The Evolution of Digital ROW Management Tools

TexITE

2024-04-03

INRIX

A brief history of new mobility management

2007: first iPhone released; 2011: Uber launches service in SF

A brief history of new mobility management
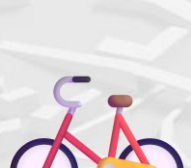
Uber

lyft

State Governments

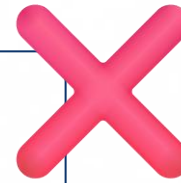Local Governments

Excuse me?

*with some exceptions

INRIX

A brief history of new mobility management

A brief history of new mobility management

State Governments

Local Governments

INRIX
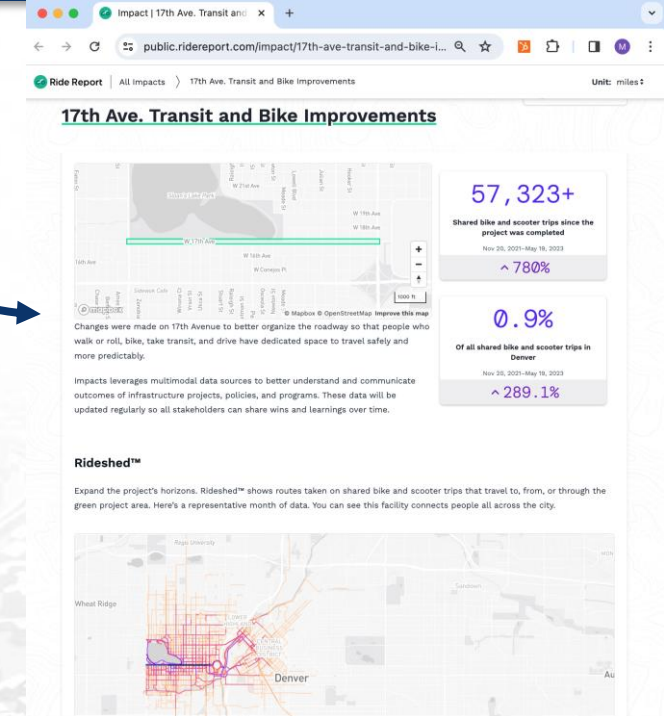
A brief history of new mobility management
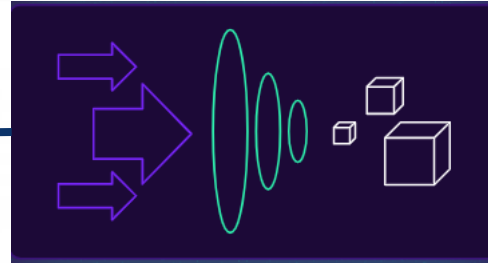
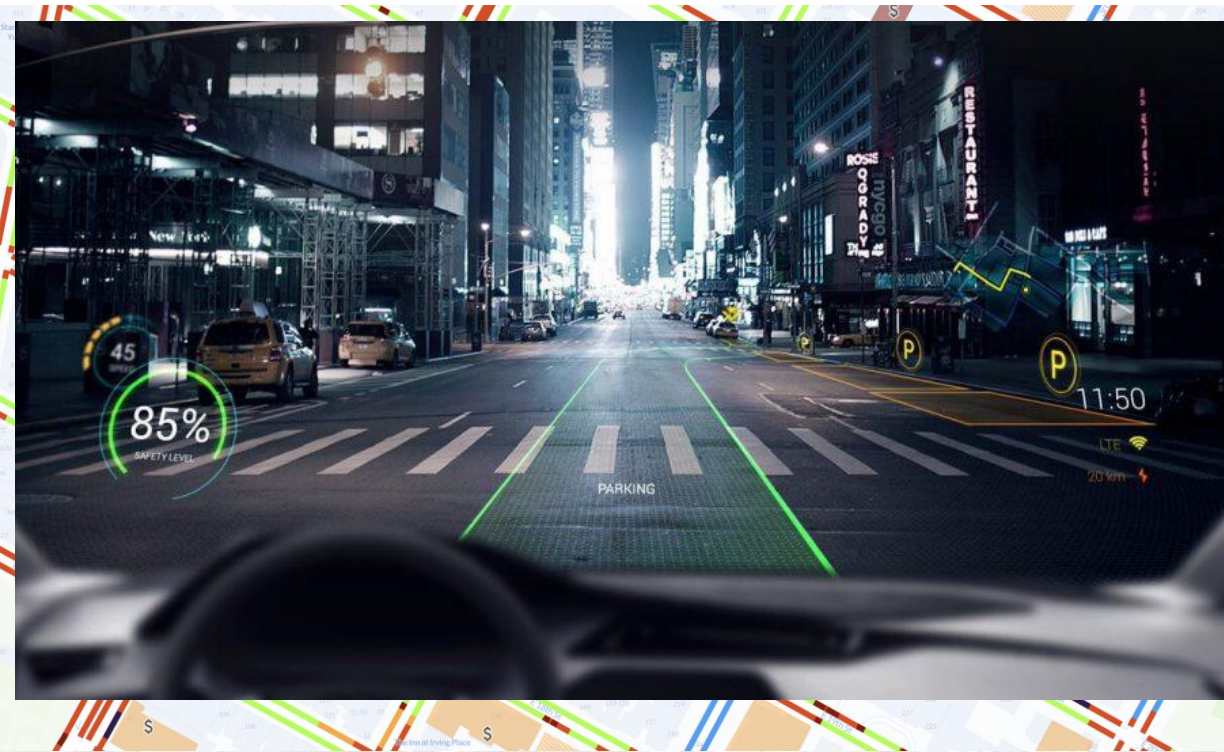Mobility data ingestion engine
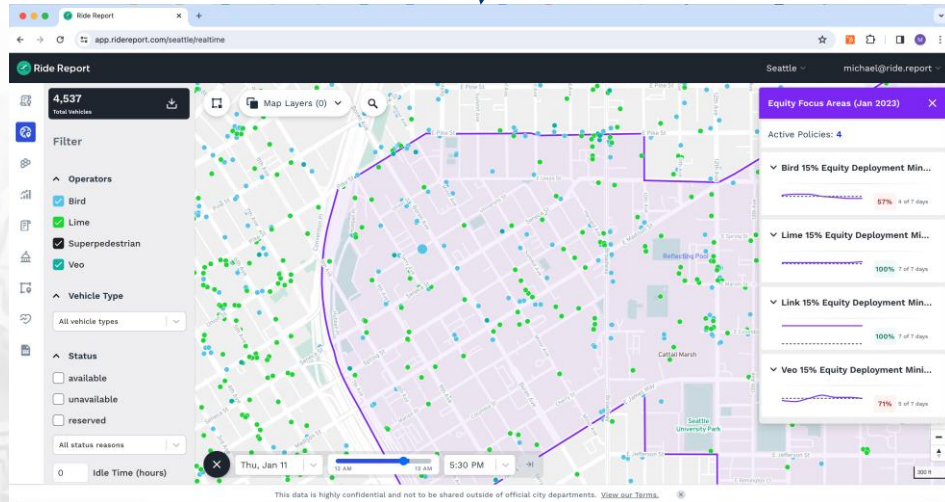
Shared mobility management
(government agencies)
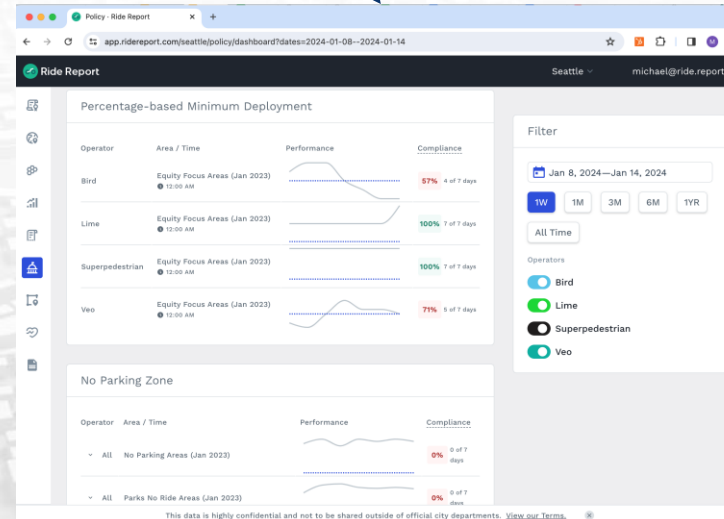
Operational compliance
(operators)

Public benchmarking
(planning, research,
advocacy)

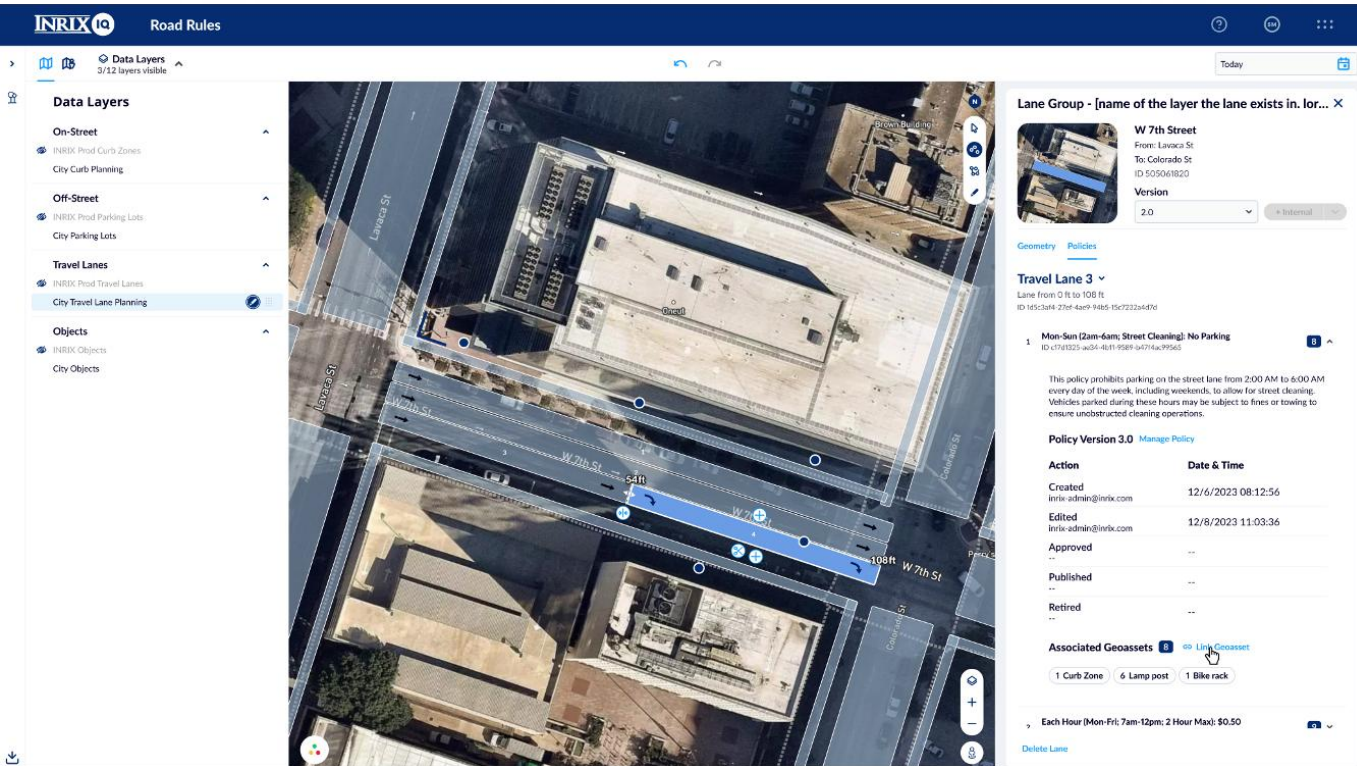# A brief history of new mobility management

INRIX parking data optimized for next generation enterprise and OEM needs:

- Autonomous vehicles
- Augmented reality
- Voice Assisted Parking
- Automated Payment & Alerting

A brief history of new mobility management

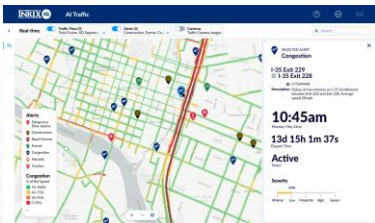# A brief history of new mobility management

INRIX City Solutions

The Power of 20 Years of Technology Tailored to Support Agencies at the Local Level
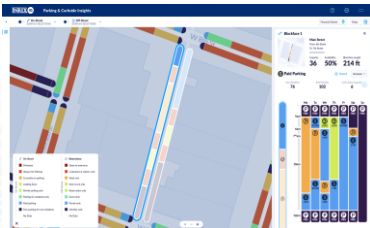
Road Management

Real Time Traffic & Incidents
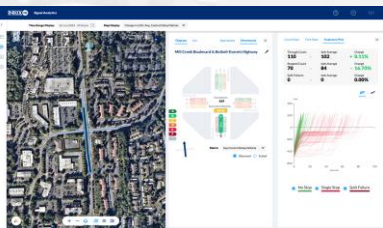Predict real-time traffic conditions faster and more precisely with Generative AI.

Curb Analytics & Right of Way Manager
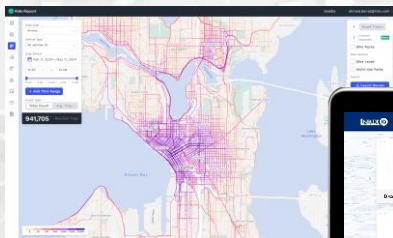Data driven decisions to optimize curbside and off-street parking.

Signal Analytics
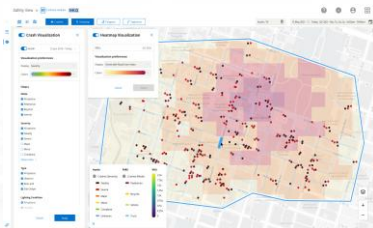Traffic signal analytics using connected Vehicle Data.

Ride Report
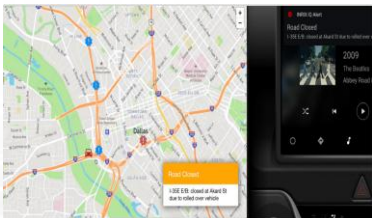Micromobility program management tool.

Safety

Safety View
Powerful roadways and diver behavior insights to help improve safety for all road users.

Help Alerts
Two-way communications with customers during roadway closures or other emergencies
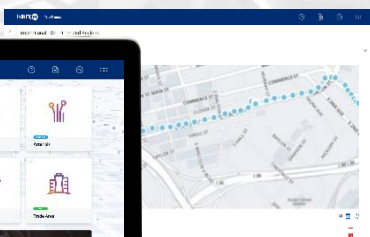
Speed Distribution Profiles
Speeds observed as a percentage of total traffic volume
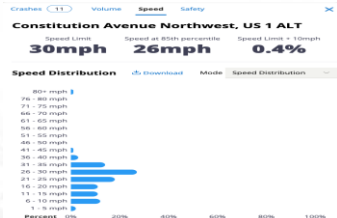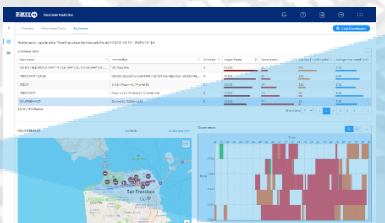
Policy and Planning

Trip O/Ds, Paths, Analytics
Analyze tips and the path drivers traverse across your region

Roadway Analytics
On-demand traffic data, analytics and visualizations.

Volumes
Reliable traffic volume data for transportation professionals
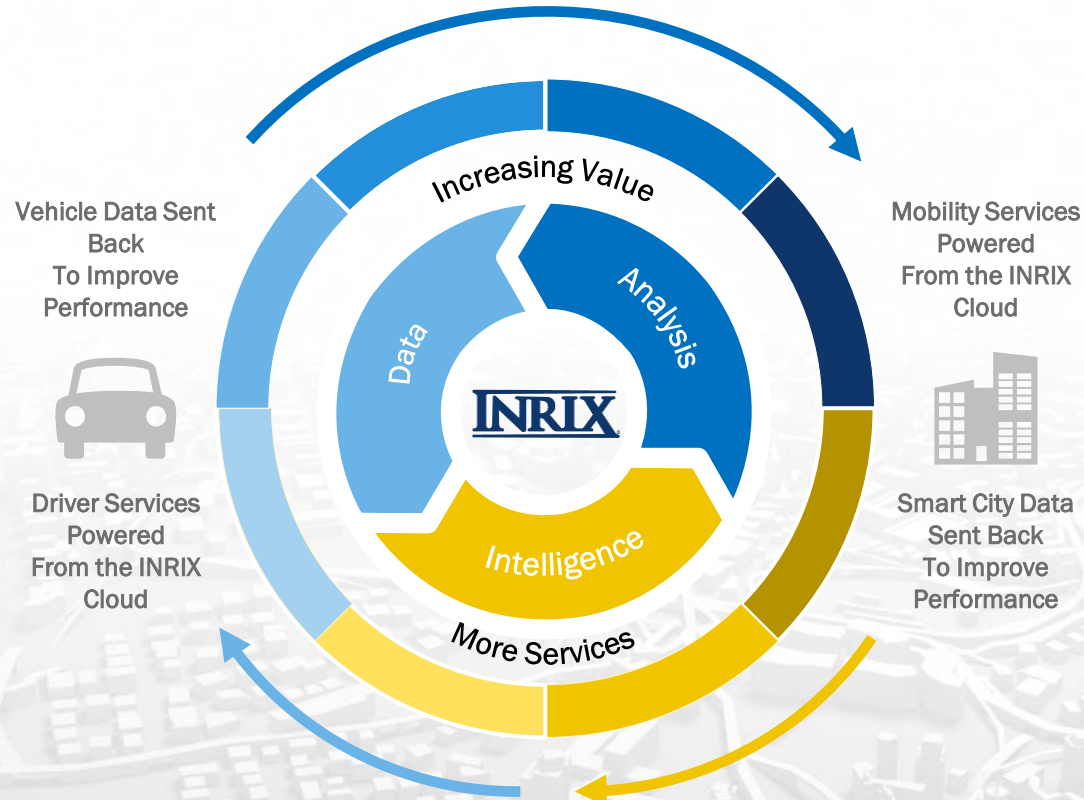
INRIX Public Private Ecosystem

How does INRIX work?

DATA FROM VEHICLES/DEVICES

INRIX acquires real-time data from **OEMs, devices & fleets**

B-line · gm · lyft · Automotus · APCOA The World Of Parking · Passport · serve · Lime

DATA TO DEVICES

INRIX provides real-time services to **solutions providers** to improve mobility

Uber · STELLANTIS · WAYMO · Google · Ford · GRUBHUB · TOYOTA

DATA TO CITIES

INRIX supplies data services to **measure performance** against operations and policy goals

DATA FROM CITIES

INRIX provides software solutions to **communicate policies**

CITY OF AUSTIN FOUNDED 1839 · PBOT Portland Bureau of Transportation · SEAL OF THE CITY OF PHILADELPHIA · SFMTA · NDOT

Increasing Value

Vehicle Data Sent Back To Improve Performance

Mobility Services Powered From the INRIX Cloud

Data · Analysis · Intelligence

INRIX

Driver Services Powered From the INRIX Cloud

Smart City Data Sent Back To Improve Performance
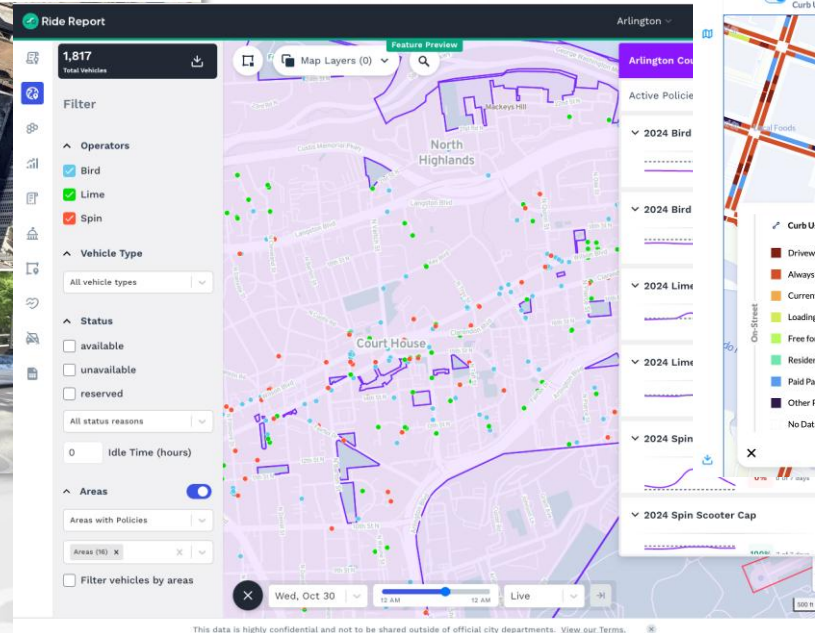
More Services

INRIX

Roadway Management

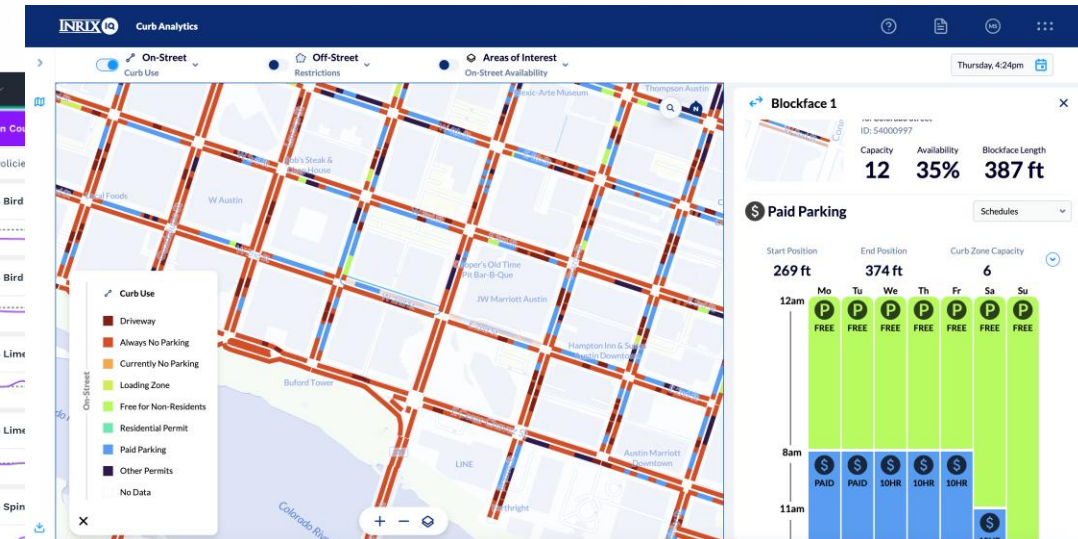## Road Rules - Digitally shape disruption into city transportation objectives

- Digitally view, edit, and communicate rules across the right of way.
  - Sync with asset management and other data feeds
- Understand compliance with policies and rules
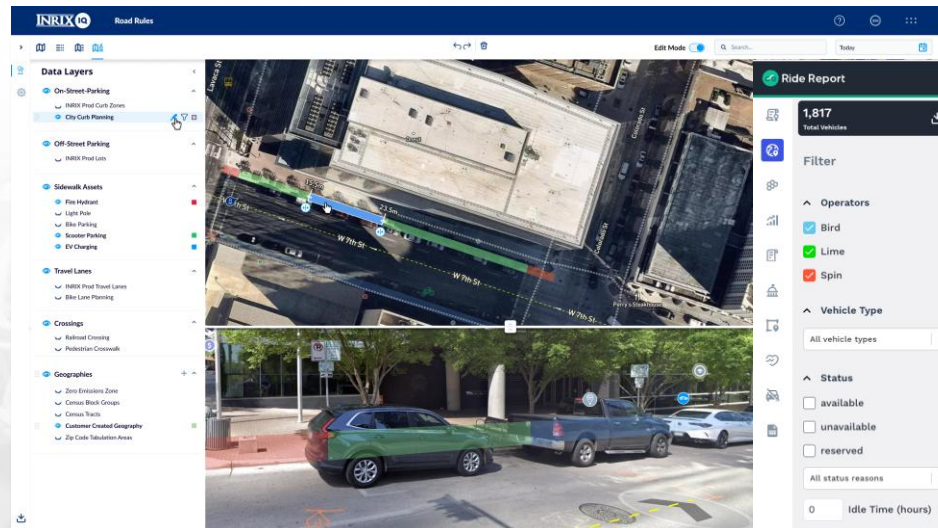
Editing functionality
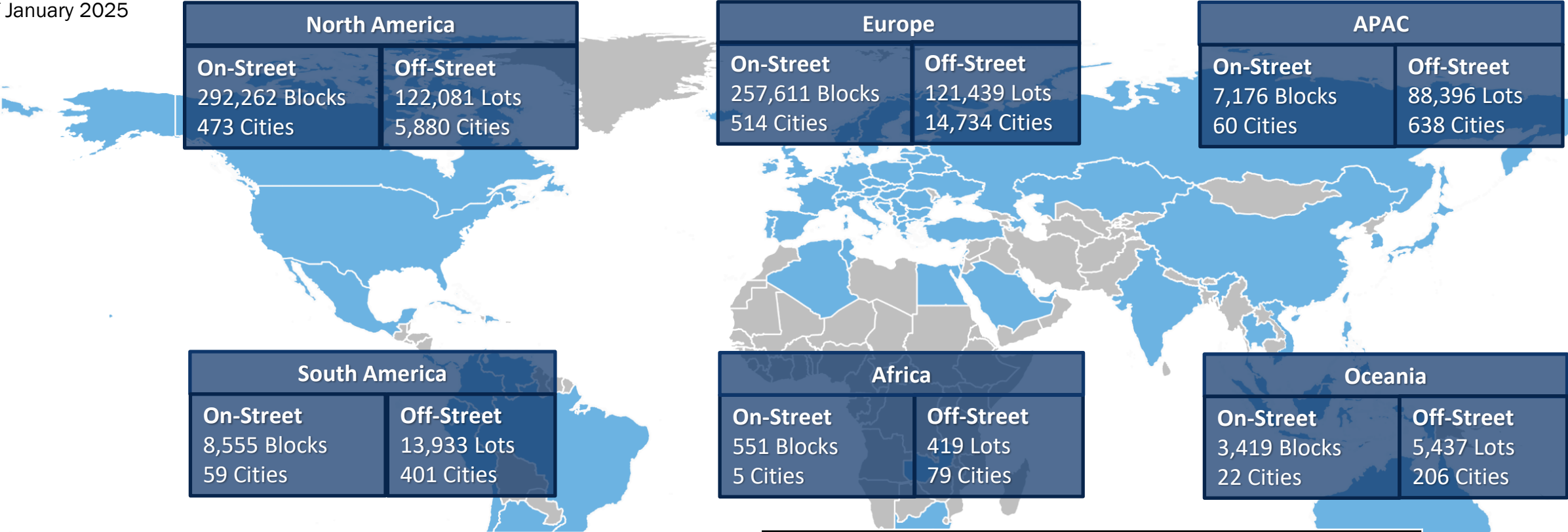
Realtime data and policy compliance

Citywide curb inventory out of the box

Worldwide Provider

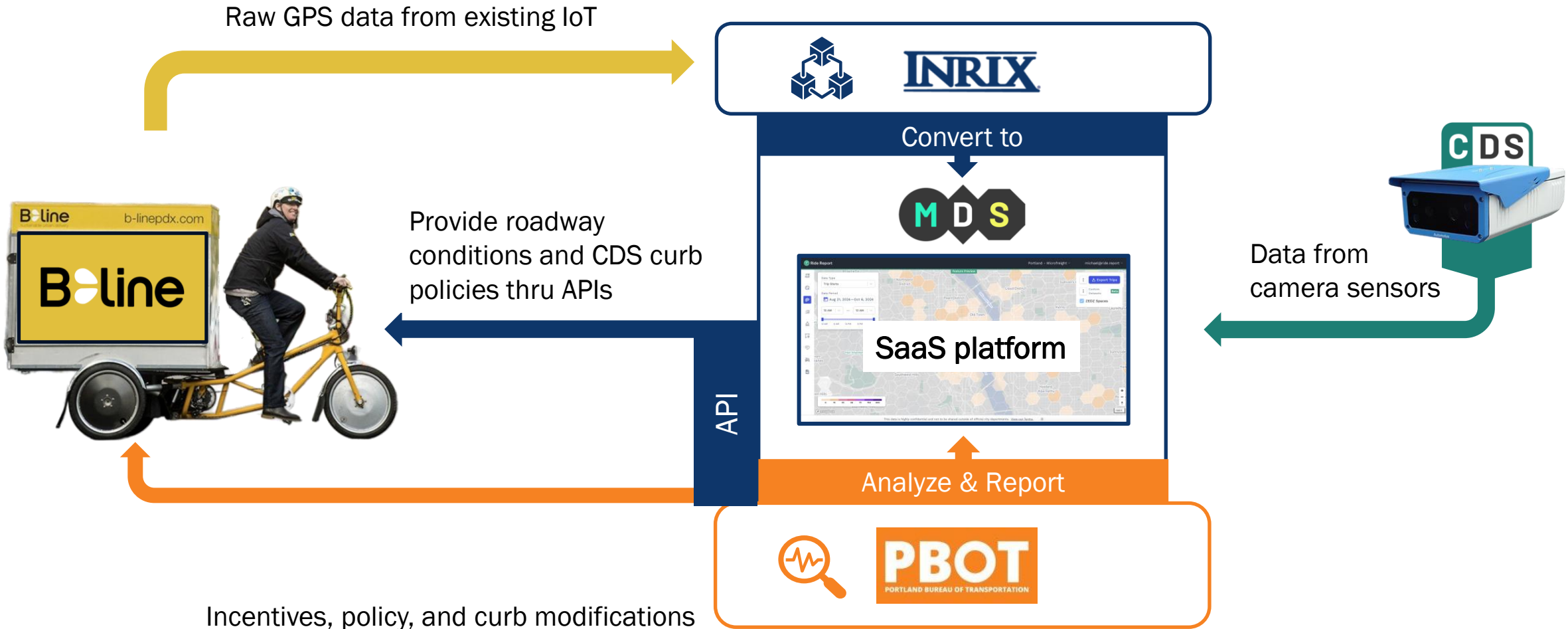## Industry Leading Global Coverage, Scalable to Customer Needs

As of January 2025

North America

On-Street	Off-Street
292,262 Blocks	122,081 Lots
473 Cities	5,880 Cities

Europe

On-Street	Off-Street
257,611 Blocks	121,439 Lots
514 Cities	14,734 Cities

APAC

On-Street	Off-Street
7,176 Blocks	88,396 Lots
60 Cities	638 Cities

South America

On-Street	Off-Street
8,555 Blocks	13,933 Lots
59 Cities	401 Cities

Africa

On-Street	Off-Street
551 Blocks	419 Lots
5 Cities	79 Cities

Oceania

On-Street	Off-Street
3,419 Blocks	5,437 Lots
22 Cities	206 Cities

On-Street

	Blocks	Cities	Countries	Spaces
TOTAL	569,574	1,123	65	8MM+

Off-Street

	Lots	Cities	Countries	Spaces
TOTAL	351,705	21,919	146	51MM+

INRIX

Portland's Zero Emissions Delivery Zone Pilot

Raw GPS data from existing IoT

INRIX

Convert to

MDS

SaaS platform

Data from camera sensors

CDS

Provide roadway conditions and CDS curb policies thru APIs

API

Analyze & Report

PBOT
PORTLAND BUREAU OF TRANSPORTATION

Incentives, policy, and curb modifications

SFMTA Digital Curb Inventory

"Belt and Suspenders" Approach

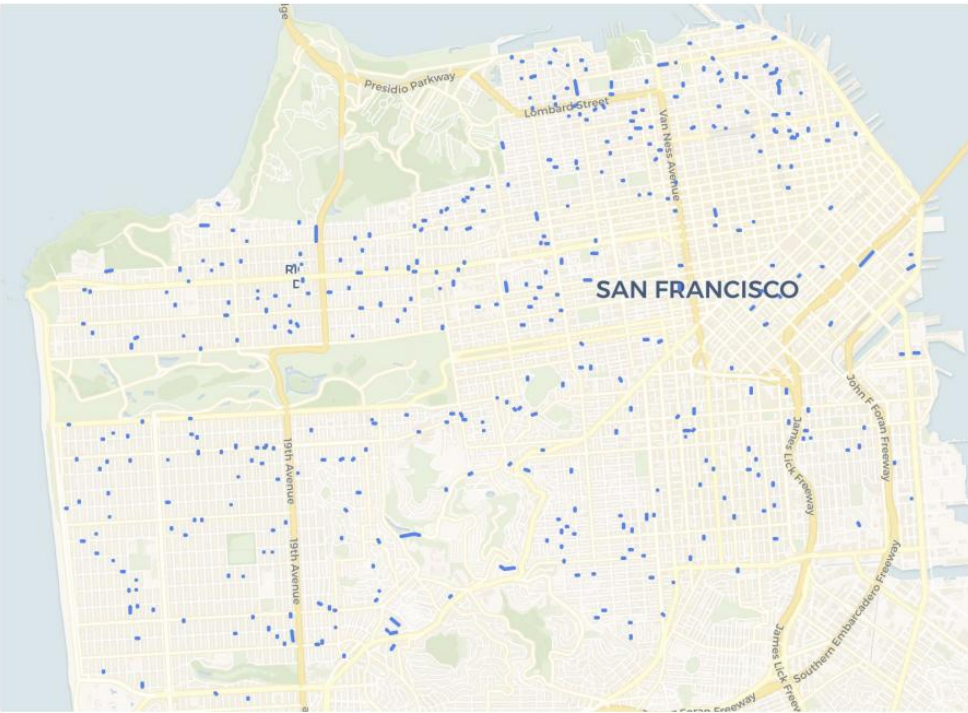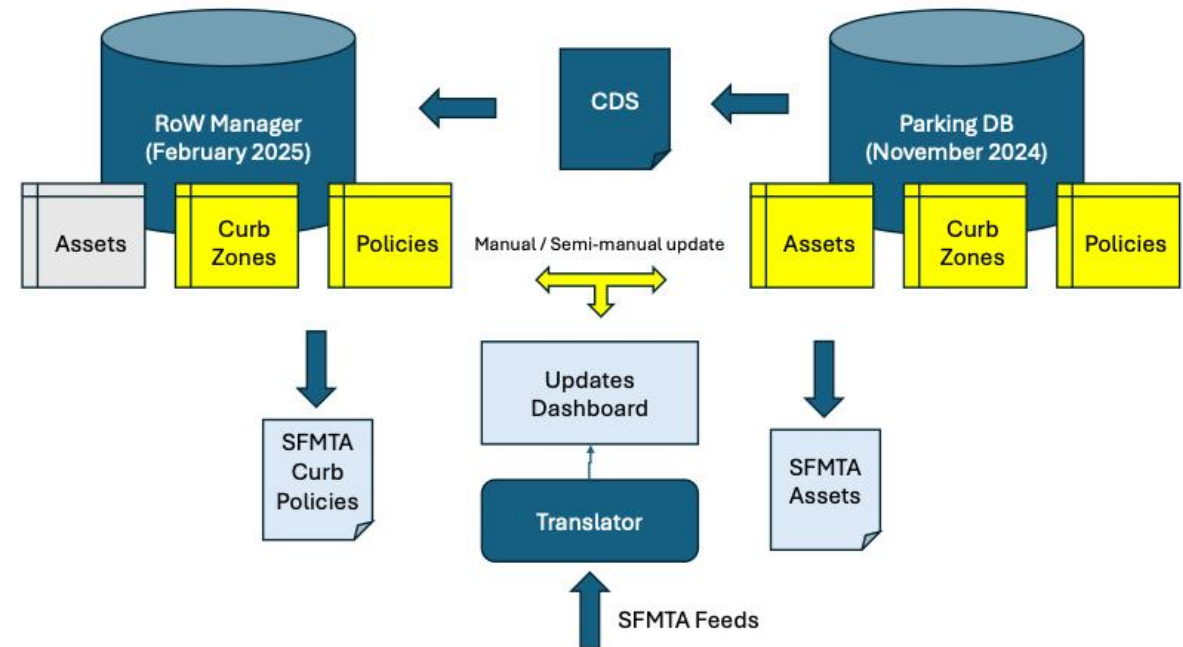**Map of Curb Zones Updated by SFMTA Datasets**
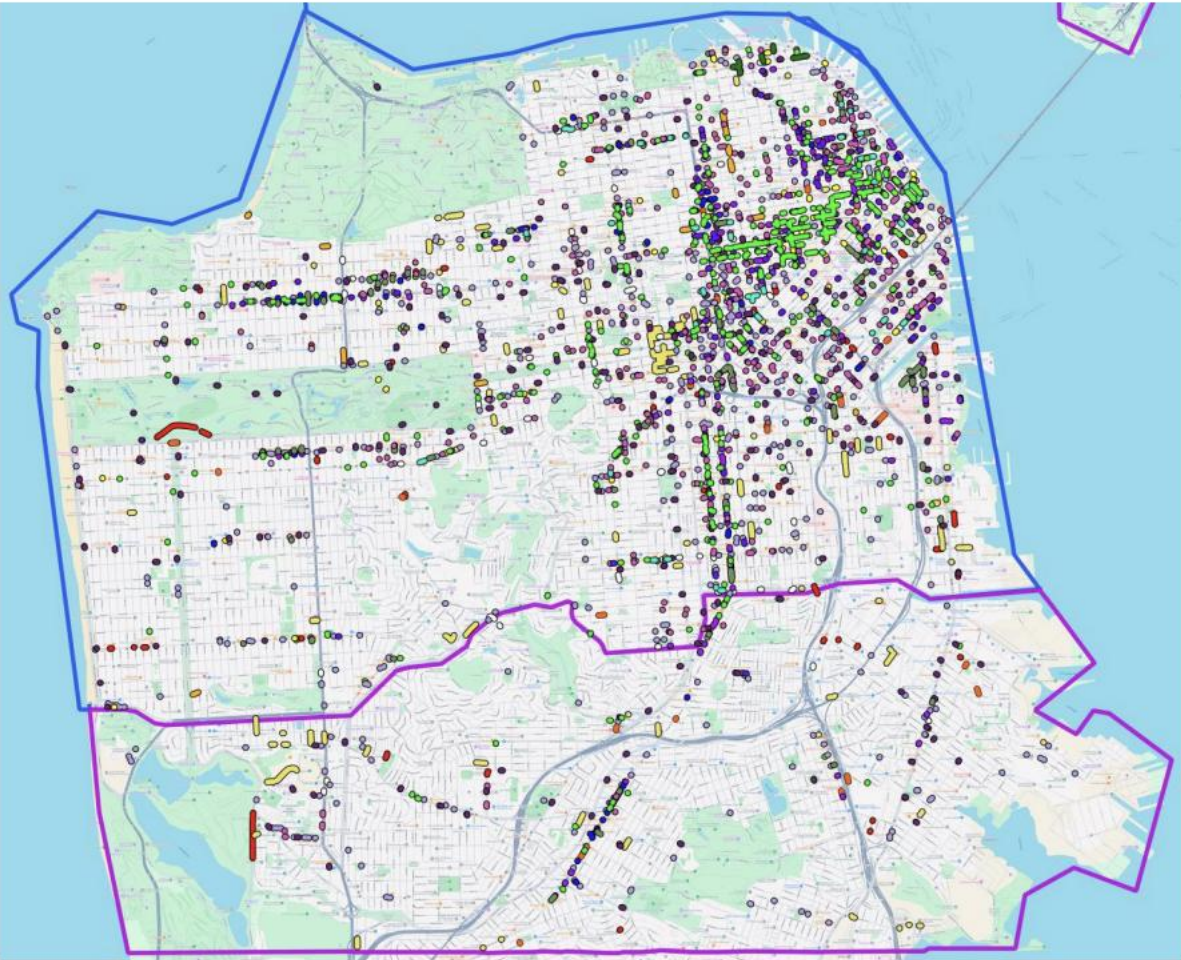
INRIX Ground Truth Test

Map of INRIX Random Sample

Table of INRIX Ground Truth Testing Results (October and November 2024)

	Curb Zone Segmentation	Activity	User Class	Time Span	Rates	Payment Methods
Sum	389	388	383	382	388	84
Count	390	390	390	390	390	84
Average	99.74%	99.49%	98.21%	97.95%	99.49%	100%

SFMTA Digital Curb Inventory

Agency driven updates will allow for reflection of dynamic changes to curb

- Asset management + temporary closure APIs ingested, reviewed and reflected in parking database

City of Philadelphia Full ROW Editing/Management

INRIX

Intelligence that Moves the World™

Thank you!

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