

GOVERNMENT

Local governments and municipalities are seeking ways to better understand the behaviors and journey mapping for attendees of sponsored events, concerts and festivals within their markets.

USE CASE: SIDEWALK LABS

- Replace labor-intensive surveys
- Utilize real-world travel patterns to develop simulations
- Travel demand model for urban planning - measure impact of road closures and route planning



USE CASE: COBALT

- Identify how and why events draw visitors to a specific region
- Understand where individuals dwell during visits
- Analyze a consumer segment based on how long they stay in an identified region





GOVERNMENT

(CONTINUED)

USE CASE: SIDEWALK LABS



USE CASE: COBALT



ACTIVE TRIAL: SWL



INOVVO



Learnings from crisis helps organizations prevent, react and respond more effectively for future events. An unbiased view of impacted individuals is critical for FEMA in understanding and developing processes that work to minimize the impact on both individuals and markets (ex: variables to why areas with predominantly lower HHI were slower to evacuate).

