



# Unmatched Accurate Location Data

AirSage Insights for TETC Members



Experience first-hand  
how your organization  
can benefit from  
AirSage Data!



Scan or Click

## About AirSage

AirSage is the location data pioneer. For **more than 2 decades** AirSage has provided the transportation industry with critical transportation insights, nationwide. Our **patented big data** approach delivers **unmatched accuracy and reliability** at an **affordable price** for TETC members.

## The Offering

AirSage provides TETC with two products: **GPS waypoint data** on roadways and **best-in-class origin-destination (O-D)** data - **representing the entire population** - to planners, modelers, analysts, and engineers. Clients use our output and tools to make better informed decisions at federal, state, regional, and local levels.

## Why Plan with Location Data?

Location data is growing at more than 15% per year for good reason: it provides valuable insights for **better planning** (Source: grandviewresearch) and therefore **better outcomes**. As Gartner points out, location data is **critically important to government projects** as stakeholders and commissioners are increasingly held accountable as to why and how projects are decided. Location data provides objective, **unbiased data of the entire population**.

U.S. transportation analytics market size, by application, 2016 - 2027 (USD Billion)



## Why AirSage?

AirSage has been involved in **government projects for longer than any other location data company** in North America. We are the only company to have worked with telecommunications datasets, mobile phone data and connected vehicle data over more than two decades. Our methodologies ensure consistent output despite the raw data changes. That's why the TTI, NASA, UMD and many other DOT's and MPO's rely on AirSage for their location data needs.

Turn to the most powerful insights for a moving world

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# How can you benefit?

**We have two products for TETC. Talk to our experts to discuss your exact needs:**

## Waypoint Data

Waypoint output presents individual trips made, and is available from January 2019 to present. Three output options exist for waypoint data:

- (1) CV GPS data "Standard" (Low Volume)
- (2) CV GPS data "Enhanced" (High Volume), and
- (3) Mobile device Location Based Services (LBS) data.

These options allow member agencies to benefit from AirSage's insight by providing various price points to fit every budget.

AirSage's CV GPS waypoint datasets include trip details such as timestamps with unique user IDs and location (latitude, longitude), speed, and heading. Full trajectory information with trip origins, waypoints, and destinations is also available. Details such as vehicle type and class, key-on/key-off, hard braking, weather and use of wipers, occupancy, and seat belt usage can also be provided.

AirSage's LBS waypoint datasets include trip details such as timestamps with unique user IDs and location (latitude, longitude), and are anonymized to remove privacy concerns.

**Answer questions like:**

- » **What would be the impact if a bridge is taken out of service?**
- » **Where should we detour trips during construction?**
- » **Where should we place VMS/DMS?**
- » **How far do trips travel down specific roadway corridors?**

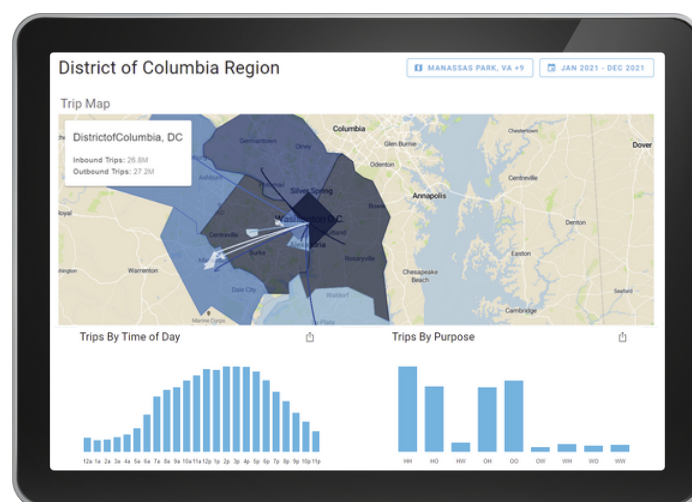
## Origin-Destination (O-D) Data

AirSage's O-D datasets include the industry's best-in-class O-D trip matrices. Our output presents an aggregate of trips made within and between zones, and is available from January 2017 to present. Ancillary data, such as Select Link Analyses, can also be provided with O-D data.

AirSage's O-D datasets are aggregated based on trip origin and destination zones, home zones of trip makers, day aggregation (i.e., weekday, Friday, Saturday, and Sunday), day parts (hourly intervals or custom time period), and multiple trip purposes. Trip counts present estimated averages for each day type of each month.

**Answer questions like:**

- » **How does our travel demand model reflect existing conditions?**
- » **Where should new express bus service be planned?**
- » **What areas of our region are growing?**



AirSage Nationwide Trip Matrix:  
District of Columbia (Jan 21 - Dec 21)

## Pricing & Discounts

Member agencies of The Eastern Transportation Coalition can take advantage of significant discounts with member-wide procurement (i.e., datasets covering the entire coalition area). Additional discounts are provided for multi-year and multi-jurisdiction procurements, and for procurements made within 90-days of the contract start date. Discounts are also provided for procurements of study areas smaller than an entire state.

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