

Case Study: North Florida TPO

Jacksonville, FL



Automated
Reporting



Regional Data
Sharing

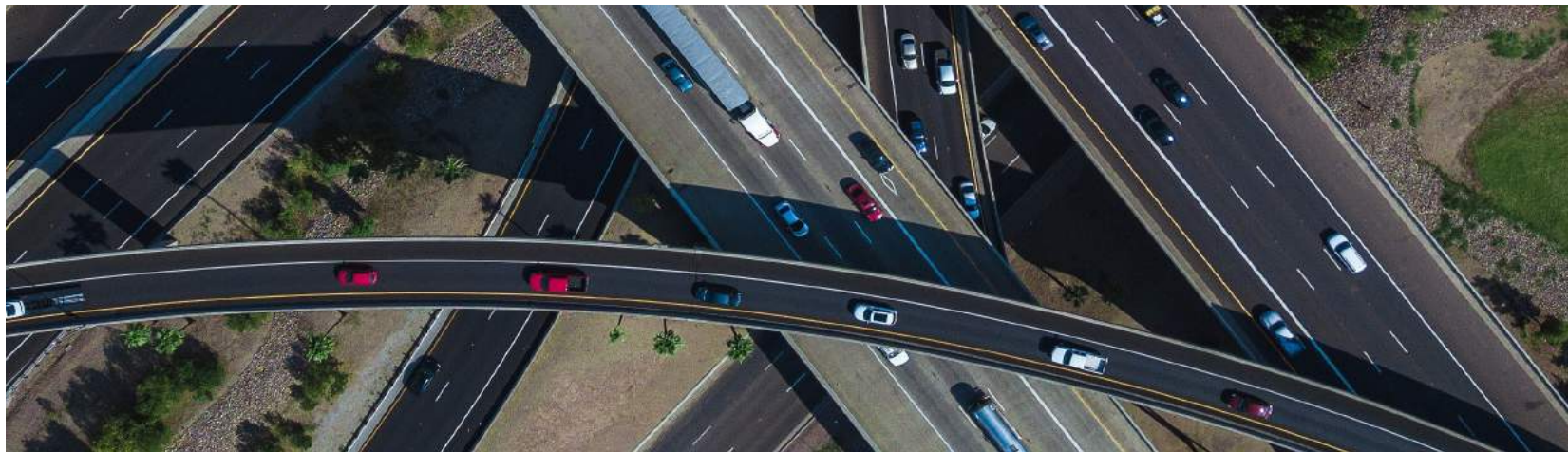


More Accurate
Data

The Challenge

A search for efficiency and modernization led the North Florida TPO to work with Urban SDK. While there was nothing objectively wrong with the organization's systems and procedures, Executive Director Jeff Sheffield sought a more streamlined way to operate. "The public sector normally lags behind the private sector due to politics and policy," says Sheffield. "While that's not going to go away, I did feel like there was room for us, as an organization, to be a little more swift in what we do." Sheffield and his TPO colleagues felt that reporting was the natural, and easiest, place to start.

The team sought to transform the organization's Congestion Management Process (CMP) from a static, 5-year document to a dynamic report that updated itself more regularly. Their belief was that automated reporting would greatly reduce the time and money spent on data acquisition. In effect, the surplus of money could be used for a greater breadth of planning studies to benefit citizens within the North Florida TPO's region.





North Florida TPO used Urban SDK's platform to index historical and real-time data, and then present it on interactive maps, graphs, and scorecards.

Why Urban SDK

Urban SDK presented a comprehensive solution to the procedural changes Sheffield and his team desired. By aggregating open-sourced and premium data sources, Urban SDK's platform provides flexibility to quickly compile large datasets. North Florida TPO used the platform to index historical and real-time data, and then present it on interactive maps, graphs, and scorecards.

This included mobility data from ITS systems, connected vehicles, IoT, crowd-sourced providers, and infrastructure networks. Urban SDK also provided the North Florida TPO with a reliable warehouse of regional mobility data. This enables TPO officials to quickly share data with other organizations and contractors.

Result

As a result of working with Urban SDK, the North Florida TPO now monitors over 200 performance indicators. Its CMP is now presented on an interactive website that allows citizens to zoom to find traffic and transportation patterns in their part of the district.

With its data warehouse, the organization has a single source of truth when working with fellow organizations in the region. This has led to a more streamlined process, better data-driven decisions, and an assurance that North Florida TPO is in compliance with FHWA guidelines.



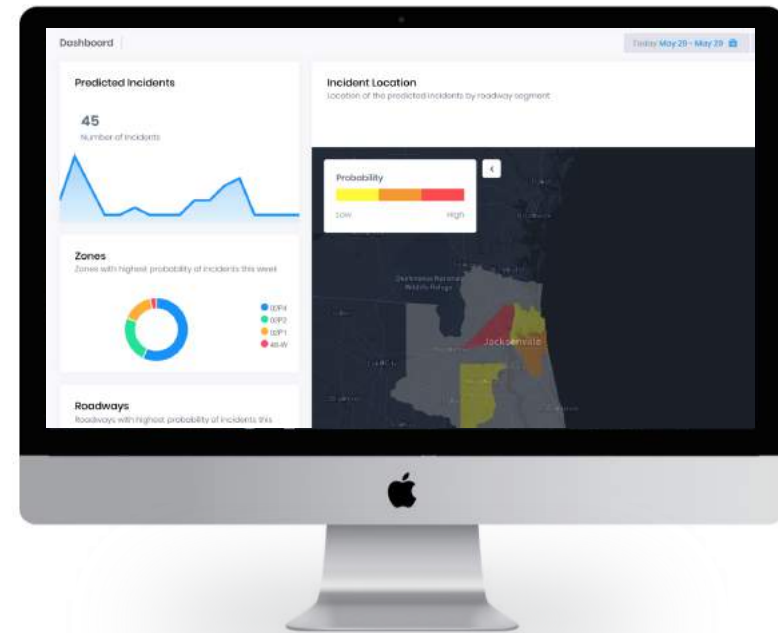
The money we've saved by using Urban SDK allows us to create a wider range of planning studies.



Jeff Sheffield
Executive Director
North Florida TPO

Sheffield and his team have used their flexibility in reporting to showcase the North Florida TPO as more than a transportation organization — tying their reports, with greater clarity, to municipal economics and transportation equity. They've taken federal and state-level data reporting and made it more personal for the citizens they serve.

“When looking at what we wanted to be, we said, ‘We better become smarter and more efficient. [Our] decisions need to be data-driven.’” Sheffield says. “And with Urban SDK, we have the ability to become more efficient. Using analytics has allowed us to establish our priorities and figure out the best use of funding.”



Automated Reporting



Regional Data Sharing



More Accurate Data



Thank You.

Urban SDK is a next-generation smart mobility platform. It connects city and transportation planners to the reliable data sources they need to accelerate mobility intelligence, improve decision quality and unlock a higher quality of life for communities.

[Learn more:](https://urbansdk.com) urbansdk.com