

**SPECIFICATIONS:****Duration:** 3.5 hours**Attendees:** 4-6 (single agency) or 12-20 (multiple organizations) including staff from planning, operations and IT**Deliverables:**

- Assessment of strategic and financial value of agency specific pain-points
- Prioritization of data initiatives based on near-term need and strategic alignment
- Roadmap tailored to your organization

# WORKSHOP: ANALYTICS INNOVATION

## An interactive workshop featuring guided and collaborative brainstorming to identify and prioritize agency data initiatives

As cities and agencies are faced with a growing wealth of data from a variety of transportation assets, it can be overwhelming to identify, prioritize and implement solutions to make use of big data. This workshop is designed for traffic and transit agency stakeholders who know they have valuable data but are unsure how to take the next steps. Cubic's data center of excellence team, offers a collaborative and interactive workshop to help guide stakeholders in their data journey, taking into account the full spectrum of data assets.

With an expertise in transportation and data management and analytics, this team leads agencies through a set of exercises to determine agency-specific data needs, priorities and plans, helping to break down organizational silos and leverage industry best practices along the way. In order to highlight the diversity of data needs and identify hidden data use cases across the organization, the workshops are most effective when leaders from across the agency participate including executives, planning, operations and IT. This session can be with just one agency, or a variety to promote sharing of best practices and lessons learned. Following the workshop, we'll provide a summary of key themes and a roadmap tailored to your agency.

**Benefits Include:**

- Insights into industry data best practices and lessons learned, including peer-agency benchmarking
- Guided facilitation to identify and articulate data challenges along with actionable solutions
- Prioritized Roadmap to transform organization to data-driven decision making
- Key takeaways tailored for your organization to move toward a strategic data-centric vision

**FOR MORE INFORMATION:**  
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