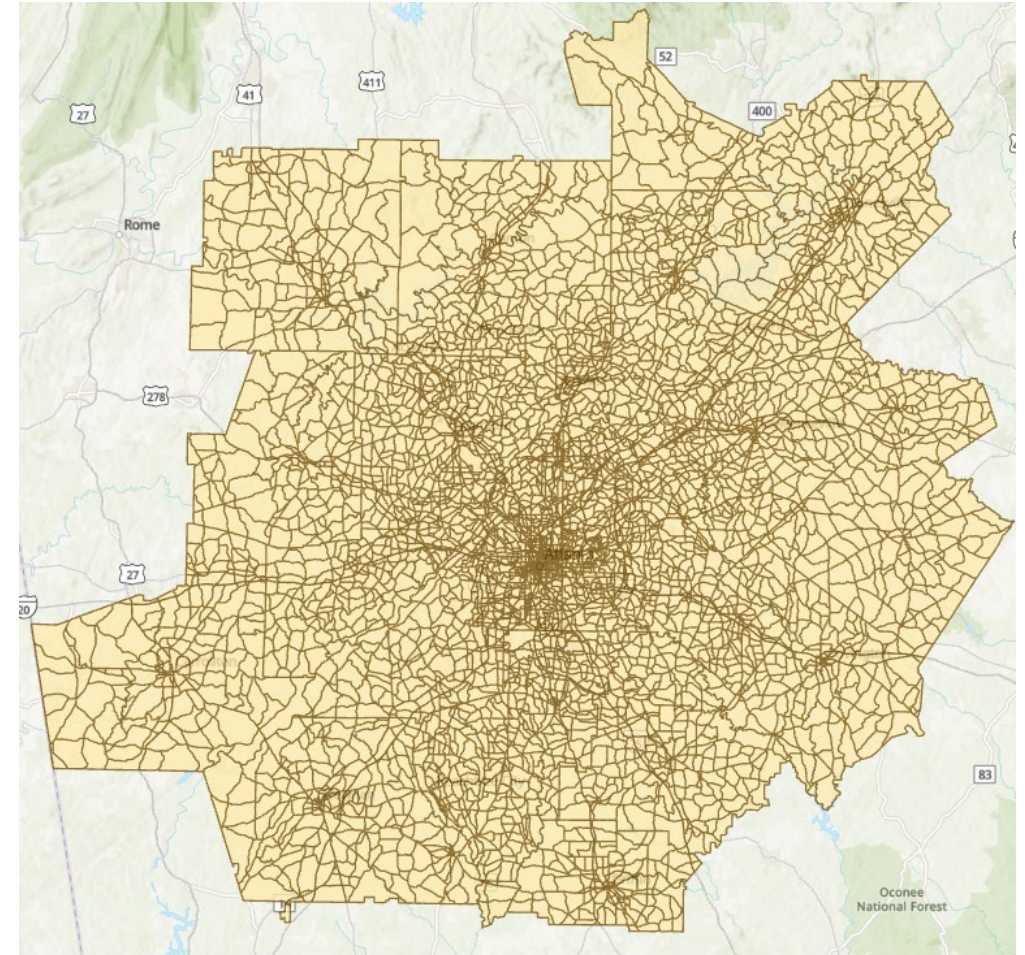
Mode Choice



Network Assignment

# ARC ABM Geography: 5,922 Traffic Analysis Zones

- TAZs are the basic geographic units used in the travel demand model.
- They are:
  - Smaller than counties
  - Often smaller than census tracts
  - Designed specifically for transportation analysis
- Every household and person in the synthetic population is assigned to a TAZ.



# Pedestrian & Bike Origin-Destination Data

Atlanta Regional Commission - Activity Based Model Demand Dataset

Walk OD

Bike OD

Highest Pedestrian Trip Origins by Zone

Highest Pedestrian Trip Destinations by Zone

▼  Origin County is

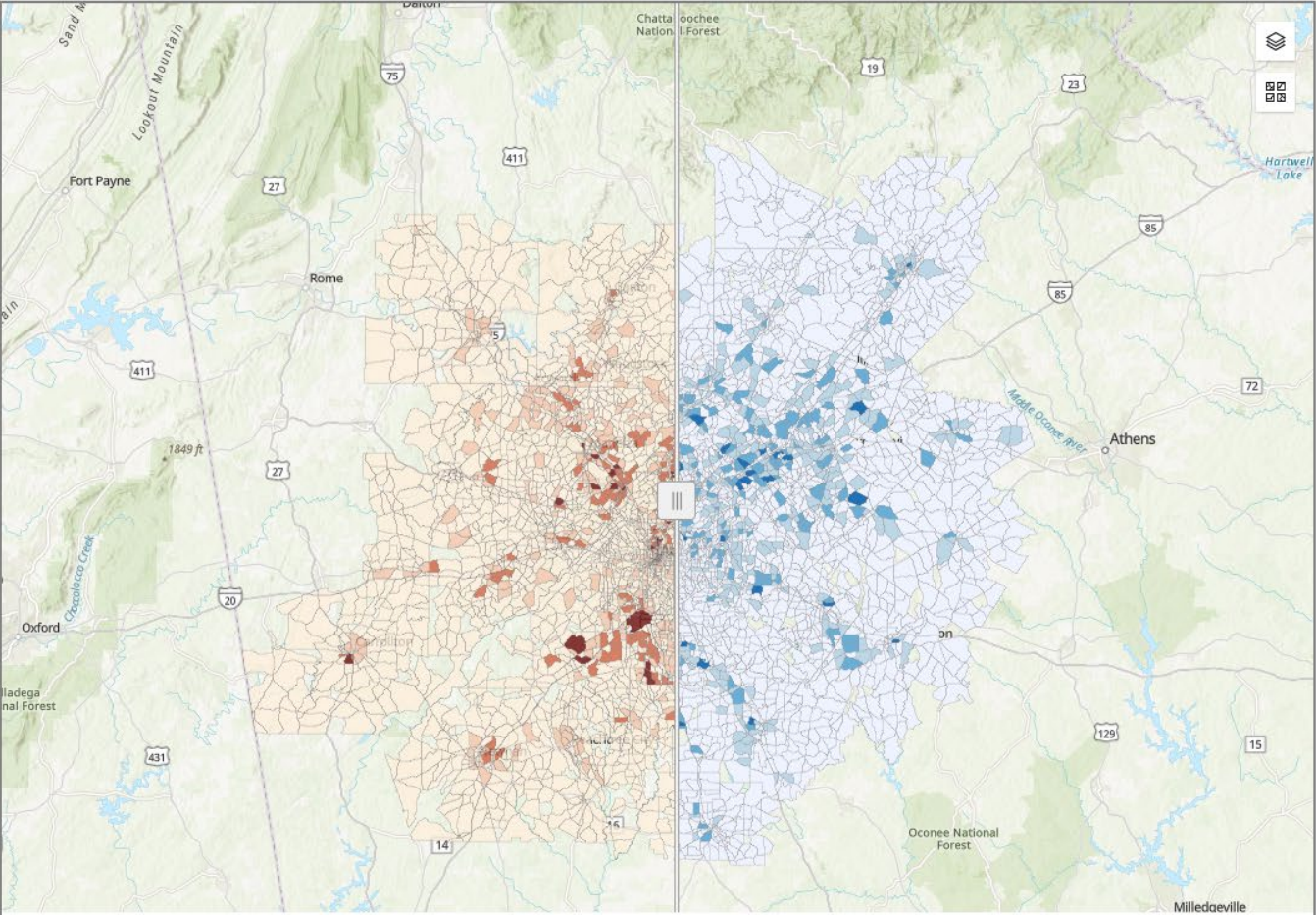
COUNTY is

- All -

▼  Destination County is

COUNTY is

- All -



ABM\_2020\_Walk\_Orig

Origin\_Frequency

- > 1,000 - 4,587
- > 500 - 1,000
- > 250 - 500
- 1 - 250

ABM\_2020\_Walk\_Dest

Des\_Frequency

- > 1,000 - 4,617
- > 500 - 1,000
- > 250 - 500
- 1 - 250

Swipe 2

Esri, CGIAR, USGS | Cobb County (GA) DOT, Esri, TomTom, Garmin, SafeGraph, FAO, METI/NASA, USGS, EPA, NPS, USFWS

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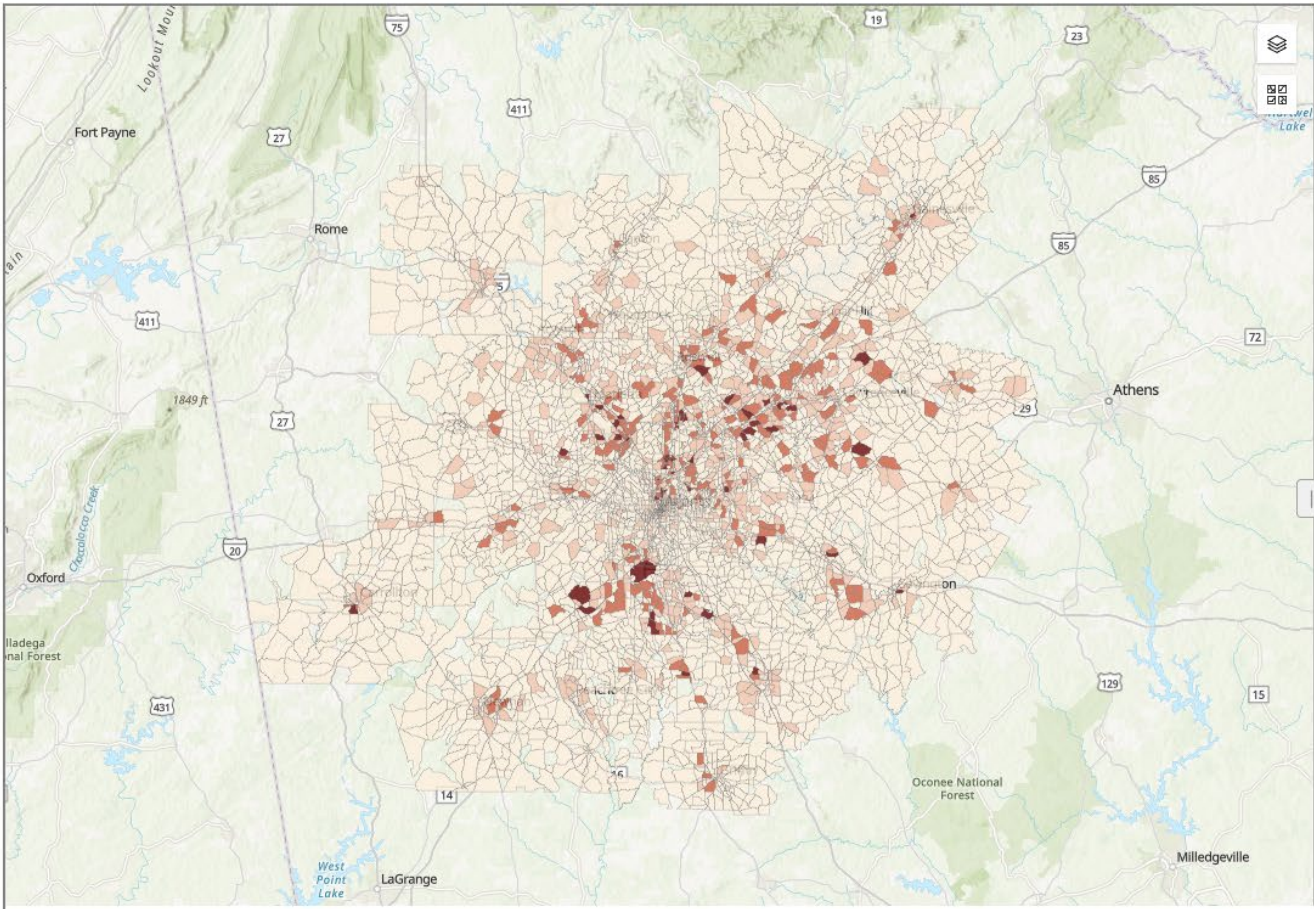
COUNTY is

- All -

▼  Destination County is

COUNTY is

- All -



Esri, CGIAR, USGS | Cobb County (GA) DOT, Esri, TomTom, Garmin, SafeGraph, FAO, METI/NASA, USGS, EPA, NPS, USFWS  
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Atlanta Regional Commission - Activity Based Model Demand Dataset

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Bike OD

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Origin County is

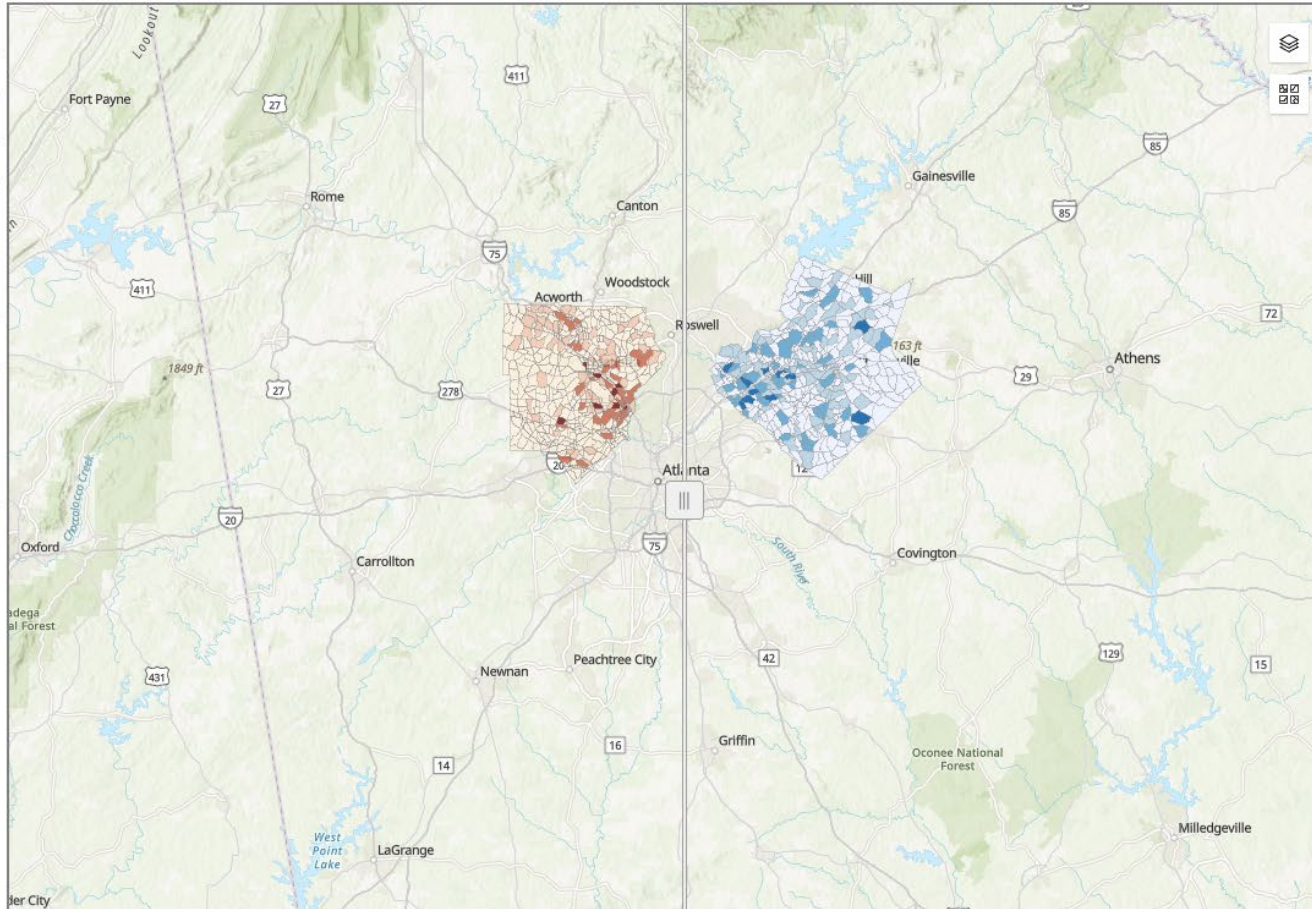
COUNTY is

COBB

Destination County is

COUNTY is

GWINNETT



**ABM\_2020\_Walk\_Orig**

Origin\_Frequency

- > 1,000 - 4,587
- > 500 - 1,000
- > 250 - 500
- 1 - 250

**ABM\_2020\_Walk\_Dest**

Des\_Frequency

- > 1,000 - 4,617
- > 500 - 1,000
- > 250 - 500
- 1 - 250

Esri, CGIAR, USGS | Esri, TomTom, Garmin, SafeGraph, FAO, METI/NASA, USGS, EPA, NPS, USFWS  
Powered by Esri

# Pedestrian & Bike Origin-Destination Data Hex 8 (24,045)

Atlanta Regional Commission - Activity Based Model Demand Dataset

Walk OD

Bike OD

Highest Pedestrian Trip Origins by Zone

Highest Pedestrian Trip Destinations by Zone

▼  Origin County is

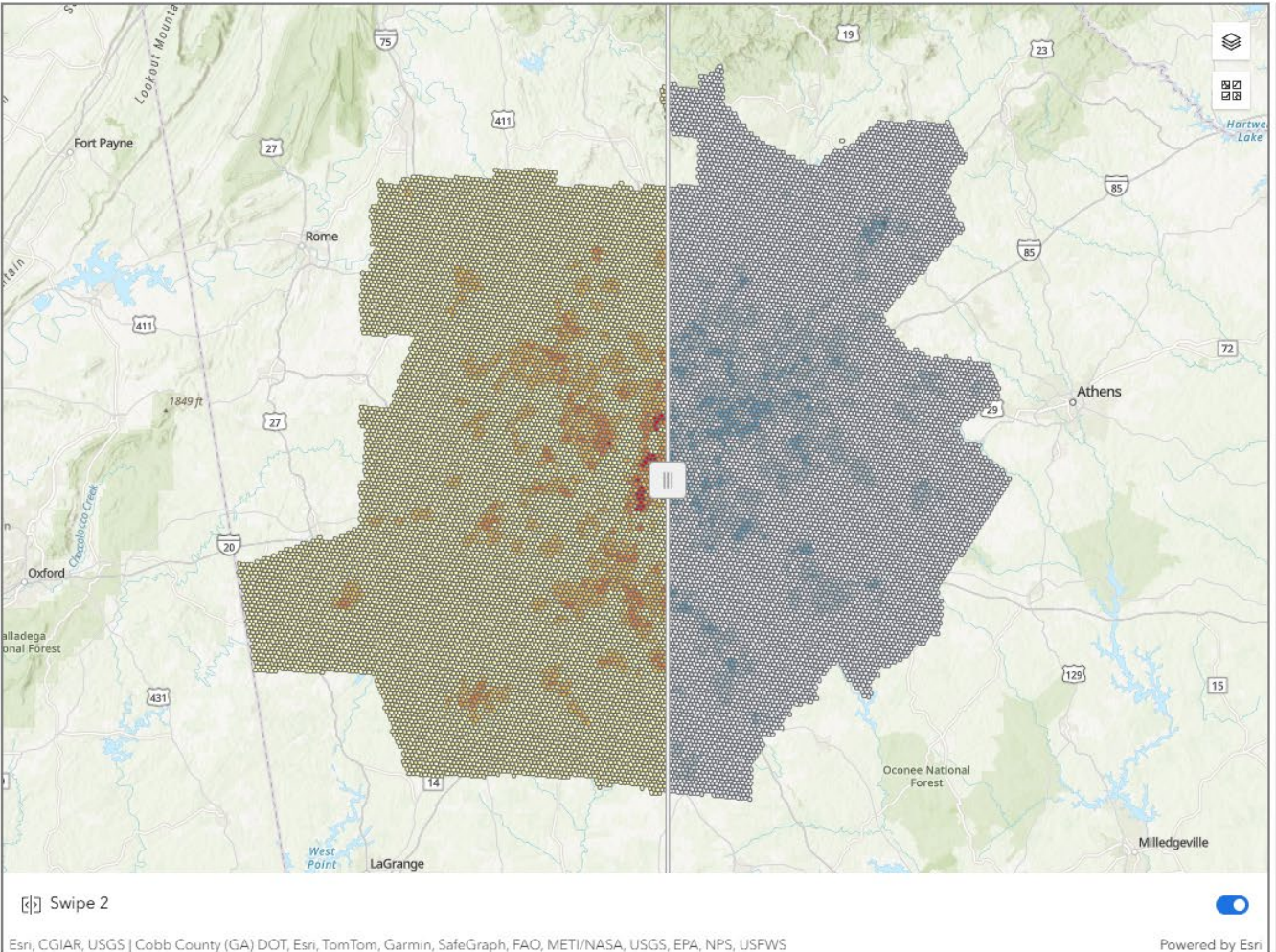
COUNTY is

- All -

▼  Destination County is

COUNTY is

- All -



**ABM\_Hex8\_Walk\_Orig**

TripFreq

- > 1,000 - 14,481.847
- > 100 - 1,000
- > 10 - 100
- 0 - 10

**ABM\_Hex8\_Walk\_Dest**

TripFreq

- 0 - 10
- > 10 - 100
- > 100 - 1,000
- > 1,000 - 13,463.477

# Pedestrian & Bike Origin-Destination Data

Atlanta Regional Commission - Activity Based Model Demand Dataset

Walk OD

Bike OD

Highest Bikers Trip Origin by Zone

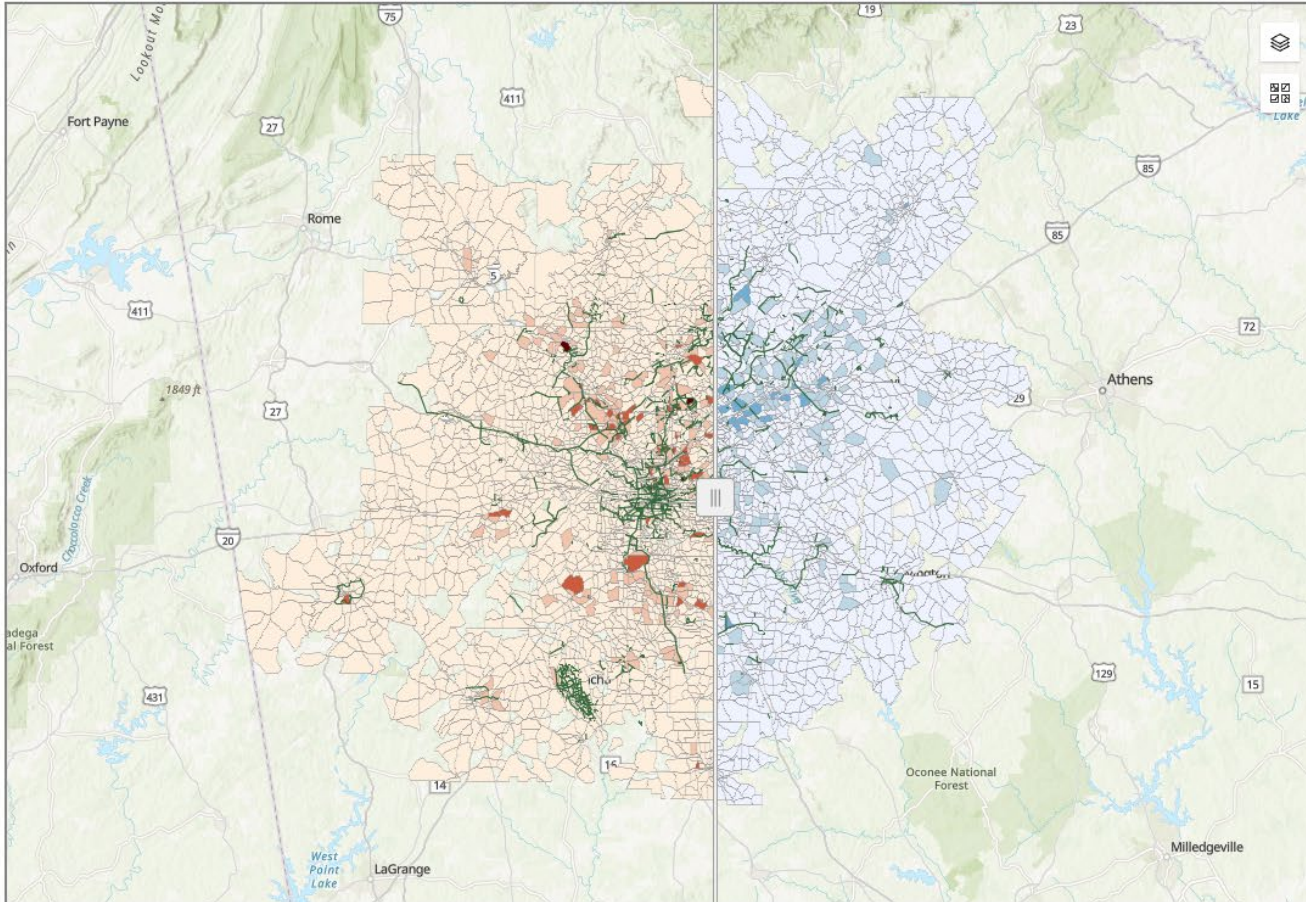
Highest Bikers Trip Destinations by Zone

Bike Origin County is

COUNTY is  
- All -

Bike Destination County is

COUNTY is  
- All -



Swipe 3

Esri, CGIAR, USGS | Esri, TomTom, Garmin, SafeGraph, FAO, METI/NASA, USGS, EPA, NPS, USFWS

Powered by Esri

ARC\_Existing\_Programmed\_Merge

ABM\_Bike-Origin

Origin\_Freq  
■ > 250 - 1,020  
■ > 100 - 250  
■ > 50 - 100  
■ 1 - 50

ABM\_Bike-Destination

Des\_Freq  
■ > 250 - 1,011  
■ > 100 - 250  
■ > 50 - 100  
■ 1 - 50

# Pedestrian & Bike Origin-Destination Data Hex 8 (24,045)

Atlanta Regional Commission - Activity Based Model Demand Dataset

Walk OD

Bike OD

Higher Bike Trips Origin by Zone

Higher Bike Trips Destinations by Zone

Bike Origin County is

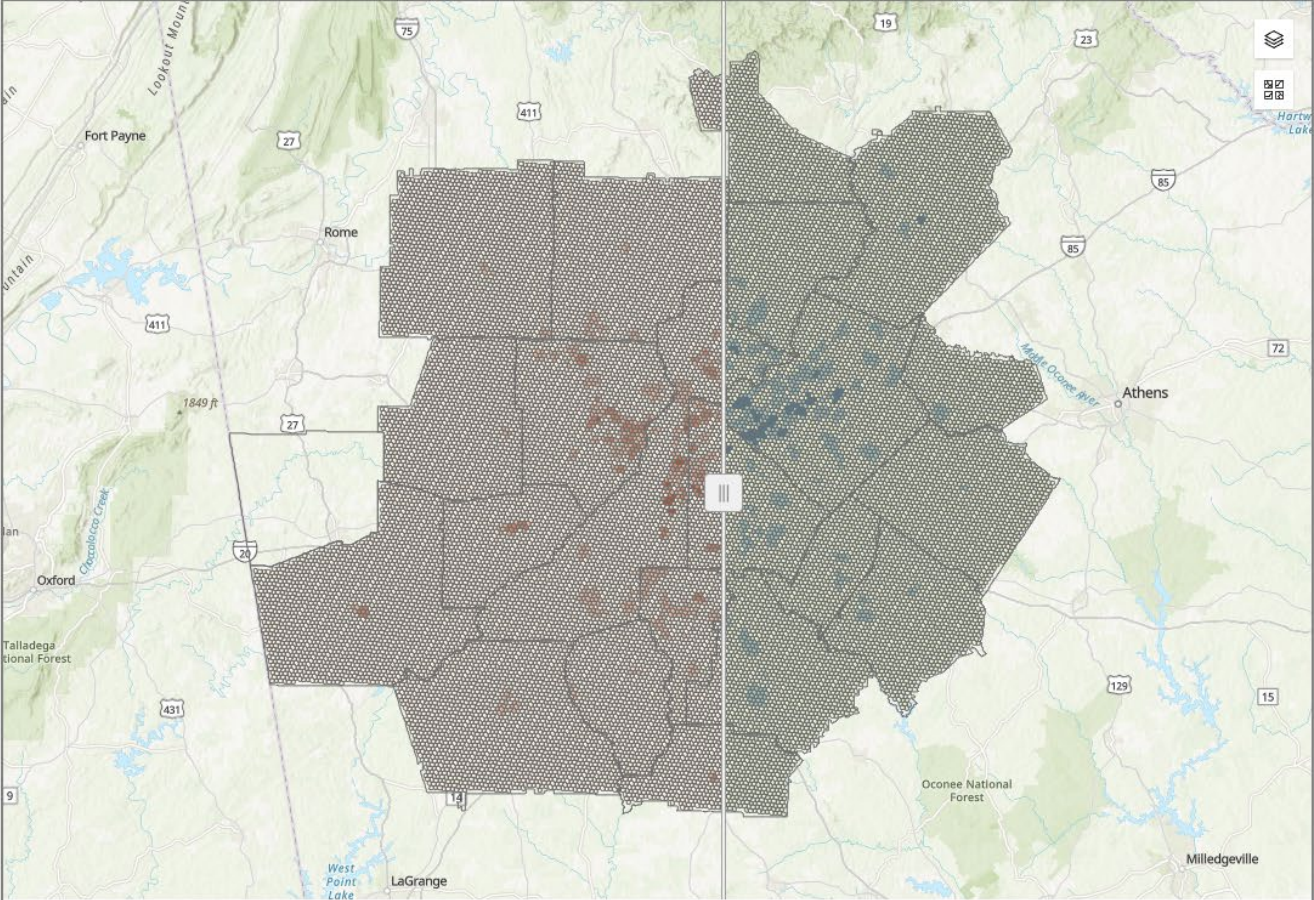
COUNTY is

- All -

Bike Destination County is

COUNTY is

- All -



Counties\_Atlanta\_Region

ABM\_Hex8\_Bike\_Orig

TripFreq

- 0 - 1
- > 1 - 10
- > 10 - 100
- > 100 - 615.31

ABM\_Hex8\_Bike\_Dest

TripFreq

- 0.000000 - 1.000000
- 1.000001 - 10.000000
- 10.000001 - 100.000000
- 100.000001 - 612.490101

Swipe 3

Esri, CGIAR, USGS | Cobb County (GA) DOT, Esri, TomTom, Garmin, SafeGraph, FAO, METI/NASA, USGS, EPA, NPS, USFWS

Powered by Esri

# Pedestrian Propensity Map

Atlanta Regional Commission - Activity Based Model Demand Dataset

Ped Propensity

Ped Geometric Mean

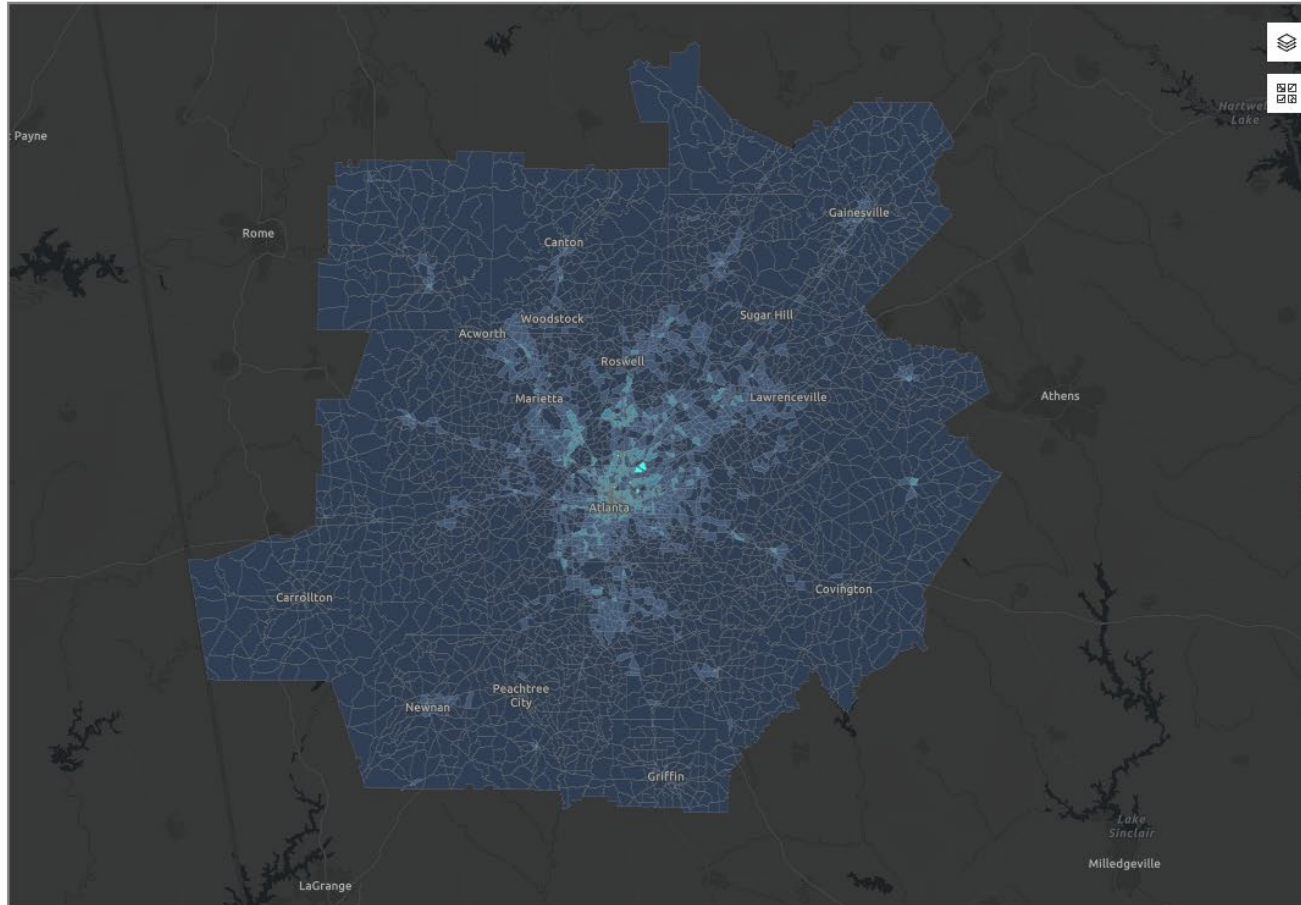
Higher Ped Propensity



**Households** More people living in an area means more potential pedestrians.

**Employment** More jobs attract commuters and daytime foot traffic.

**Intersections** Denser Street networks support more walkability



Ped Propensity

Pedestrian\_Propensity

- 0 - 0.005
- > 0.005 - 0.015
- > 0.015 - 0.05
- > 0.05 - 0.551

Walk\_OD\_Trips

OD\_Trip

- > 2,000 - 9,204
- > 1,000 - 2,000
- > 500 - 1,000
- 0 - 500

Swipe 2

Esri, TomTom, Garmin, SafeGraph, FAO, METI/NASA, USGS, EPA, NPS, USFWS

Powered by Esri

# Pedestrian Propensity Map

Atlanta Regional Commission - Activity Based Model Demand Dataset

Ped Propensity

Ped Geometric Mean

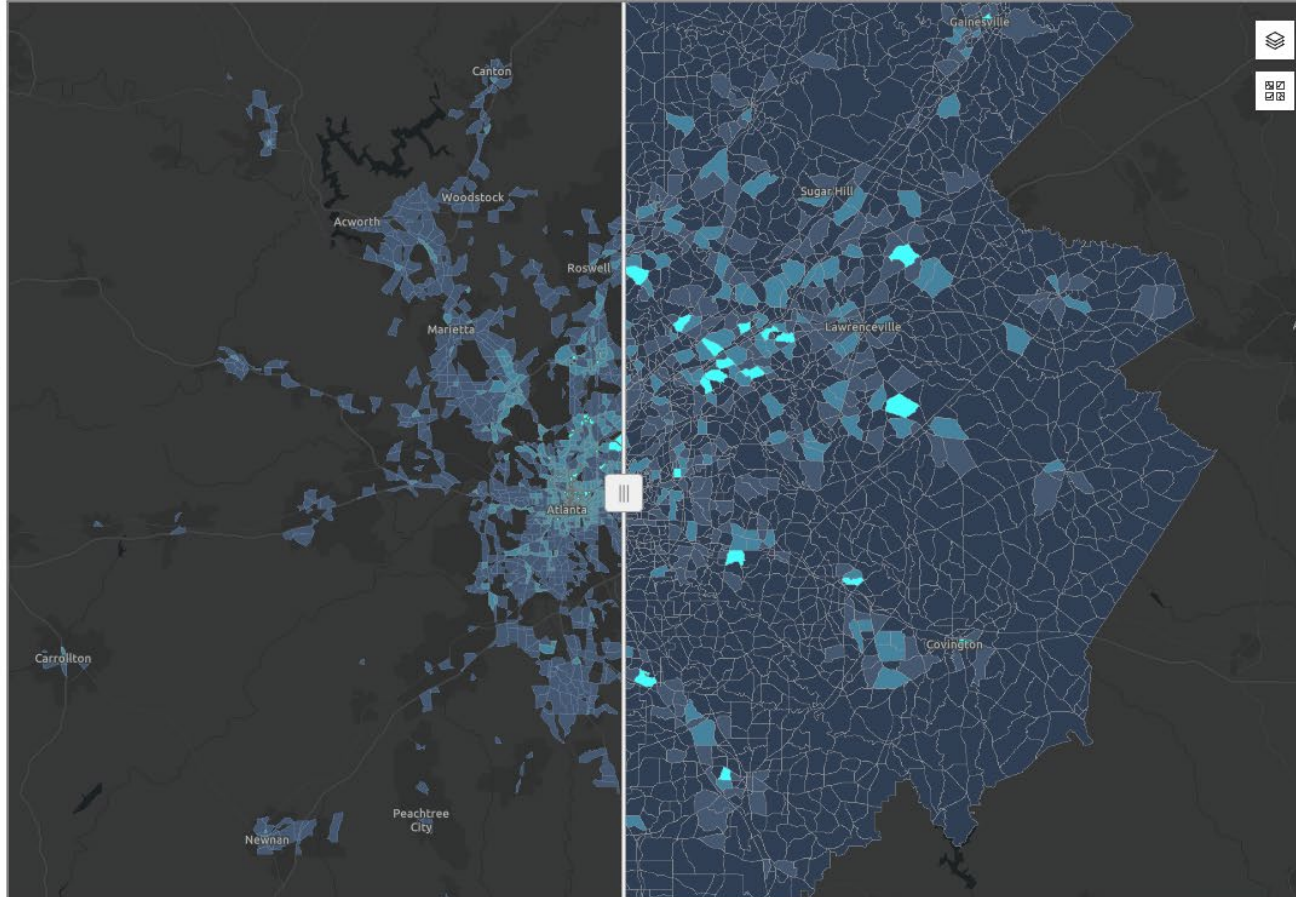
Higher Ped Propensity



**Households** More people living in an area means more potential pedestrians.

**Employment** More jobs attract commuters and daytime foot traffic.

**Intersections** Denser Street networks support more walkability



Ped Propensity

Pedestrian\_Propensity

- 0 - 0.005
- > 0.005 - 0.015
- > 0.015 - 0.05
- > 0.05 - 0.551

Walk\_OD\_Trips

OD\_Trip

- > 2,000 - 9,204
- > 1,000 - 2,000
- > 500 - 1,000
- 0 - 500

Swipe 2

Esri, TomTom, Garmin, SafeGraph, FAO, METI/NASA, USGS, EPA, NPS, USFWS

Powered by Esri

# Pedestrian Geometric Mean

Atlanta Regional Commission - Activity Based Model Demand Dataset

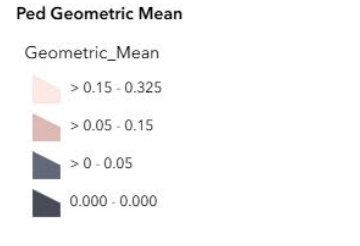
Ped Propensity

Ped Geometric Mean

Higher Ped Geometric Mean

Lower Ped Geometric Mean

**Households** More people living in an area means more potential pedestrians.  
**Employment** More jobs attract commuters and daytime foot traffic.  
**Intersections** Denser Street networks support more walkability

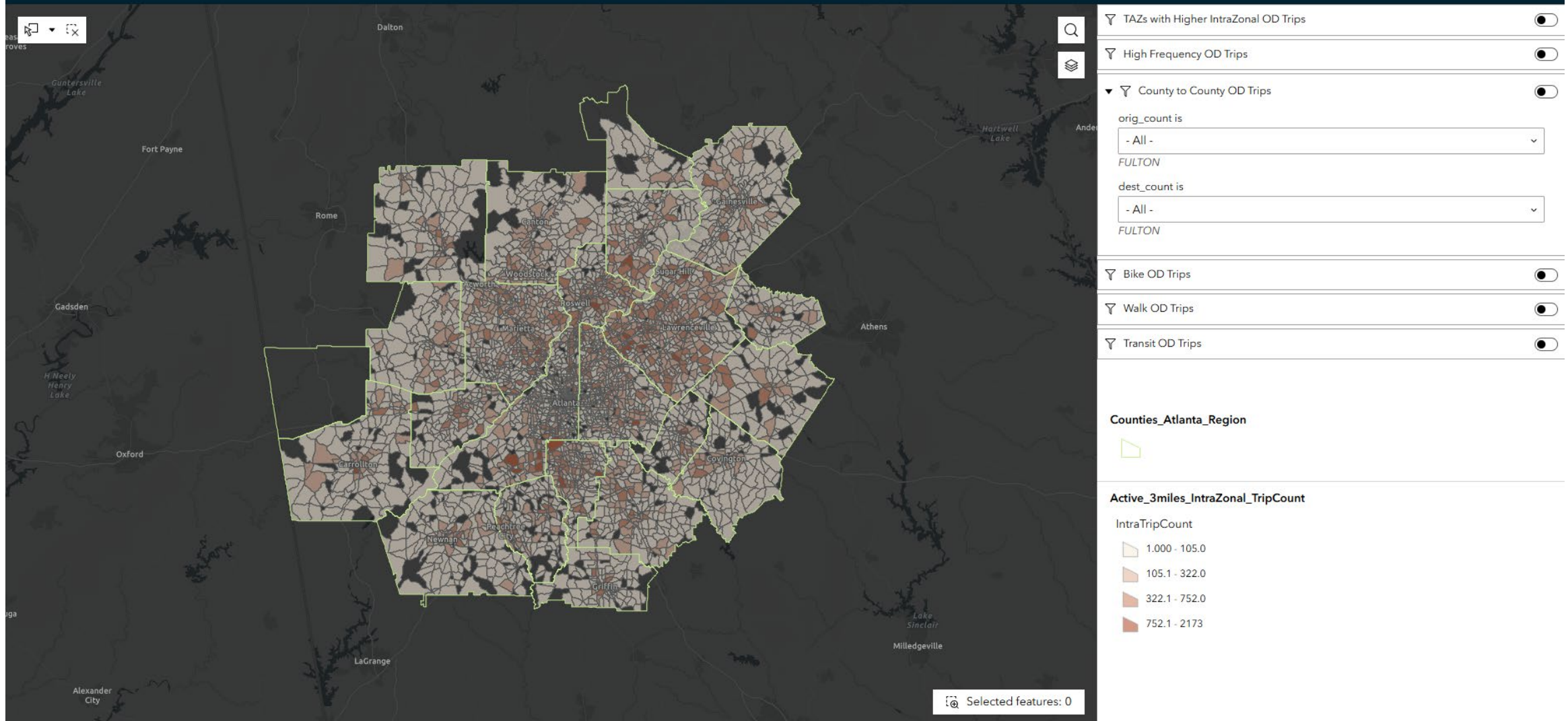


Swipe 3  
Esri, TomTom, Garmin, SafeGraph, FAO, METI/NASA, USGS, EPA, NPS, USFWS

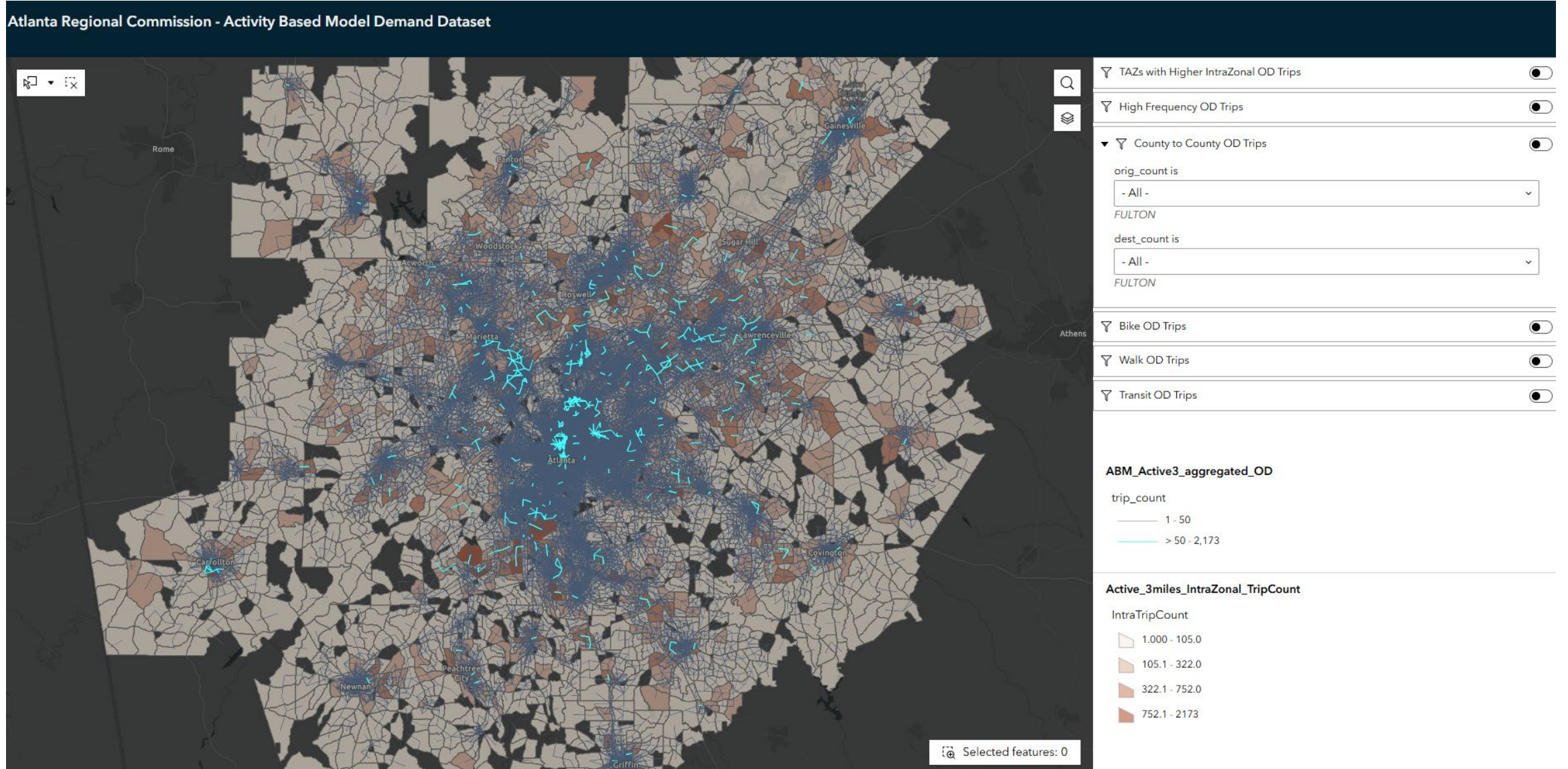
Powered by Esri

# Active Mode – Under 3 Miles

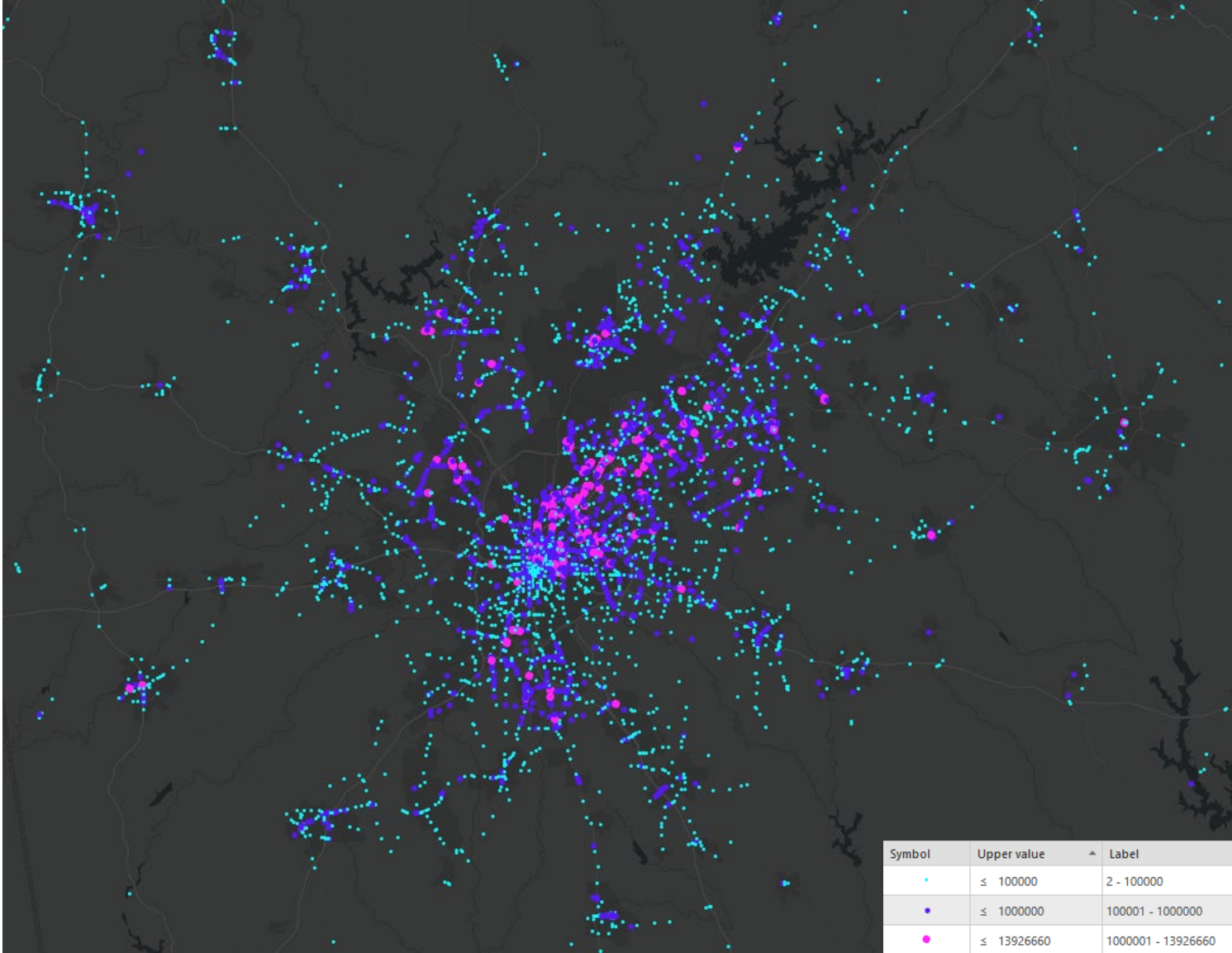
## Atlanta Regional Commission - Activity Based Model Demand Dataset



# Active Mode – Under 3 Miles

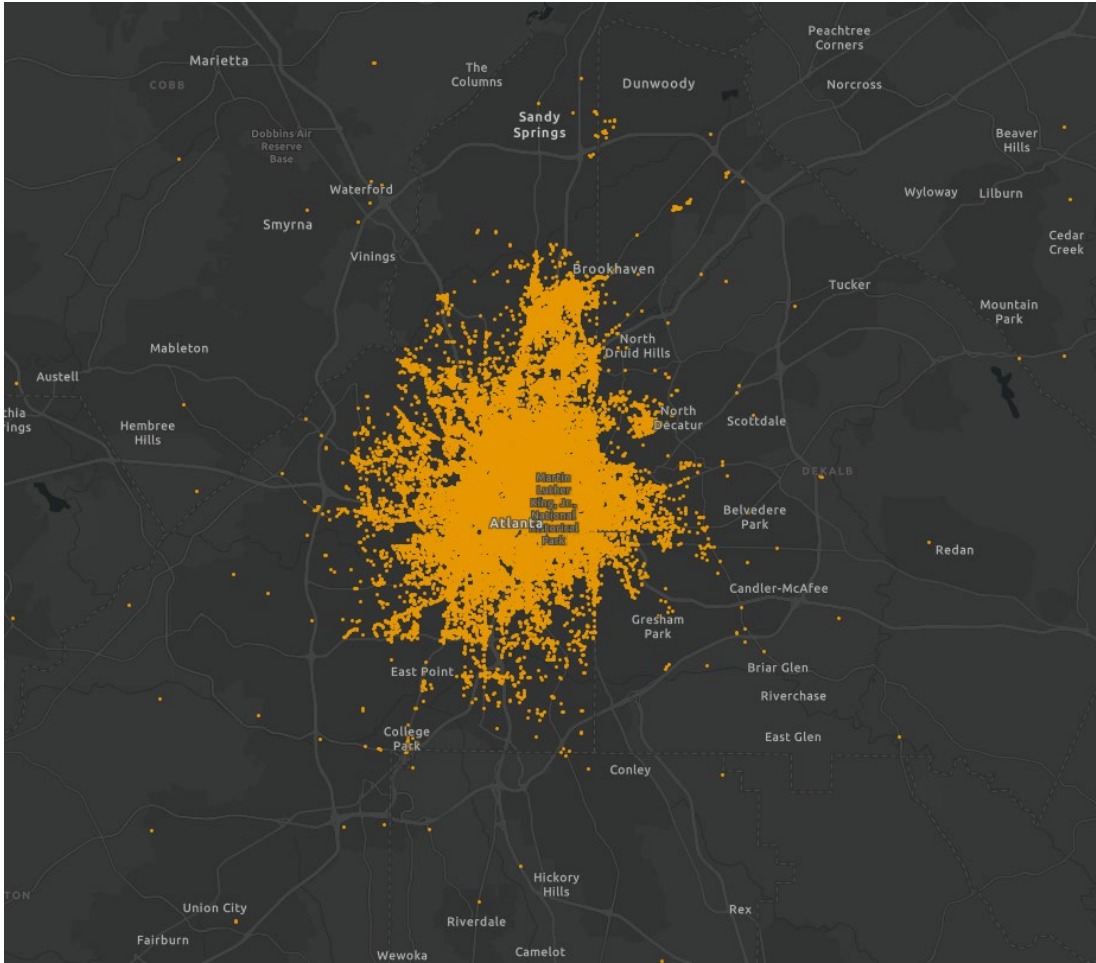
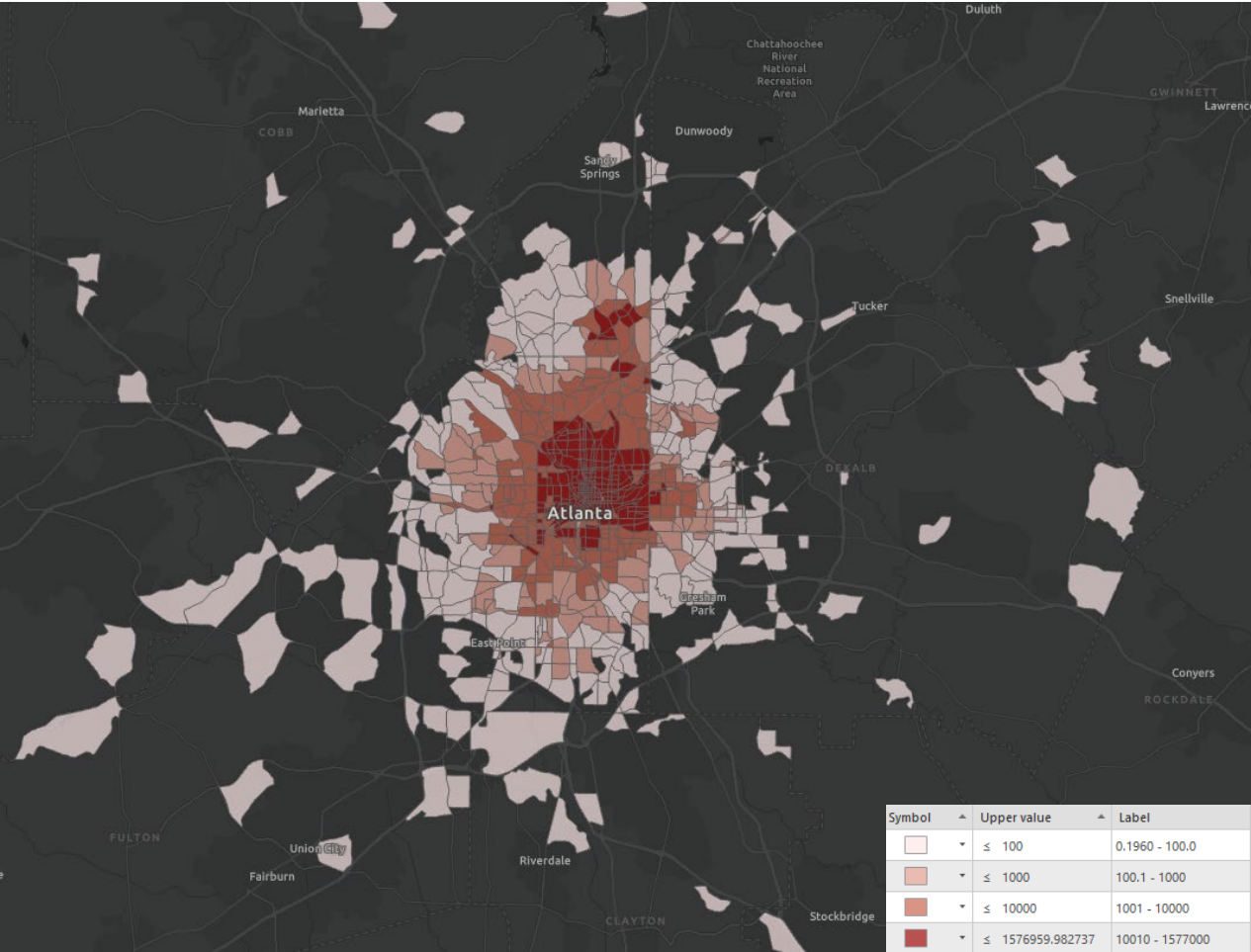


# Observed Pedestrian Activity from ATSPM Data (GDOT)

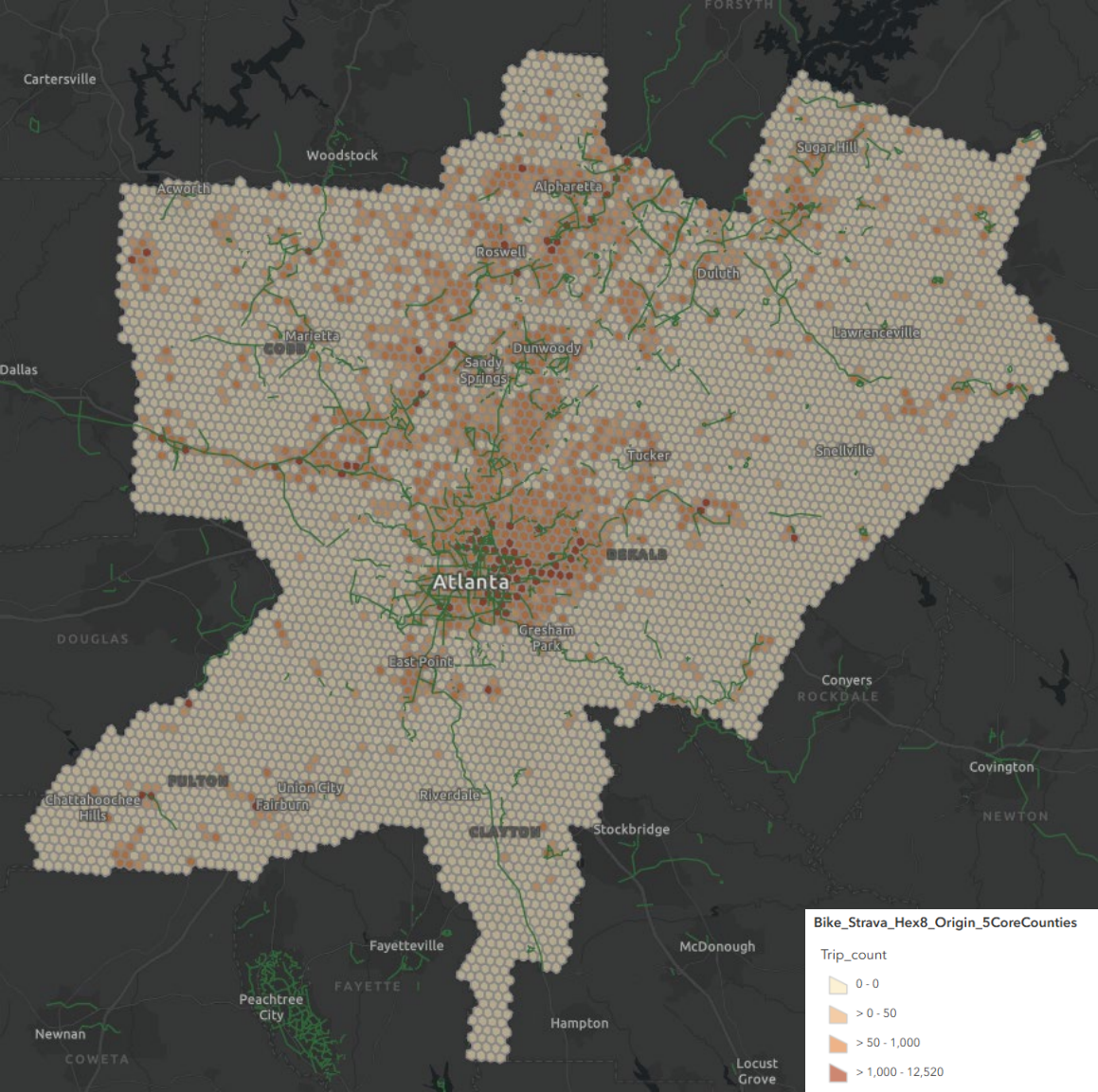


Higher-intensity locations indicate intersections where pedestrian push-buttons are activated more frequently, providing a proxy for where walking activity is occurring in the real world.

# Shared Micromobility Data: Observed Lime Scooter & E-Bike Trips (City of Atlanta)



# Observed Bicycling Activity: Strava Metro (5 Core Counties)



This map shows observed bicycle trip origins from Strava Metro for the five core counties.

# ARC Regional Bike Modeling Tool – Workflow

## Network Development

- Build a link-level bicycle network with facility type, stress/comfort, speed, and traffic attributes.

## Demand Integration

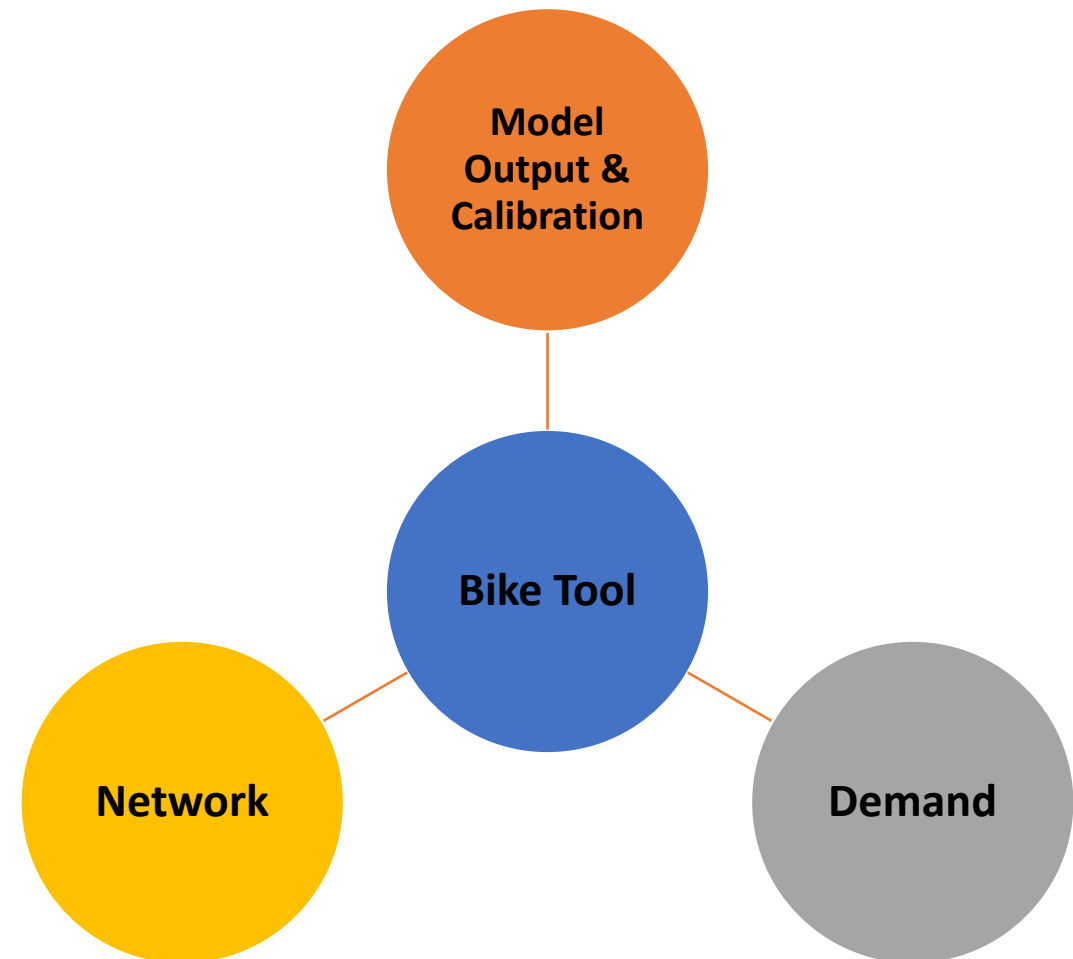
- Incorporate short-distance active-mode OD and selected model-based demand (e.g., Polaris or ABM).

## Model Execution

- Run the bike model to estimate route choice, volumes, and network performance.

## Model Calibration & Validation

- Use observed data (Strava, shared micromobility, counts) to evaluate and refine results.



**Thank You!**



# GDOT Telematic Datasets Iteris ClearGuide & Replica

Ron Knezevich, P.E.

State Safety Engineering Manager

[Rknezevich@dot.ga.gov](mailto:Rknezevich@dot.ga.gov)



## GDOT Telematic Data

**iteris** ClearGuide™

**REPLICA**

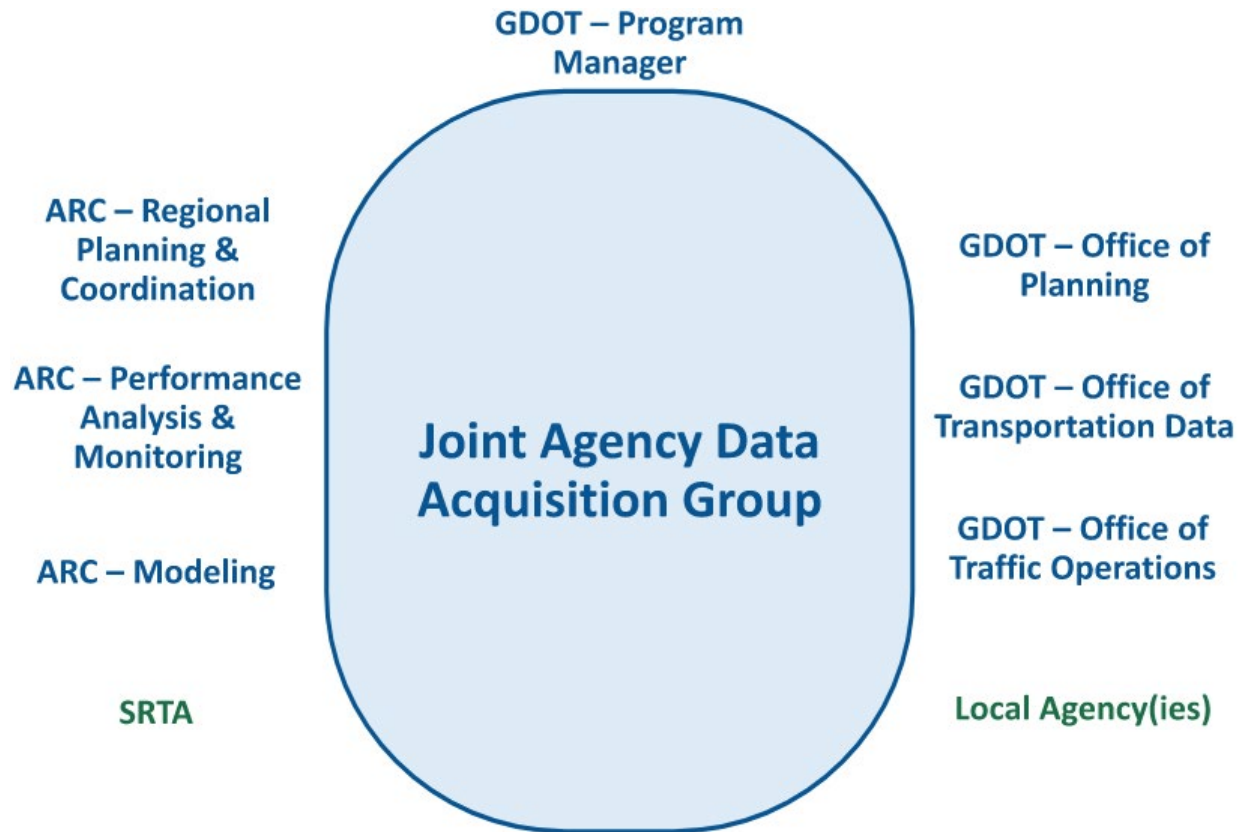
**Ron Knezevich, P.E.**  
**State Safety Engineering Manager**



## Takeaways

1. GDOT collaborates with local municipalities to purchase telematic data from LBS and vehicle probes through the Eastern Transportation Coalition Data Marketplace. This data is available to Government agencies or extensions of staff.
2. Pedestrian bicycle data is available for use on Replica in various formats on the segment level to assess counts and origins/destinations.
3. Travel speed, speeding data is available as well and is now commonplace in many safety or operational analysis.

# GDOT & ARC Joint Purchasing Committee

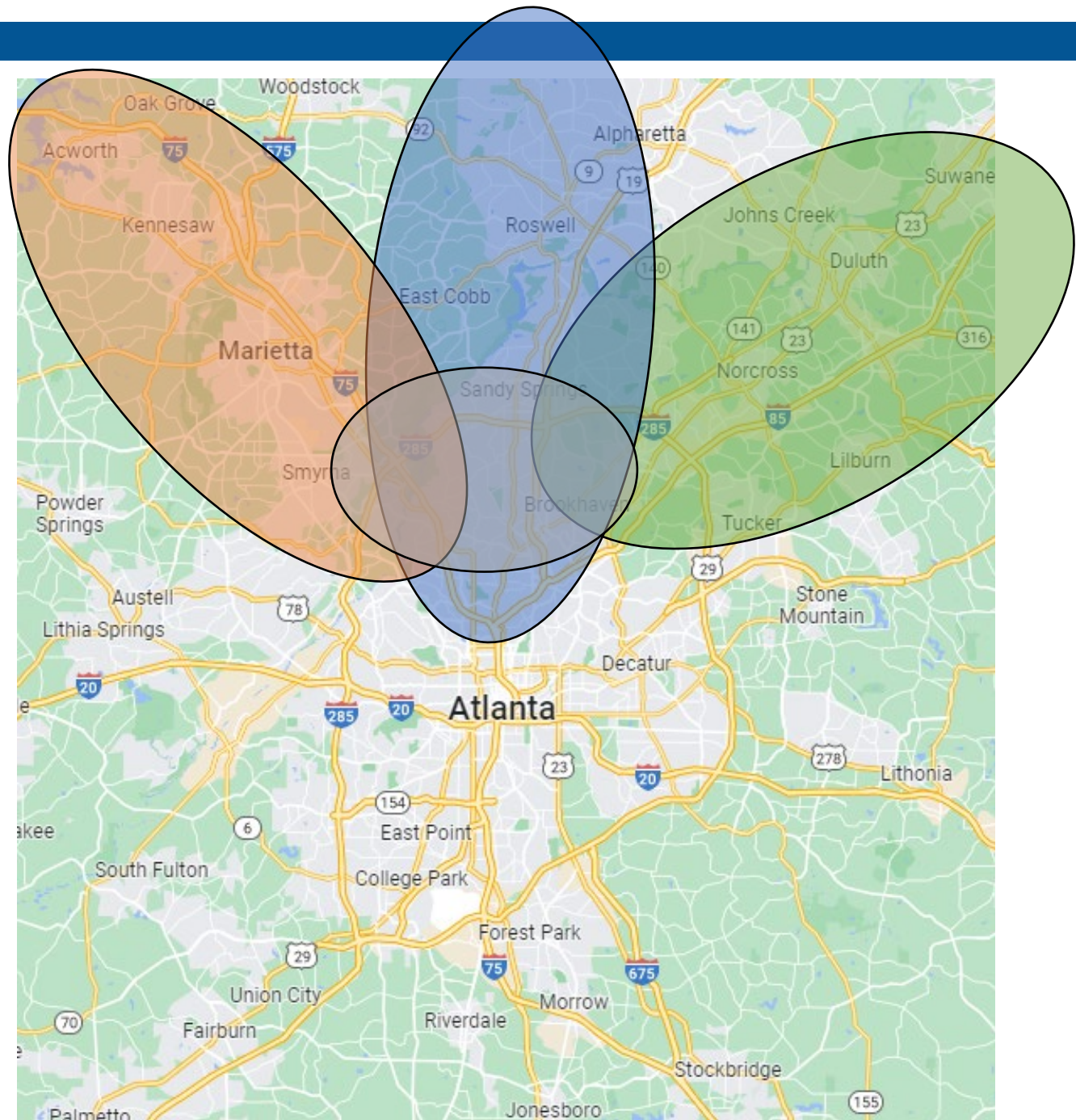


Develop a comprehensive and centralized data acquisition program in order to:






1. Enhance and standardize data analytics capabilities for ALL projects
2. Eliminate unnecessary duplication of data and associated analyses
3. Lower overall agency costs

## Understanding The Problem

- Duplications of data is being purchased
- Data only available for a specific project
- More data can be made available for various project goals at better cost



# GDOT ARC Joint Data Purchasing

	Carto INRIX HERE Iteris Timmons Group	Travel Time and Speed
	AirSage Geotab* INRIX Streetlight	Origin & Destination
	Geotab INRIX Quetica Streetlight	Freight
	Replica* AirSage INRIX Stellar NIRA *	Waypoint
	HERE INRIX Iteris Streetlight Replica*	Volume
	1Spatial INRIX	Conflation

\* GDOT purchases through Subcontract








































Replica

**REPLICA**

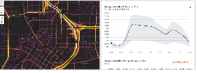
# Various Available Applications

## Purchased Applications

-  **AADT Network Explorer** 
-  **Active Transportation Analysis** 
-  **Network VMT Calculator** 
-  **Network Link Volumes** 
-  **Trends Dashboards** 
-  **Road Closure Scenarios** 
-  **Safe Streets Planner** 
-  **Safety Insights** 
-  **Speeds Network Explorer** 
-  **TMC Explorer** 
-  **Transit Demand & Equity Scores** 
-  **Gate OD Analysis** 
-  **OD Flow Explorer** 
-  **Foursquare ITP Transit Market Segmentation®** 
-  **FIFA World Cup 2026** 


 All
 Active Transportation
 Modeling
 Planning
 Safety
 Traffic Engineering
 Transit

Applications




**AADT Network Explorer**  
Visualize annual average daily traffic (AADT) and hourly volumes along major roads across the country.

[Application](#) [AADT](#) [Hourly Volumes](#)




**Active Transportation Analysis**  
Identify areas with high active transportation activity to inform strategic investments in biking and walking infrastructure.

[Application](#) [Seasonal Trips](#)




**Daily & Monthly Traffic Explorer**

[Beta Application](#)




**Daily VMT Downloads**

[Beta Application](#)



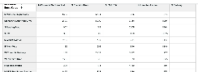
**FIFA World Cup 2026**  
Develop mobility and security plans to understand how an influx of visitors will impact your city.

[Application](#)




**Foursquare ITP Transit Market Segmentation®**  
Understand the potential transit markets in your service area based on a detailed analysis of origin-destination pairs.

[Application](#) [Seasonal Trips](#)



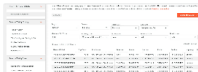
**Gate OD Analysis**  
Conduct detailed link-level OD analyses by generating flow maps and matrices using defined origin and destination gates.

[Application](#) [Seasonal Trips](#)




**Isochrone Generator**

[Beta Application](#)



**Network Link Volumes**  
Dig into Replica's seasonal network link volumes for your chosen geography in more detail - filter by road class, mode, and trip...

[Application](#) [Seasonal Trips](#)

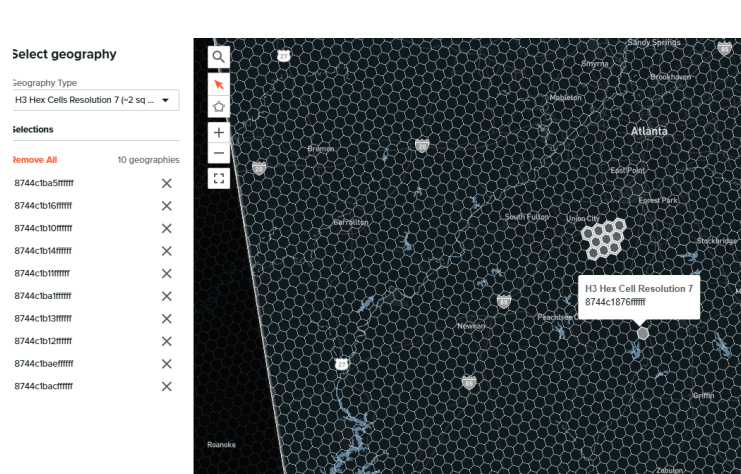


**Network VMT Calculator**  
Measure and track network vehicle miles traveled (VMT) metrics for your region.

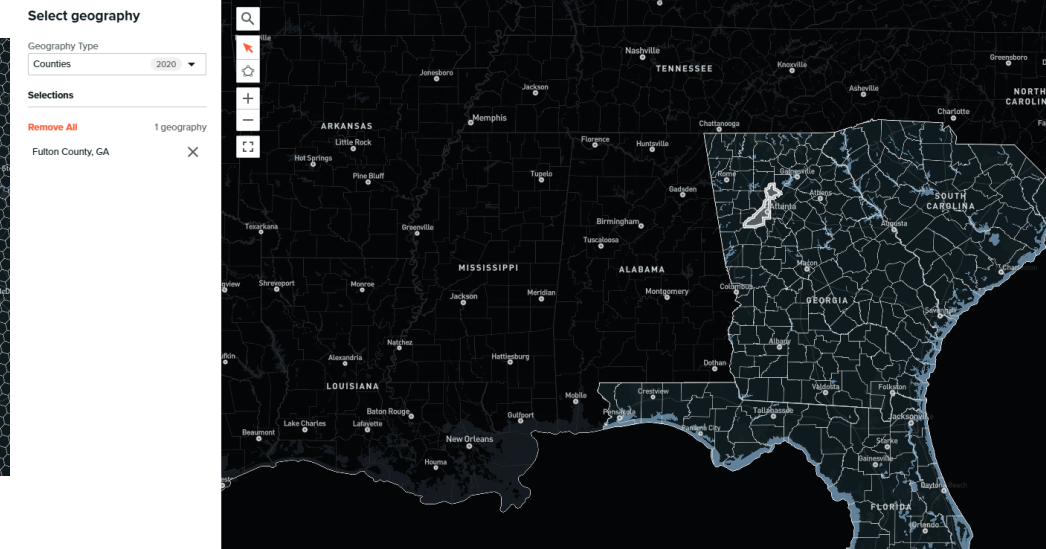
[Application](#) [Seasonal Trips](#)

# All Selecting Geography

- All applications ask that you select a Geography before conducting an analysis
- An Analysis Can be done at county level or as small as 0.04 sq mi hexagon cells



Multiple 0.04 sq mi hexagons selected



County Selected



# Network Link Volumes

 Network Link Volumes



# Raw Data Download

## Network Link Volumes

AVAILABLE AS PART OF YOUR SUBSCRIPTION

Replica's network link volume downloads are derived from our seasonal model, providing a typical weekday or typical weekend representing a 13-week period, and provide insight into network link volumes in y trip distance, trip purpose, and vehicle details. This dataset contains information about trips at the network link level. Detailed roadway attributes are available for each network link in the "Reference - Network L

[View Documentation](#)

Seasonal

Region	Season	Typical Day	Geo Area	
South Atlantic	Spring 2025	Thursday	Atlanta, GA	
Minimum Trip Count	Highway Class	Trip Purpose	Primary Mode	Breakdown
500	Motorways & Trunks & 6 ...	All	All	None

- None
- Trip Distance
- Trip Mode
- Trip Purpose
- Trip Start Hour

Generate Table Preview

To see a preview of the table please select a megaregion, geography, and values for all options above.



This dataset can also be ex  
applicatio

# Downloaded KMZ with Network Link Volumes

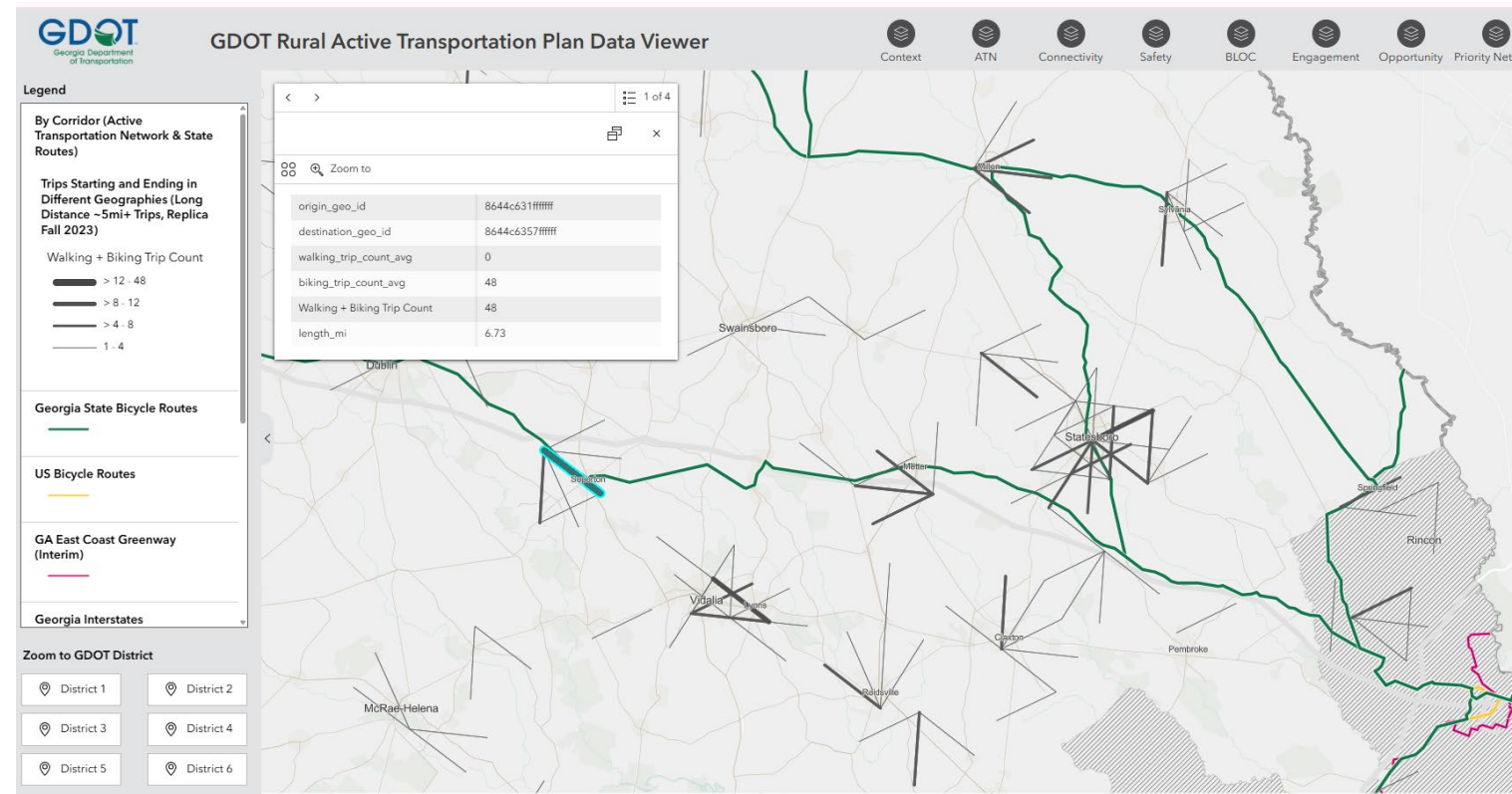
- Upon request volume estimates can be provided for various modes of transportation from dataset
- This is planning level data intended for used for project prioritization and identification
- Not to be used as a replacement to counts in a GDOT study



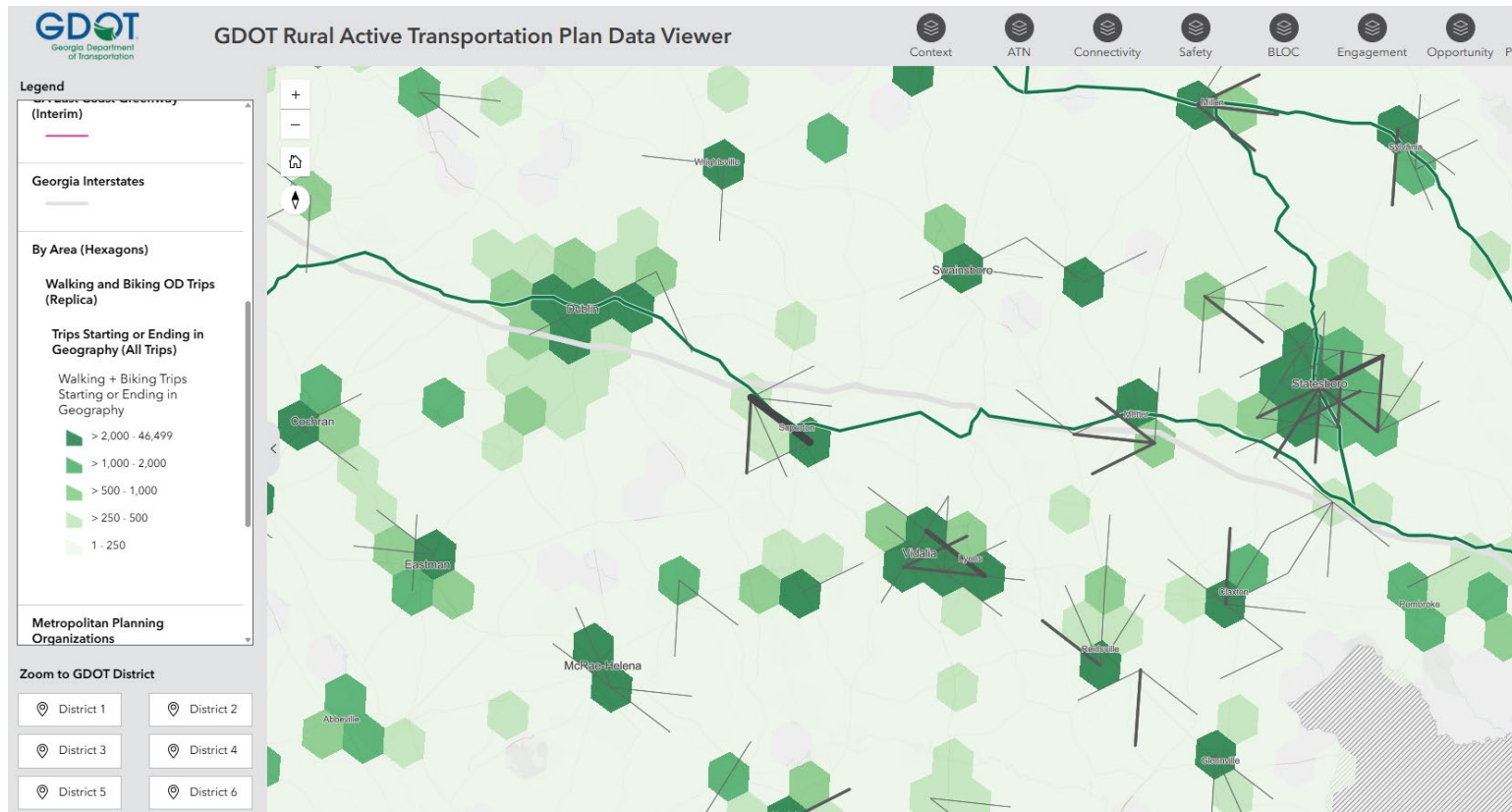
# Rural Active Transportation Data Viewer

## Long Distance Bike Trips leveraged

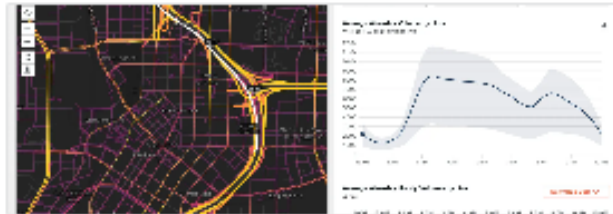
- Used in GDOT to help identify new state bike routes
- Only one piece of the analysis
- Looking to make a public data viewer



# Trips Spatially Associated to Hexagons



# AADT Explorer



## AADT Network Explorer

Visualize annual average daily traffic (AADT) and hourly volumes along major roads across the country.

Application

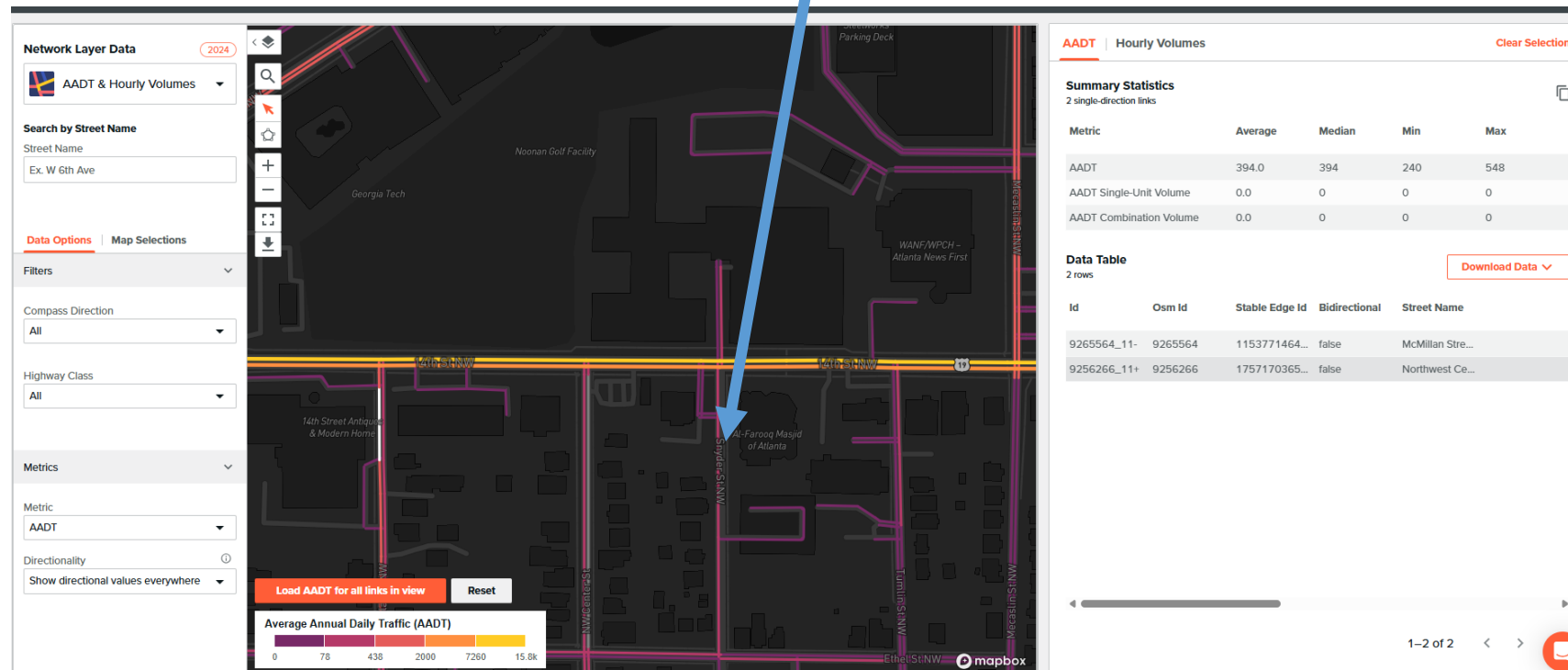
AADT

Hourly Volumes

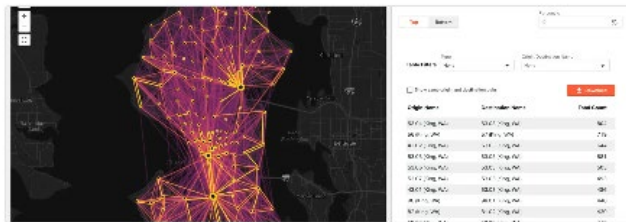
# AADT Data for Side Streets and Driveways

- Rough AADT estimates intended for use on small side streets where GDOT AADT data is not sufficient
- Intended if TMCs are not available
- Useful to answer relative comparisons such as “which side of the road has less vehicular volume coming from the side streets”
- All data can be downloaded

## Using Telematic Data from Replica



# Origins and Destinations



## OD Flow Explorer

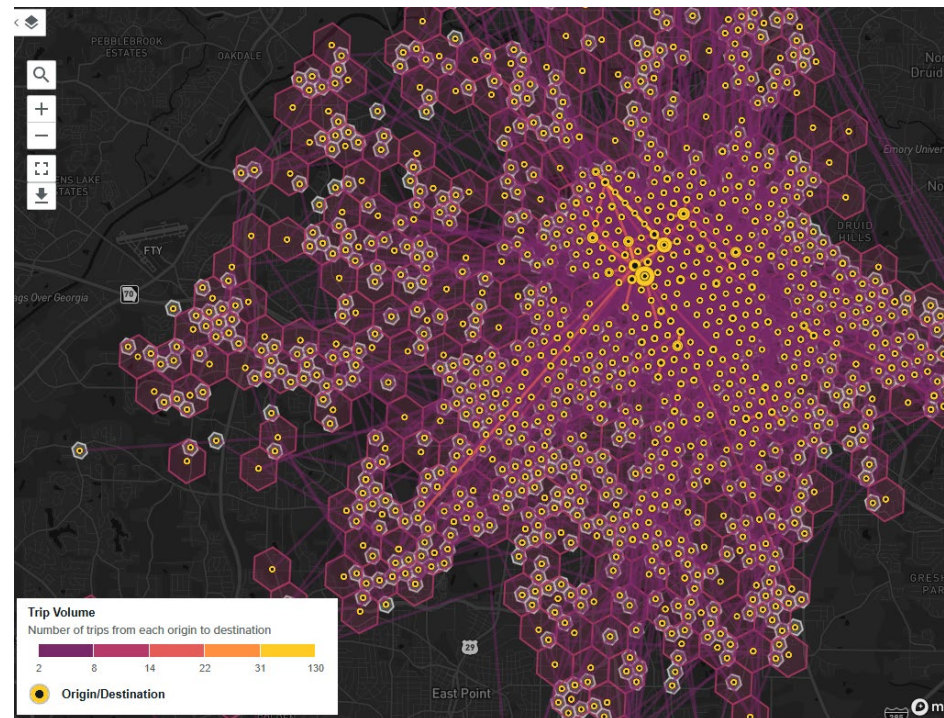
Visualize bidirectional trip volume flows between geographies within your area of study.

Application

Seasonal Trips

# OD Flow Explorer

- Origins and destinations for various modes can be assessed
- This leverages LBS and synthetic population data



# Setting up OD analysis

- Allows for break downs by various size geographies
- Can filter OD by various attributes such as mode, income level, race, etc.

The screenshot shows the 'Origin Geo Breakdown' menu with options for 'Counties', 'Census Geographies' (2020 and 2010), 'H3 Hex Cells', and 'CUSTOM GEOGRAPHIES'. The 'CUSTOM GEOGRAPHIES' section is expanded to show 'User Custom' and 'Org Custom'. A dropdown menu for 'H3 Hex Cells' is open, showing options for Resolution 5 (~100 sq mi/cell), Resolution 7 (~2 sq mi/cell), Resolution 8 (~0.3 sq mi/cell), and Resolution 9 (~0.04 sq mi/cell) South Atlantic. Below this is the 'Add a Filter' dialog, which includes a search bar and a list of filterable attributes such as Household Income, Individual Income, Industry, Language, Previous Trip Purpose, Primary Commute Mode, Primary Mode, Private Auto Availability, and Race and Ethnicity.

**Origin Geo Breakdown**

- Counties 2020 ▲
- Census Geographies 2020 ▶
- Census Geographies 2010 ▶
- H3 Hex Cells ▶
- CUSTOM GEOGRAPHIES
- User Custom ▶
- Org Custom ▶

**H3 Hex Cells Resolution Options:**

- H3 Hex Cells Resolution 5 (~100 sq mi/cell)
- H3 Hex Cells Resolution 7 (~2 sq mi/cell)
- H3 Hex Cells Resolution 8 (~0.3 sq mi/cell)
- H3 Hex Cells Resolution 9 (~0.04 sq mi/cell) South Atlantic

**Add a Filter**

Add filters to exclude specific data from your study. Filters are additive ('AND').

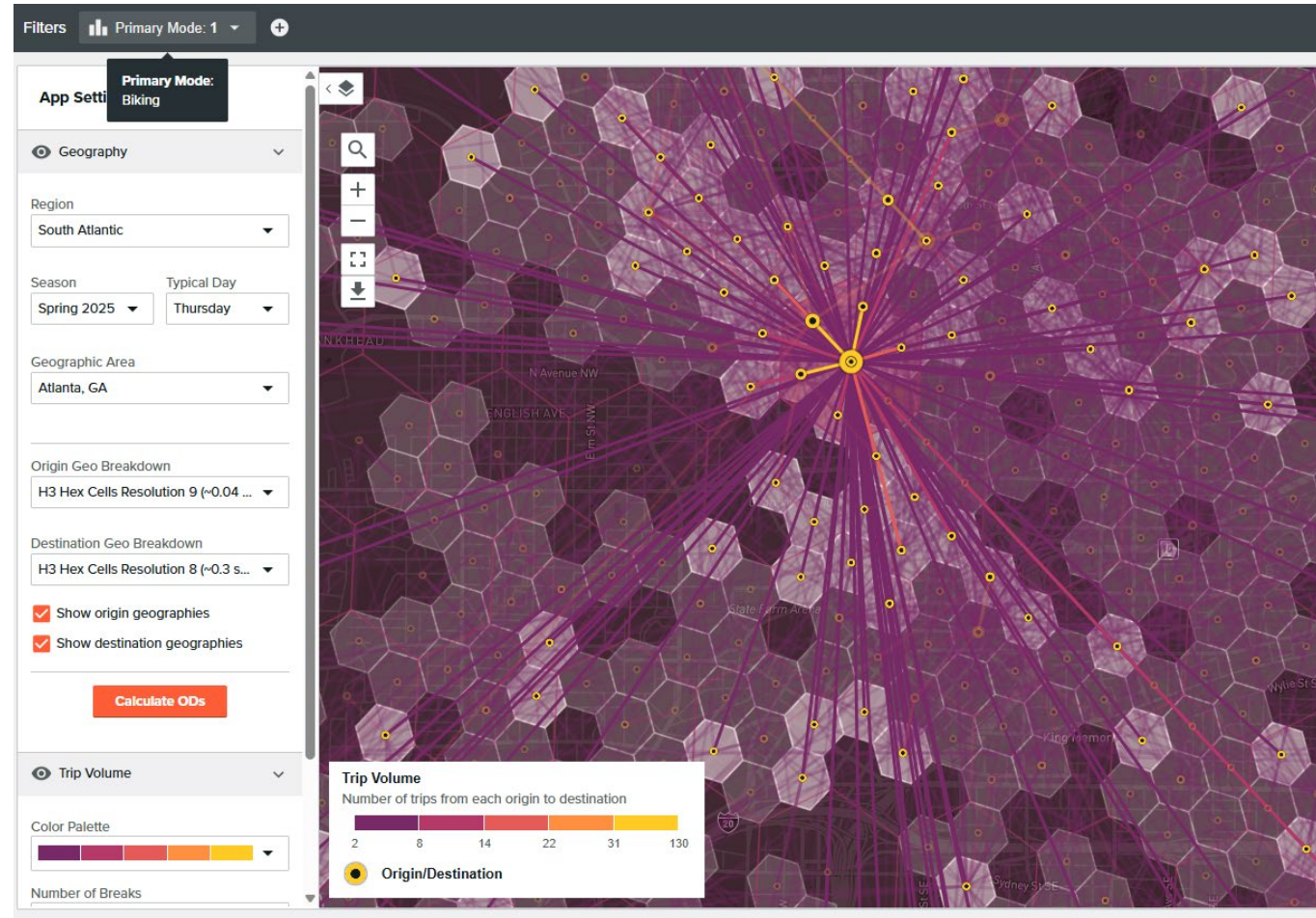
**Filter Categories:** All Filters (selected), Trips, People

**Search for filter...**

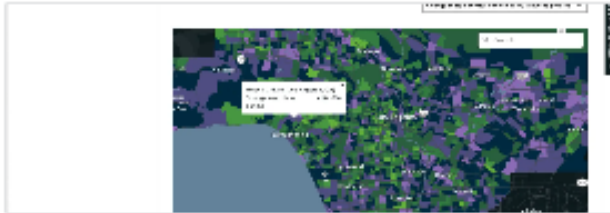
Attribute	Description	Target
Household Income	The annual income of households.	People
Individual Income	The annual income of people.	People
Industry	The industry sector in which a person works, reported in NAICS code.	People
Language	The language of the household.	People
Previous Trip Purpose	The activity type of the person's prior activity.	Trips
Primary Commute Mode	The primary mode used to commute to work.	People
Primary Mode	The primary travel mode of the activity.	Trips
Private Auto Availability	The total number of vehicles the person's household has access to.	People
Race and Ethnicity	The category of people's race and ethnicity.	People

# Biking OD Flow Example

- Bike filter applied
- Filtered to typical weekday
- Origins are 0.04 miles hexagons
- Destinations 0.3 miles hexagons
- Most common destinations are visualized when you click on an origin
- All data can be downloaded



# Trends Dashboard



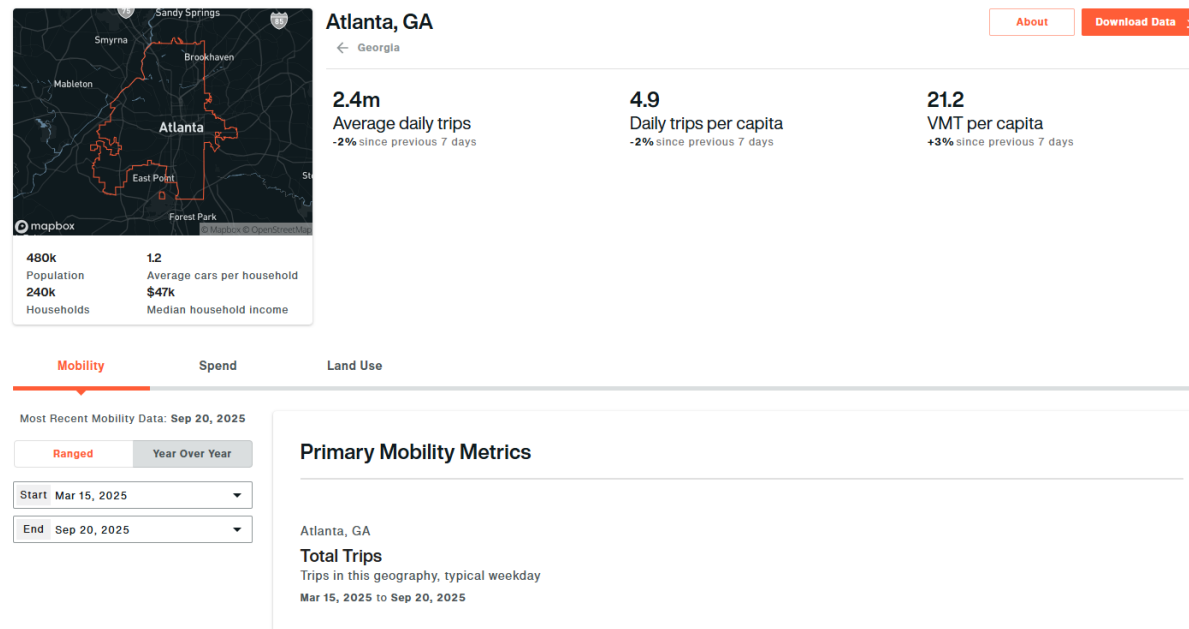
## Trends Dashboards

Replica's nationwide model, with census-tract level fidelity and weekly updated data.

Application

# Selecting Geographic Boundary

- See trends over custom time frame and macro stats



# Assess Changes in Different Modes

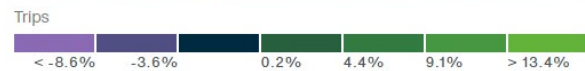
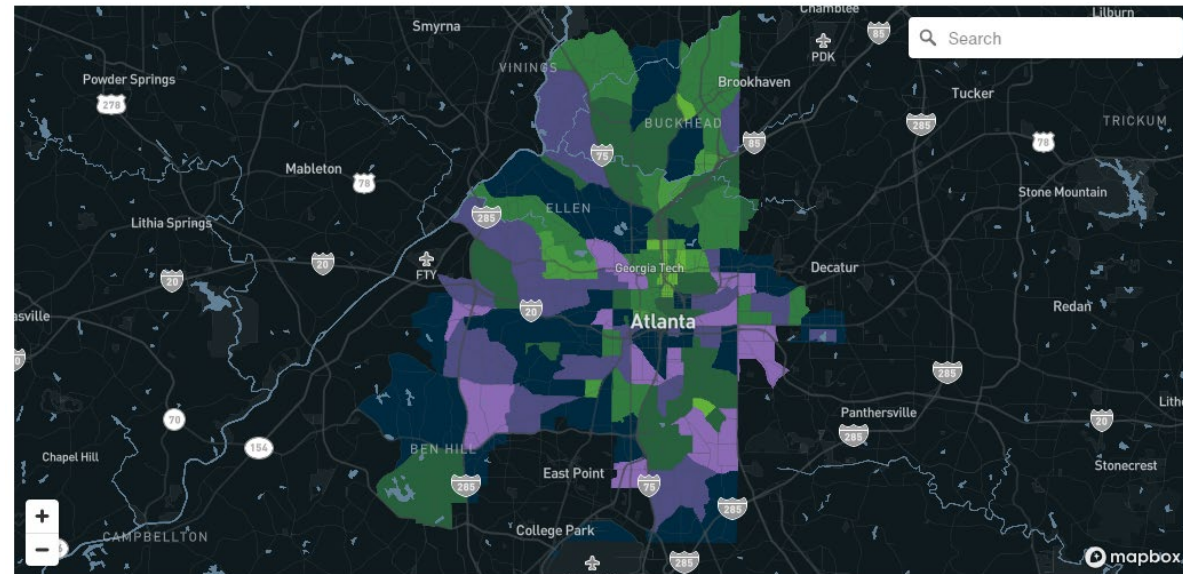
Tracts In Atlanta, GA

## Change in Mode: Walking

Change over time period for trip volume in this geography, typical weekday

Jun 3, 2023 to Jun 8, 2024

Metric: **Change in Mode: Walking** | Origin/Destination: **Origins**



# Assess Mode Split

Atlanta, GA

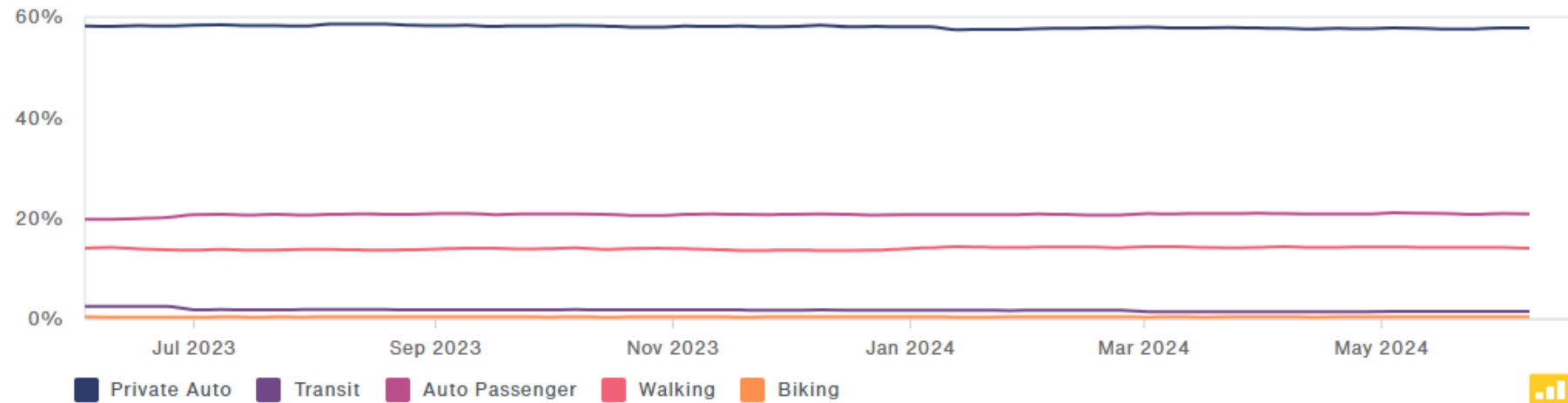
## Mode Split

Trip volume as % of all trips in this geography, typical weekday

Jun 3, 2023 to Jun 8, 2024

Change Data

5 Selections ▾



# Identify Most Common Places for Various Modes

Tracts In Atlanta, GA

## Mode: Walking

Trip volume in this geography, typical weekday

Sep 20, 2025 to Sep 26, 2025

Metric

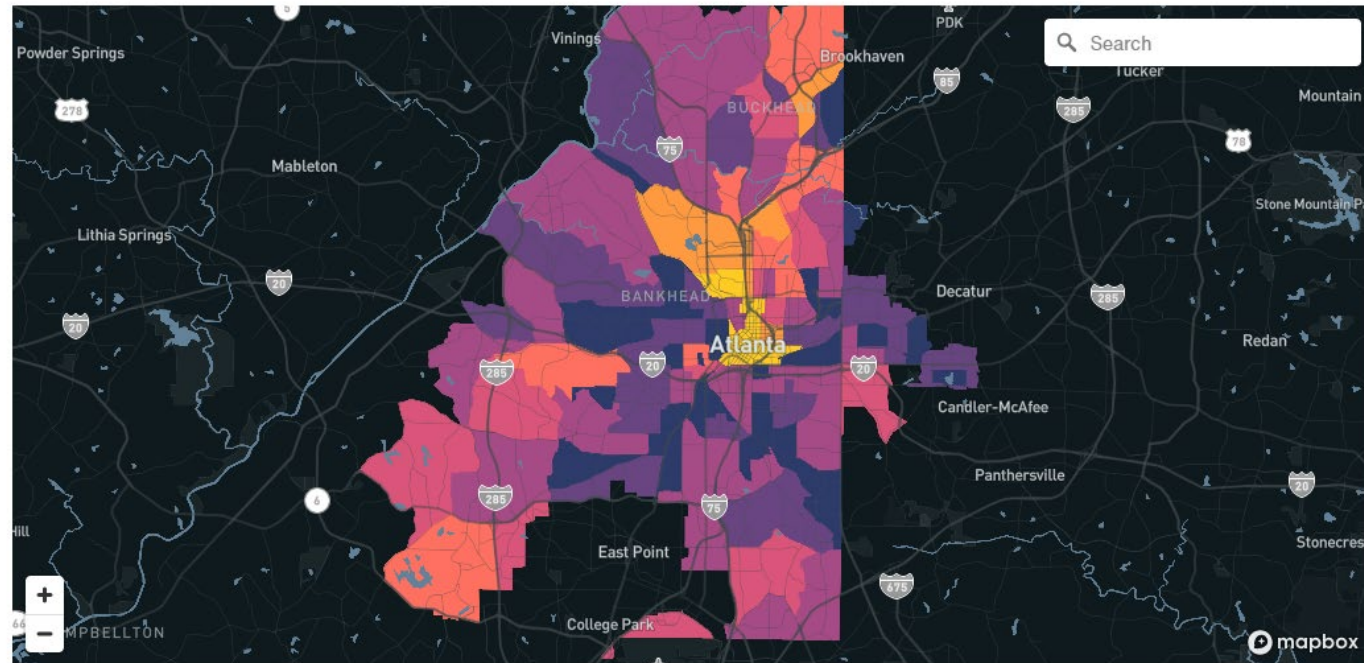
Mode: Walking

Origin/Destination

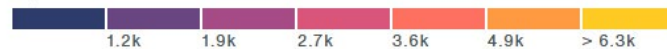
Origins

View as

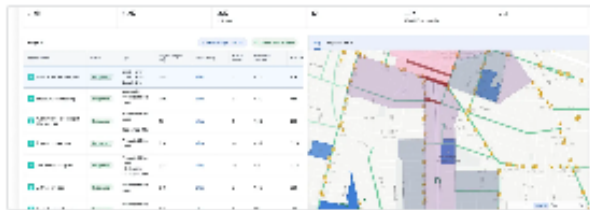
Trips



Trips



# Identify Implications of Active Transportation Projects



## Active Transportation Analysis

Identify areas with high active transportation activity to inform strategic investments in biking and walking infrastructure.

Application

Seasonal Trips

# Select Roadway

- Select corridor for proposed project
- Assess latent demand while selecting corridor

Network Neighborhood

Explore Corridors Ranked by Latent Demand ?

STREET NAME

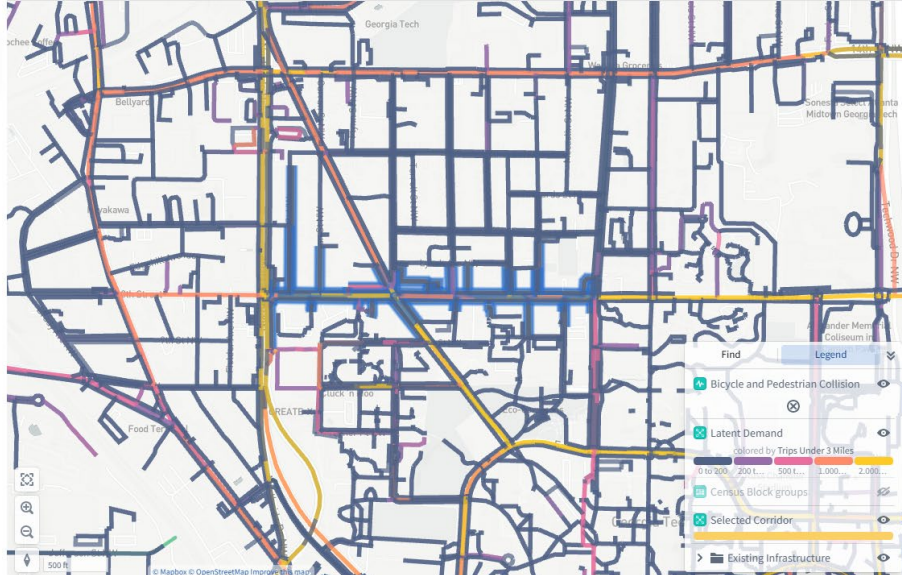
Reload Network Links

TIP: These corridors are ranked by highest latent demand for quick selection. You will be able to edit the network links within a corridor when creating a new project.

Street Name	City	Type	Distance Miles	Max Trips Under 3 Miles	Mi
US 29;US 78;US 278;GA 8, ...	Atlanta, GA	trunk	2.5	18K	20
Techwood Drive Northwest	Atlanta, GA	tertiary	2.4	15K	11
US 29;US 78;US 278;GA 8, ...	Atlanta, GA	trunk	0.6	9.3K	1.
US 19;US 41;GA 3, Northsi...	Atlanta, GA	trunk	3.8	7.6K	7E
Piedmont Avenue Northeast	Atlanta, GA	secondary	7.6	7K	4.
West Peachtree Street ...	Atlanta, GA	secondary	2.1	7K	4.
GA 141, Peachtree Road	Atlanta, GA	trunk	3.7	6.8K	1.
US 29;US 78;US 278;GA 8, ...	Atlanta, GA	trunk	0.2	6.6K	14
Spring Street Northwest	Atlanta, GA	secondary	2.1	6.1K	2E
GA 9, Roswell Road	Sandy Spring...	primary	15.8	6K	2.
Williams Street Northwest	Atlanta, GA	primary	0.1	5.9K	1E
GA 141, Peachtree Road ...	Atlanta, GA	trunk	3.4	5.9K	1.
US 29;US 78;US 278;GA 8, ...	Atlanta, GA	trunk	2.7	5.7K	4E

Corri footway, Hirsch Street Northwest, Hirsch Street Northwest-footway, McMillan Street Northwest, McMillan Metri Street Northwest-footway, Northwest Center Street, Northwest Center Street-footway, State Street

Create Project from Current Corridor



# Select project proposal type

- Identify type of bike or pedestrian project proposed

Required

Select all (11)

- Separated Bike Path (Class I)
- Protected Bike Lane (Class IV)
- Dedicated Bike Lane (Class II)
- Shared Bike Route (Class III)
- Sidewalks
- Pedestrian Paths and Trails
- Crosswalks
- Pedestrian Bridges and Tunnels

# Bicycle Volume Assumption

- Gauging forecasted impacts on Active Transportation Planner
- Comparing latent demand on this corridor to existing corridors with already existing bicycle accommodations

Walk Trips Impacted <b>4.9K</b>	Bike Trips Impacted <b>543</b>	Latent Demand Trips Impacted <b>11K</b> 29% total
------------------------------------	-----------------------------------	---

Project Name	By	Latent Demand (max segment)	Vehicle Trips (max segment)	Walking Trips (max segment)	Biking Trips (max segment)	Last Modified	
14th replica demo	ch	2	3.3K	12K	1.8K	137	Feb 13, 2026, 5:43 PM

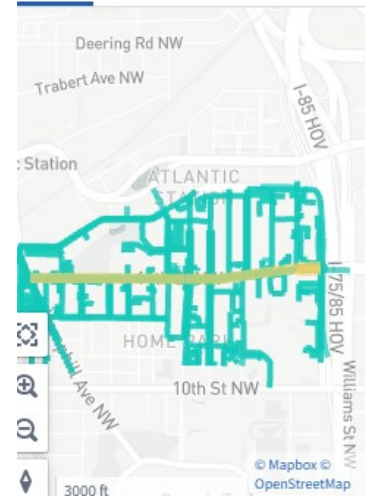
Potential VMT Reduction (10% mode shift) <b>1.6K</b> 3% fewer trips on corridor	Potential daily CO2e reduction (t) <b>0.67</b>
---	---

Project Description —  
 Project Type **Protected Bike Lane (Class IV)**  
 Status **Completed**  
 Corridor length (mi) **0.92**

Project Analysis  
**14th st**  
 Proposed by  
 rknezevich

[Edit Project](#)  
[Delete Project](#)

Overview Top Origin Destination Block Groups



Project Corridor	Surrounding Area
Existing Conditions	Existing Conditions
Bike Trips <b>74</b> Walking Trips <b>934</b> Latent demand trips <b>7K</b> (19% corridor total)	Bike Trips <b>637</b> Walking Trips <b>7.9K</b> Latent demand trips <b>21K</b>
Forecasted Impacts	Forecasted Impacts
Daily VMT reduction (10% mode shift) <b>1.1K</b> (2% travel along corridor) Daily CO2e reduction <b>0.46</b>	Daily VMT reduction (10% mode shift) <b>3.4K</b> CO2e reduction with mode shift (t) <b>1.4</b>

# Vehicle Safety Event Data



## Safe Streets Planner

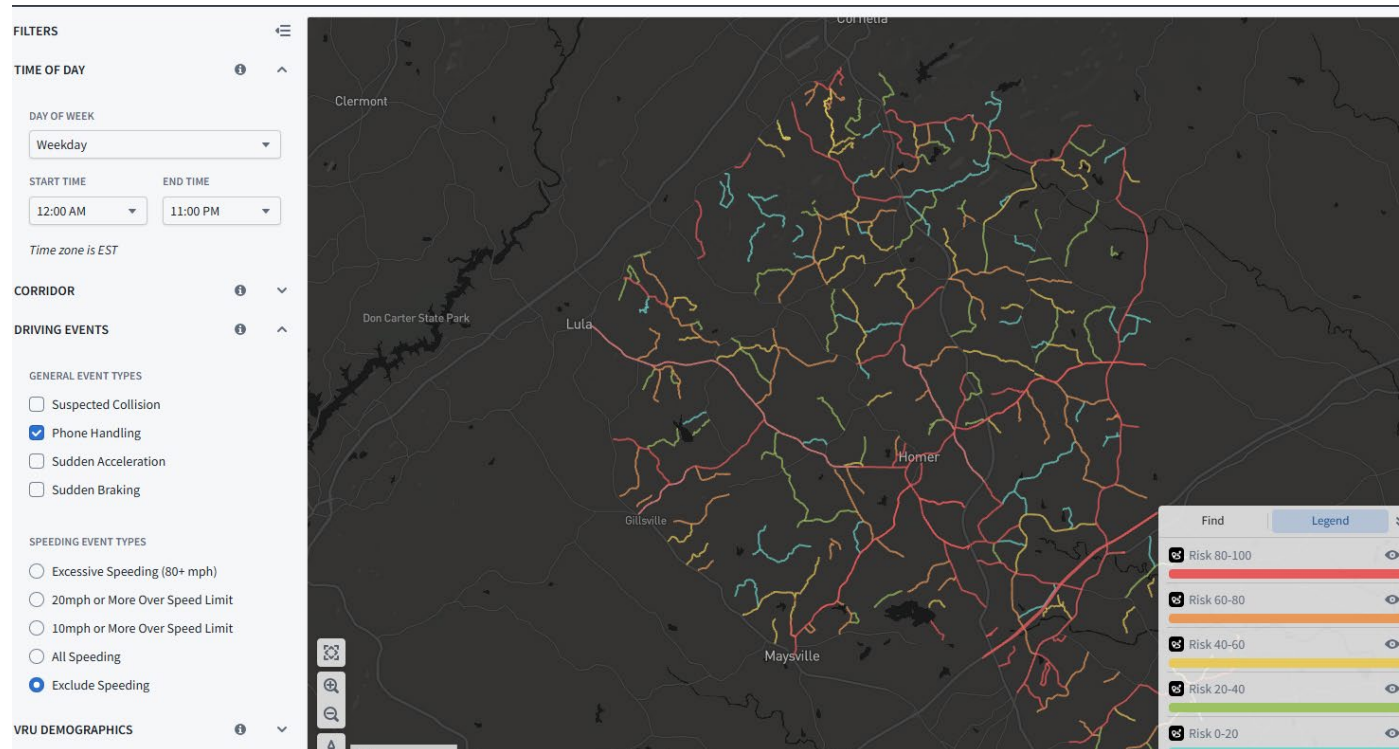
The Safe Streets Planner combines Replica's detailed multimodal data with driving event data, enabling you to map existing conditions...

Application

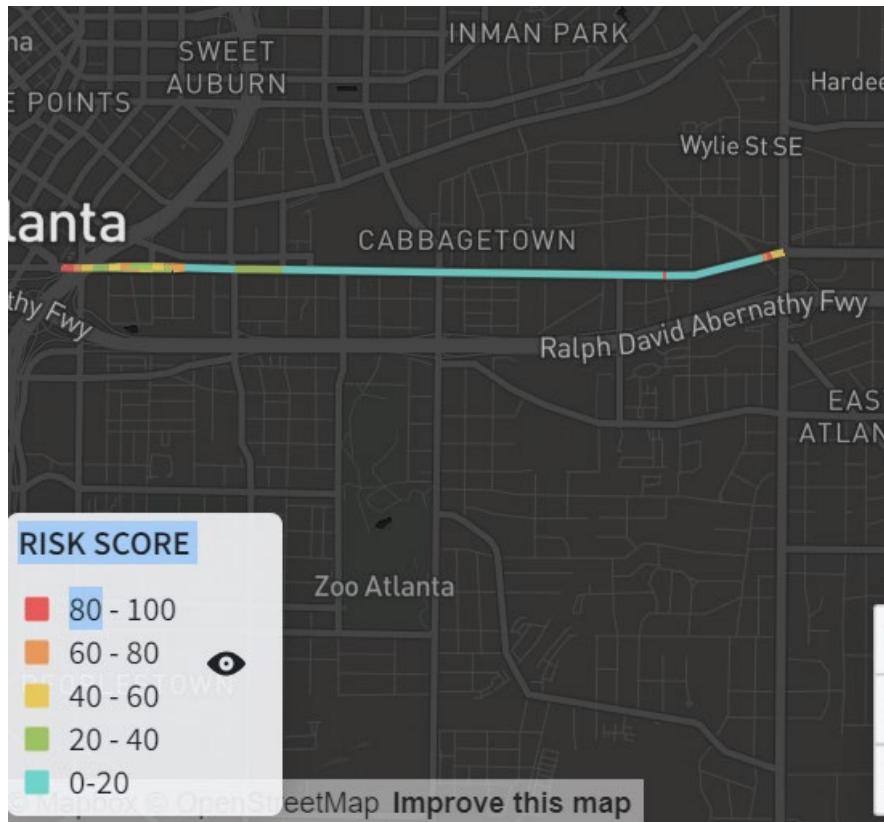
Seasonal Trips

# Ranking Roadways By Vehicle Events

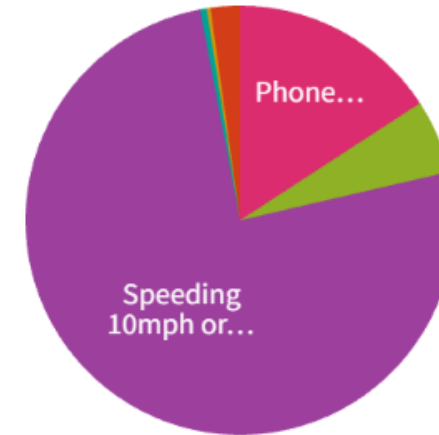
- In example shown, roadways are ranked by phone handling events in Athens GA
- Can be leveraged for education outreach initiatives or as an additional layer to safety analysis
- Risk scores can be downloaded to shapefile



# Assessing Events on individual Corridors



## REPLICA



- Phone Handling
- Speeding 10-20mph
- Speeding 10mph or more
- Excessive Speeding
- Speeding 20mph or more
- Sudden Acceleration
- Sudden Braking

# Transit Data



## Transit Stop-Level Counts

Assess where riders board and alight with stop-level transit counts.

Beta Application

# Ridership Data

- Transit data available for various agencies across the nation
- If you have data from MARTA already this is likely more reliable particularly with route changes

## Transit Stop Level Counts

Published Oct 7, 2025

This tool displays detailed information about modeled transit ridership at the stop level using Replica's Places seasonal data. Data as of Spring 2025.

### To use

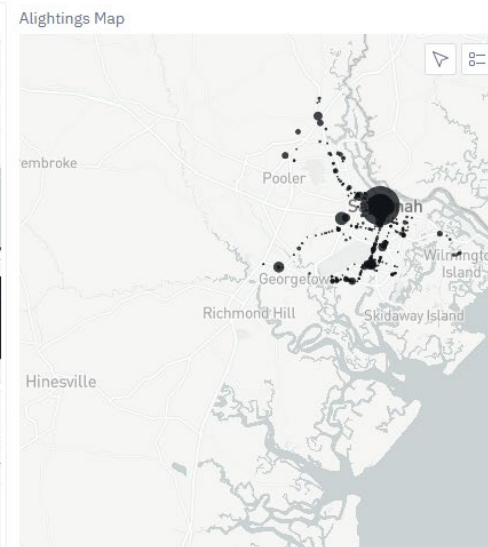
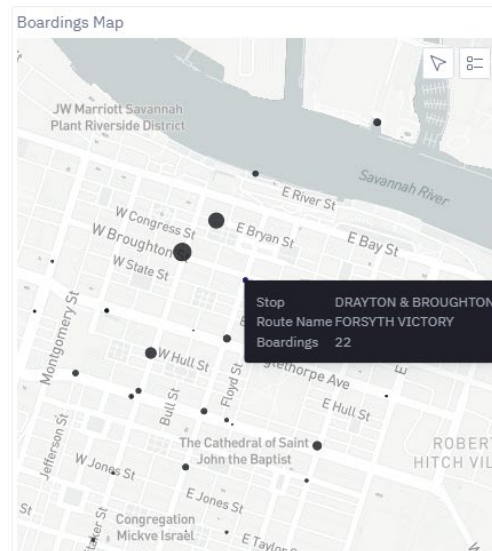
1. Select the agency of interest and typical weekday or weekend day.
2. Select the submode, route(s), and station(s) of interest. **Choosing large numbers of routes will cause slow performance.**

Agency: Chatham Area Transit (dropdown)  
Select a Day: Weekday (dropdown)

Submode: Bus (dropdown)

Route(s): All (dropdown with close icon)

Station(s): All (dropdown with close icon)



# Other Transit Data is Available

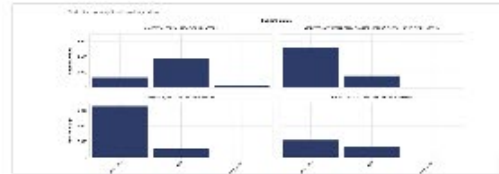
- Various other Transit Applications exist
- Unfortunately, I have not sued them, but I encourage their use to expedite data analysis



## Transit Demand & Equity Scores

The demand and equity scores leverage Replica's proprietary data about mobility within the built environment to create meaningful...

Application Seasonal Trips



## Transit First/Last Mile Explorer

Understand how transit users access higher-order transit stations.

Beta Application



## Transit Stop Isochrone Generator

Create a Custom Geography that captures the reachable area around transit stops based on travel distance or time.

Beta Application


# Custom Analysis

[view all applications](#) →

## My Work

Latest activity across your Studies and Dashboards

[New Study](#) +

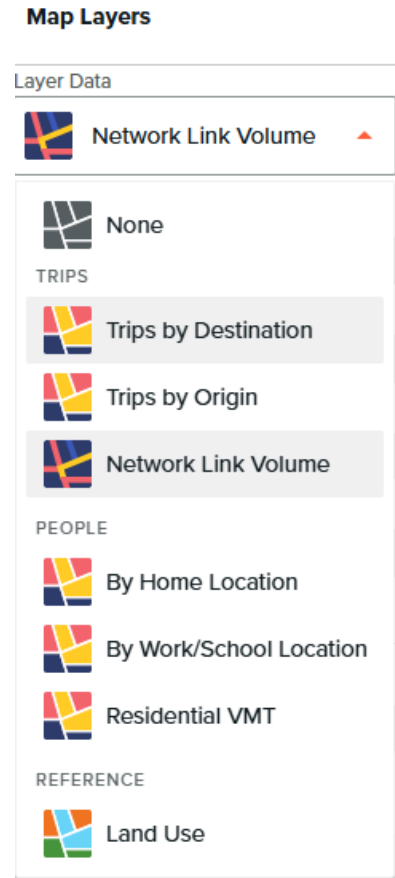
 test  
South Atlantic • Spring 2025, Thursday

Study

Last opened less than a minute ago

# All types of analysis can be conducted here

- One stop show for various types of analysis



# Trip Distance Filter

- Identification of roadways with most potential for trips to be diverted to other modes

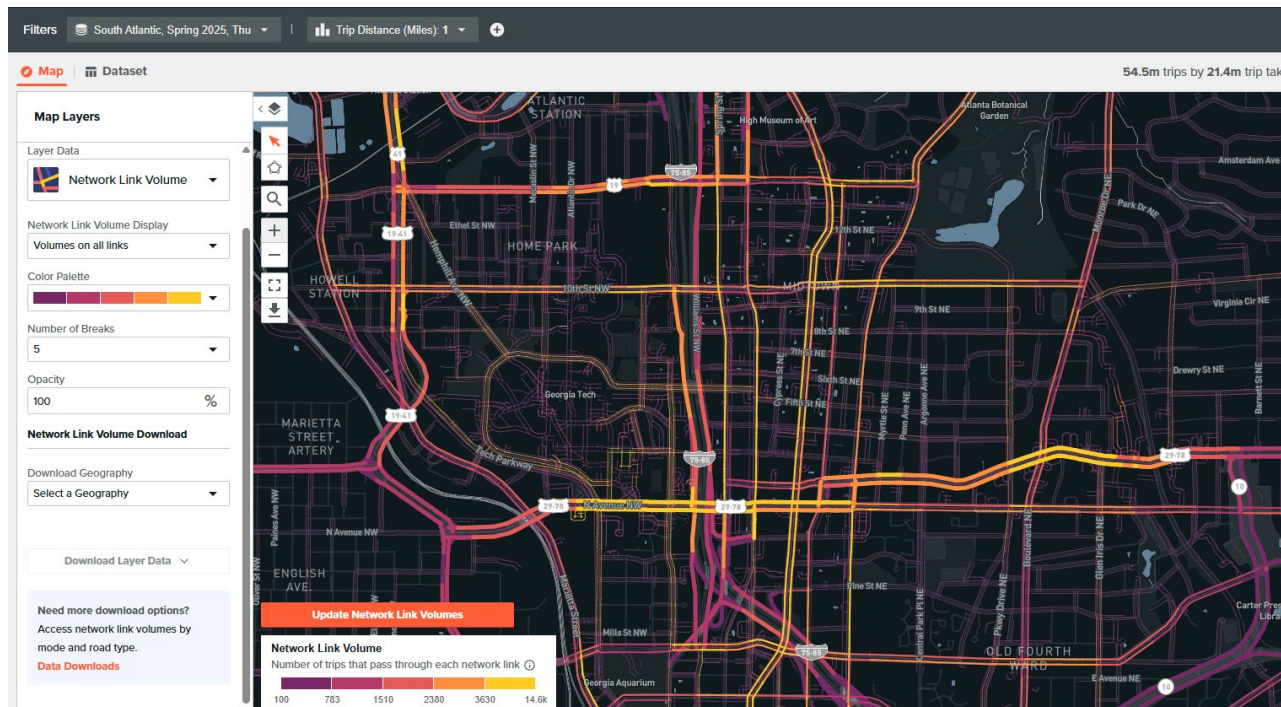
## Add a Filter

Add filters to exclude specific data from your study. Filters are additive ('AND').

All Filters Trips People Geographic

Filter

+ Trip Distance (Miles)  
The length of individual trips, in miles.



Iteris

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ALMAYMA GROUP



ROADWAYS

SAFETY



**MAPS**

Traffic Map

Trend Map

Top Bottlenecks

**ROUTE REPORTS**

My Routes

System Routes

Search

Create

Route Alerts

**MULTI-ROUTE REPORTS**

Performance

Time Comparison

Report Card

**TOOLS**

Data Downloader

API Documentation

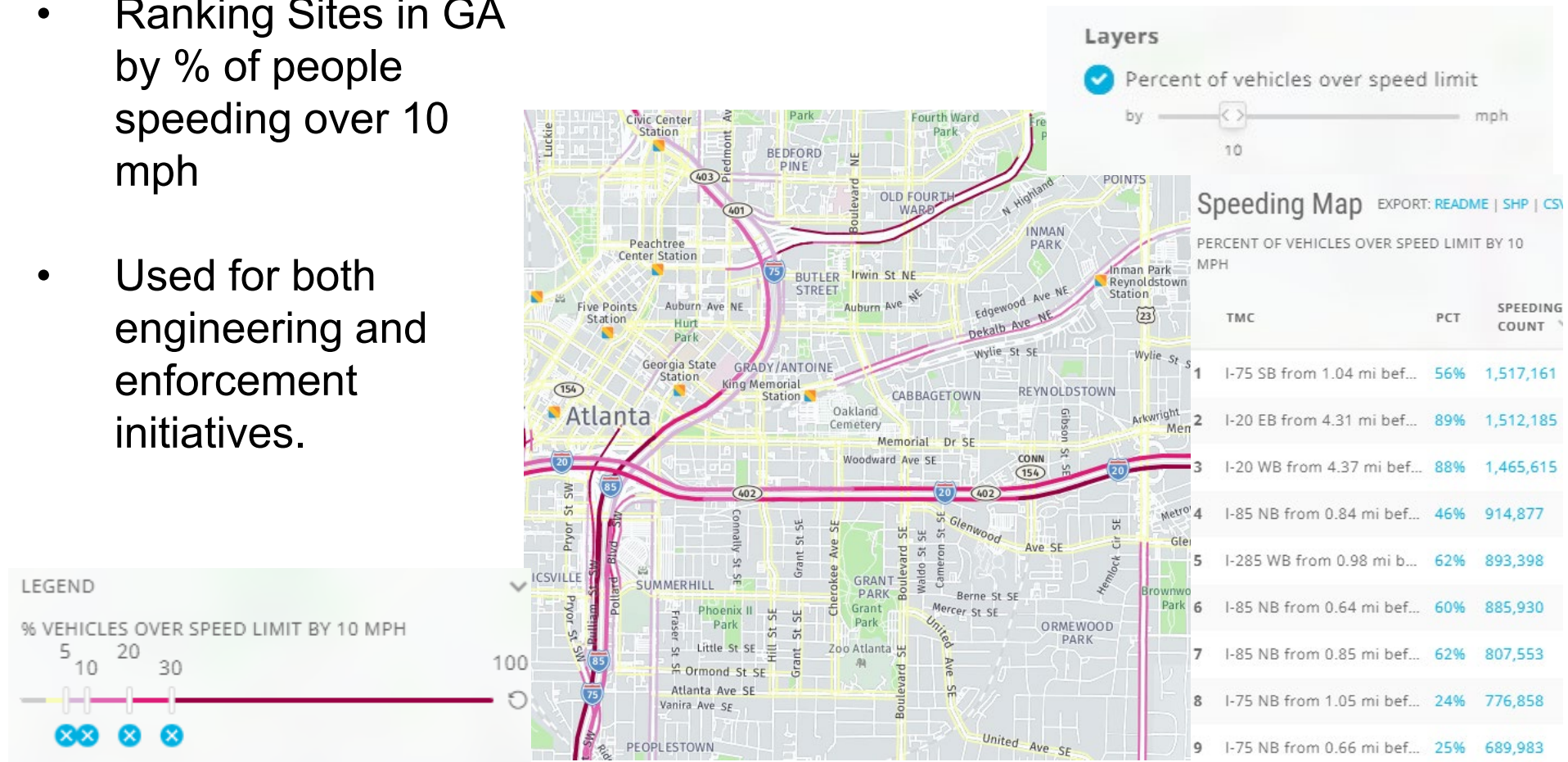
**MAP**

Speeding Map



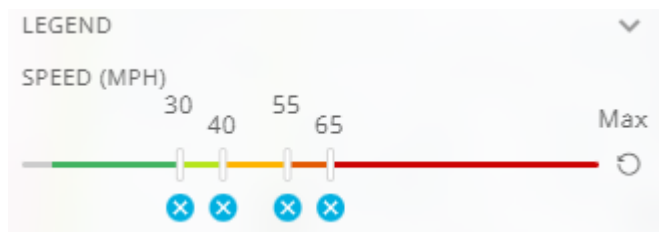
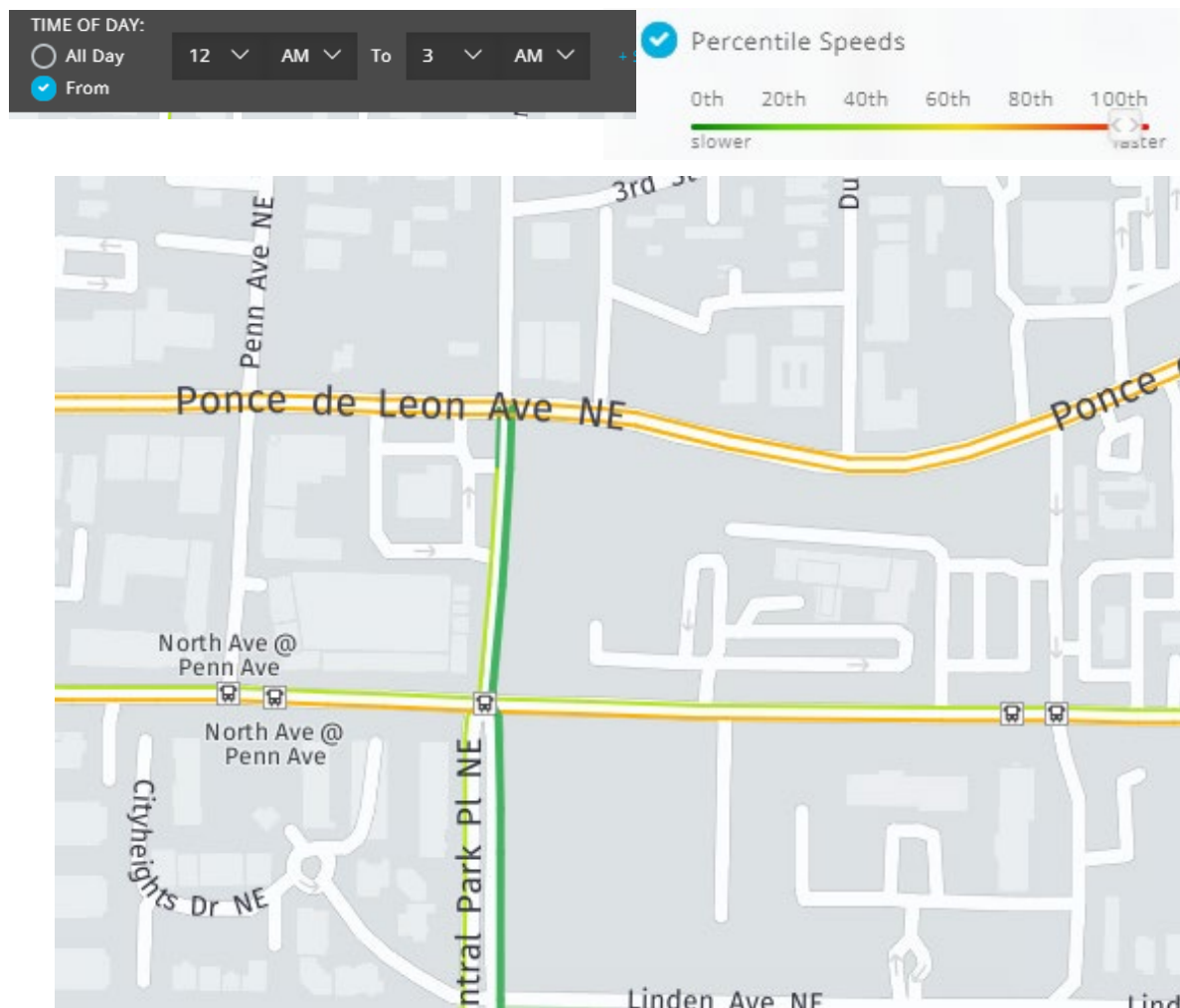
# Ranking Sites by Speed

- Ranking Sites in GA by % of people speeding over 10 mph
- Used for both engineering and enforcement initiatives.



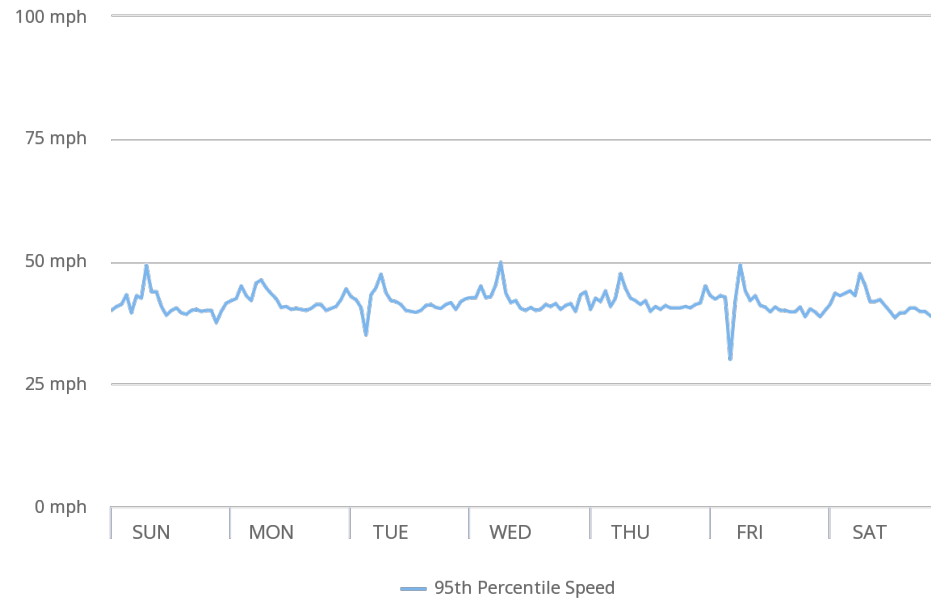
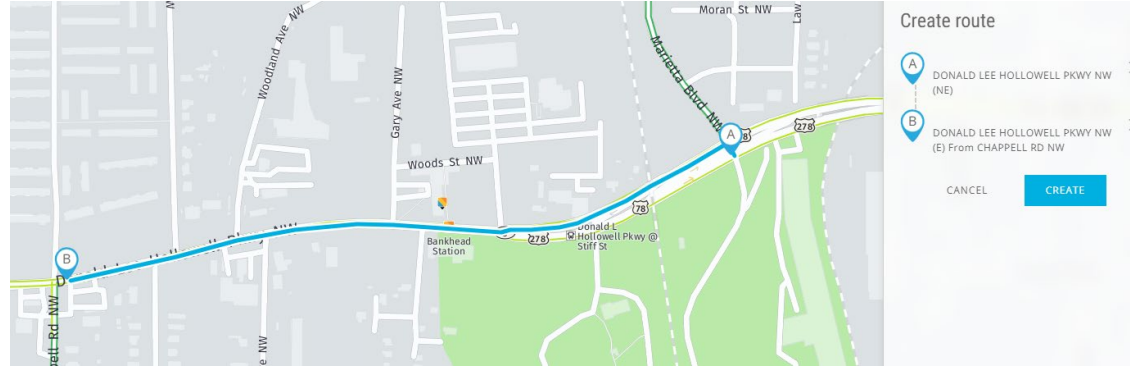
# Observing Top Speeds

- Can observe 95% speeds to get a feel for top speeds and potential safety concerns along the corridor.
- Ability to filter to night hours when most ped fatalities occur.



# Individual Site Inspection

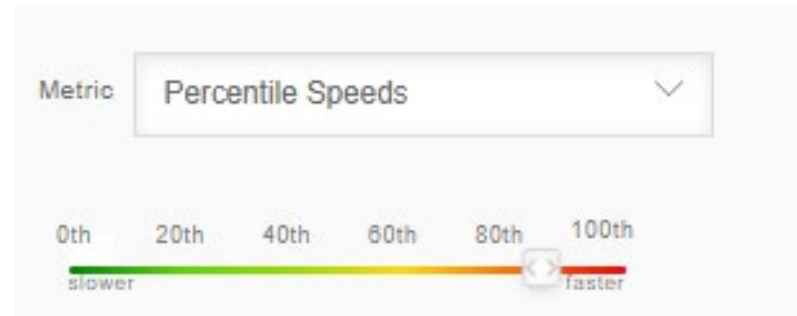
Observing Speed trends on an individual route.



# Real Time Travel And Speed

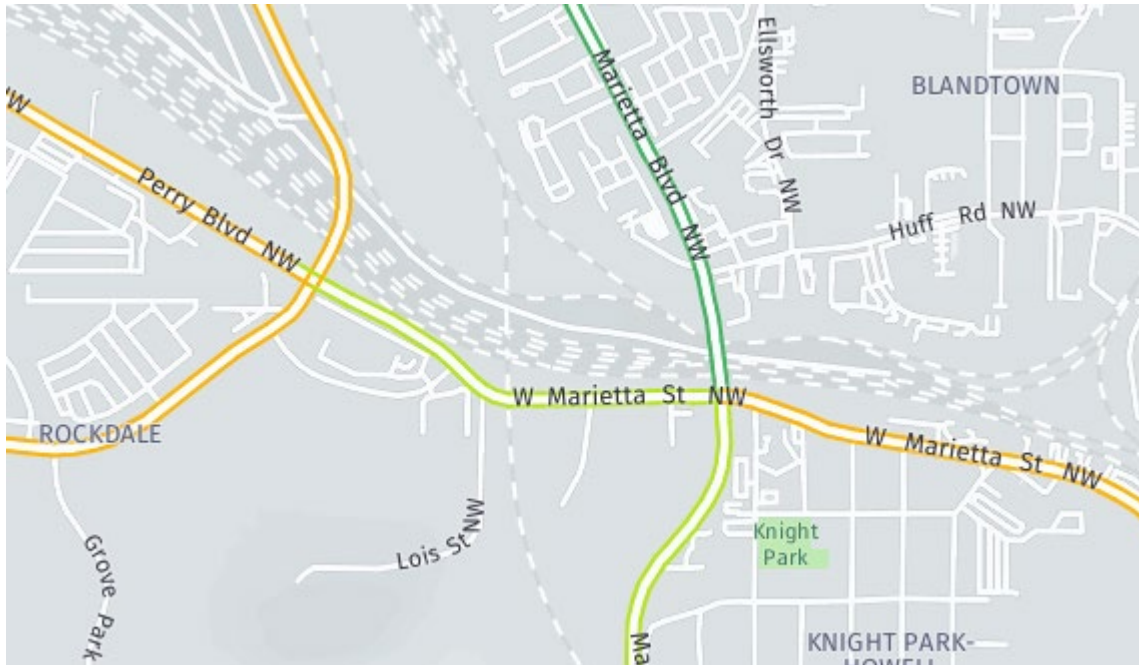
here

iteris<sup>®</sup> ClearGuide<sup>®</sup>



# Before After Speed Studies

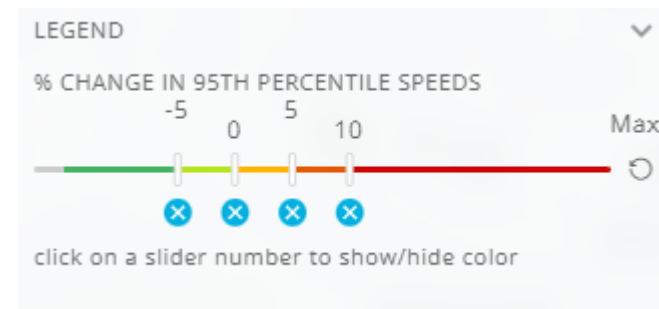
- Observing How speeds change over time for before/after studies.



TYPE: Year YEAR: 2022

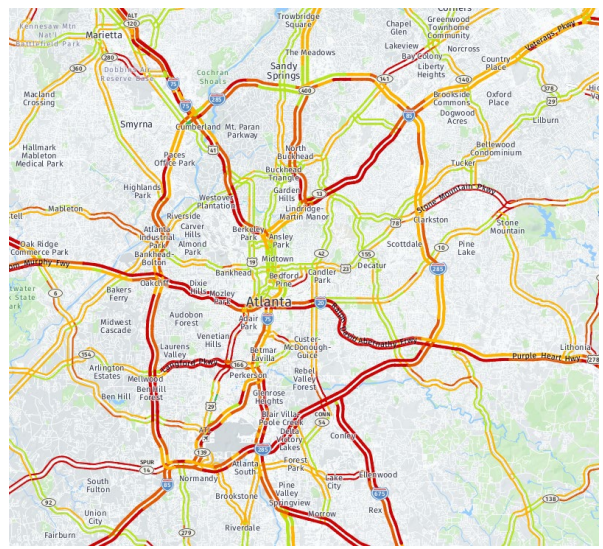
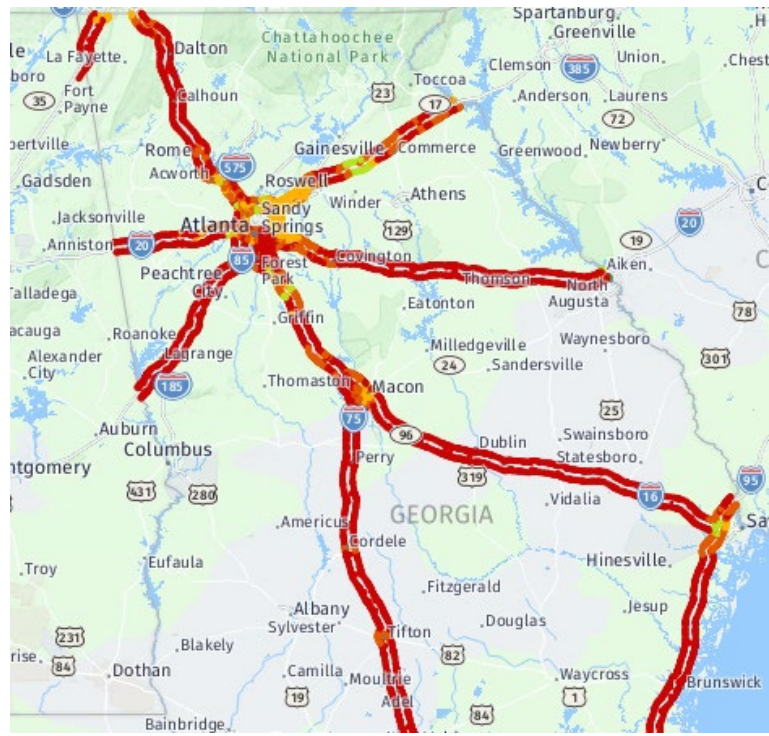
Compare Date

TYPE: Year YEAR: 2023



# Network-level speed increase on all roadways from 2019 to 2022

(Before COVID to today)



## Legend

% increase in vehicles traveling over the speed limit by 10mph

- 5 %
- 5 to 0 %
- 0 to 5%
- 5 to 10%
- >10 %

Substantial increase in the number of people speeding from before COVID to today

- Often >10%
- On some roadways traffic speeds returned to normal



## Takeaways

1. GDOT collaborates with local municipalities to purchase telematic data from LBS and vehicle probes through the Eastern Transportation Coalition Data Marketplace to buy data for all GA Gov agencies or extensions of staff
2. Pedestrian bicycle data is available for use on Replica in various formats
3. Travel speed, speeding data is available as well and is now commonplace in many safety or operational analysis



# Q&A Session



# 2026 Roundtable Schedule

# 2026 RAT Roundtable Schedule

- ~~1. January 29, 2026 @ 3:30PM: Micromobility Symposium (In Person)~~
  - ~~➤ Georgia Tech's Center for Urban Research~~
- ~~2. February 5, 2026 @ 1:00 PM: AASHTOWare and ARC Risk Factors Web Tool (Virtual)~~
  - ~~➤ Numetric~~
- ~~3. February 19, 2026 @ 2:00 PM: Replica and ARC Datasets (Virtual)~~
  - ~~➤ GDOT and ARC~~
- 4. April 21, 2026 @ 1:00 PM: City of Atlanta Vision Zero -Implementation (In-Person)**
  - City of Atlanta @ Harry West Conference Rooms (ARC)**

Collaboration with Georgia Tech, ARC Regional Task Force, and 2026 MTP Development.

We are trying to ensure all are AICP credit eligible!