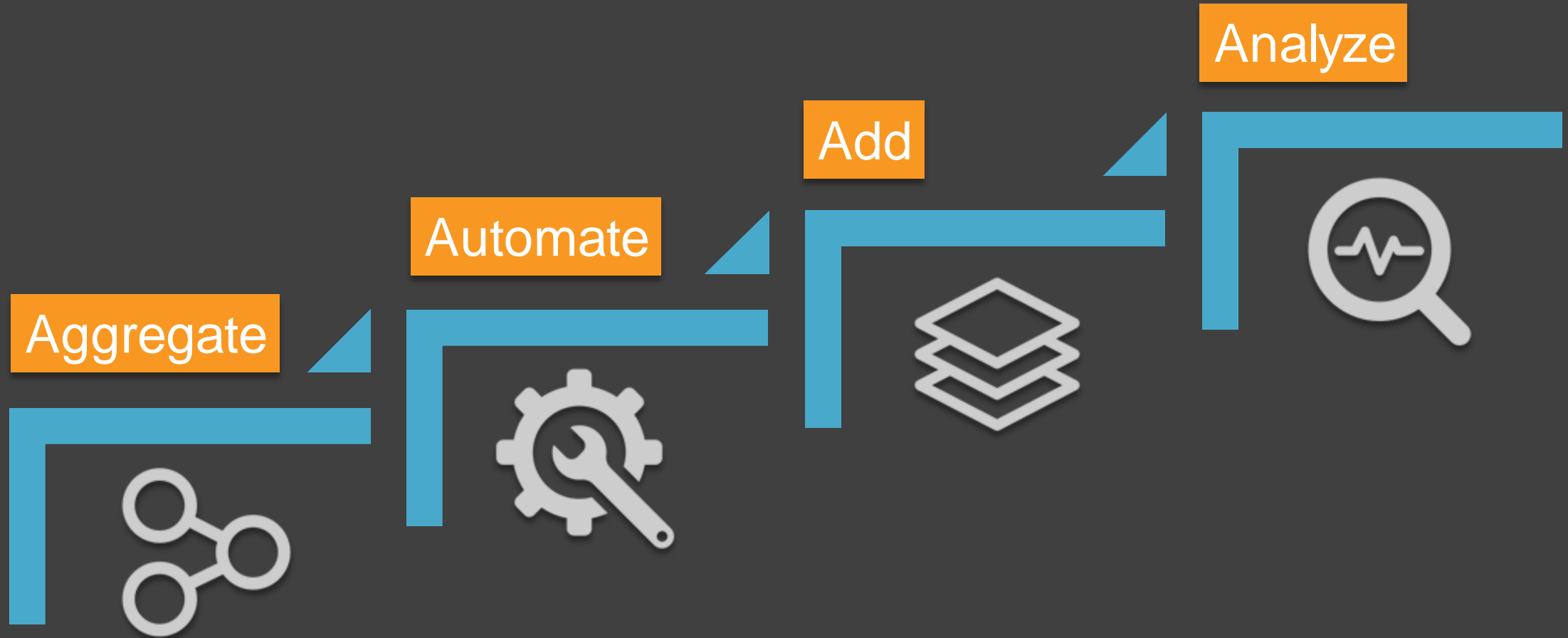




# The Compounding Value of Data: Harnessing Unconventional Data for Long-Term Planning

# The Four A's of Urban Intelligence



# The BCIC IOT Analytics Challenge



Can existing data be utilized for long-term transportation planning?



How can new data sets supplement existing BC Ministry of Transportation & Infrastructure data sets?



How can we apply machine learning to empower the Ministry to operate more efficiently and effectively?

# Data Sources



TRADAS (TRAffic DAta System)



VSLs (Variable Speed Limit Sign)

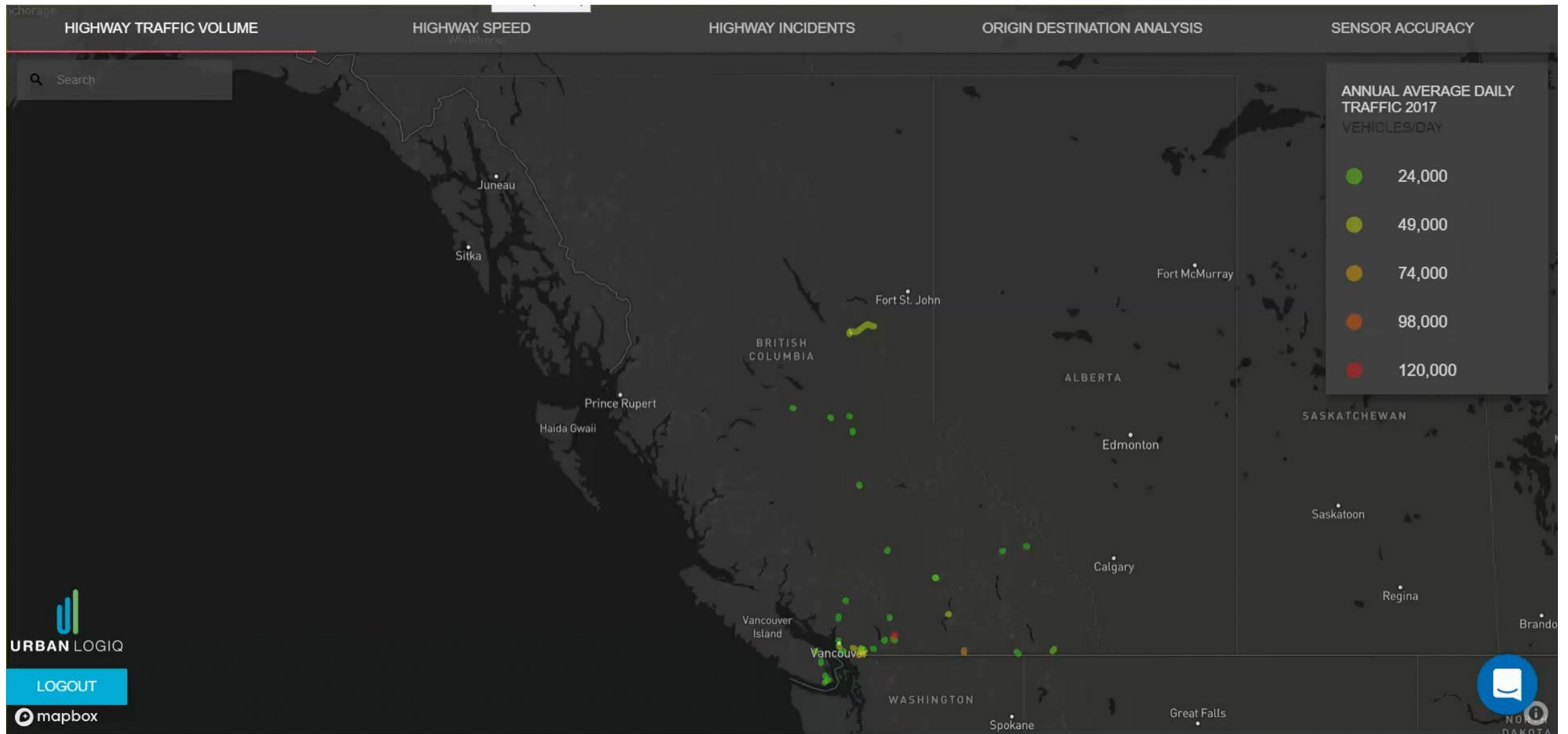


Drive BC (incidents and roadwork)

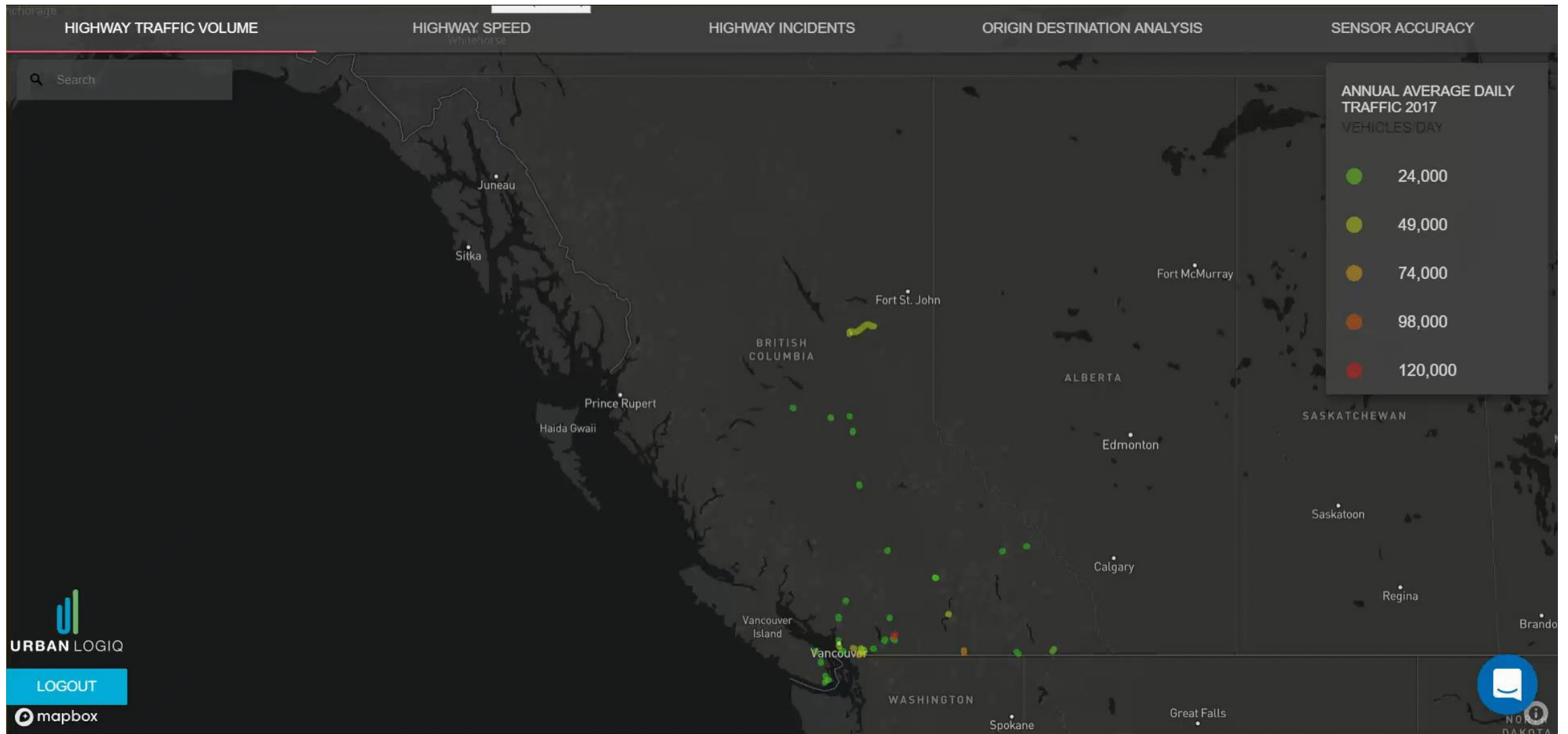


TELUS Insights

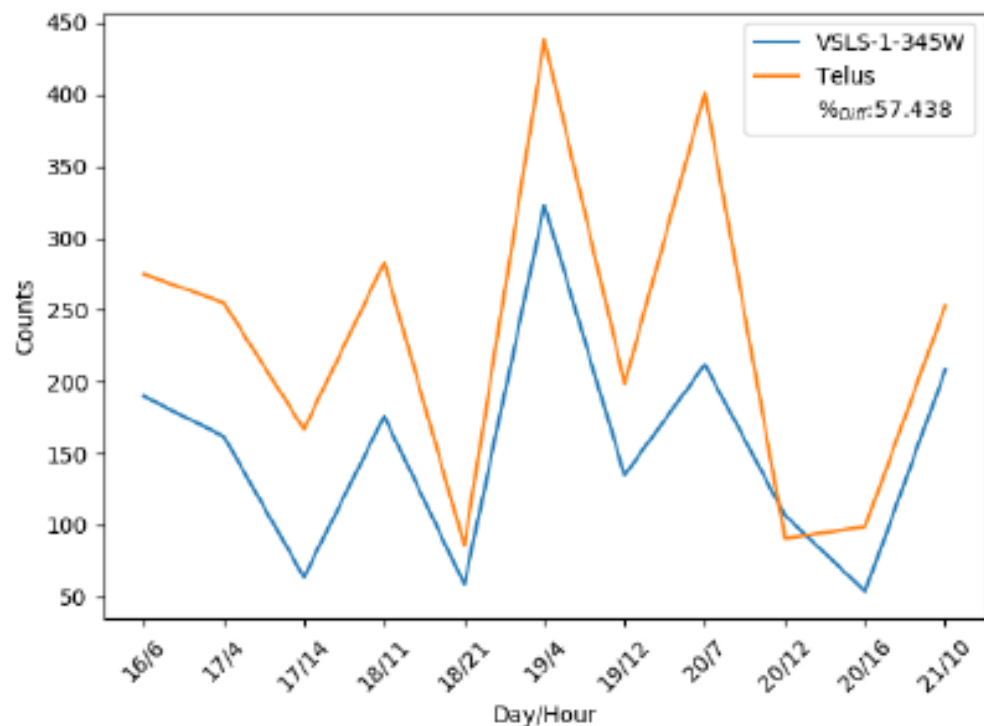
# Volume and Speed Analysis



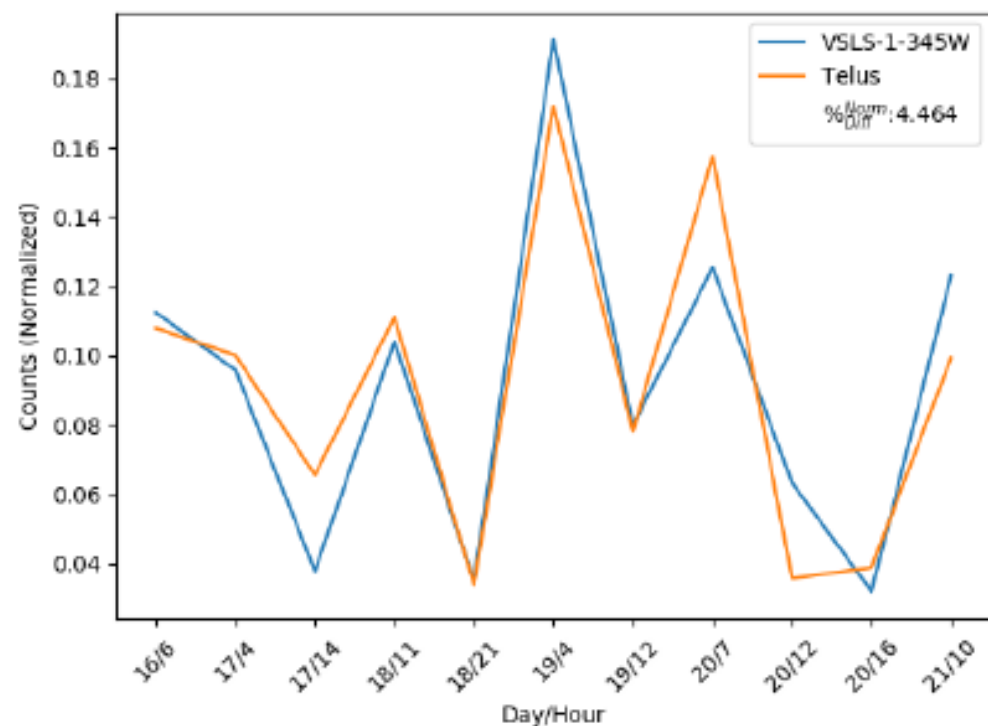
# Origin Destination Analysis



# Performance



**Figure 13: VLSL-1-345W v. Telus**



**Figure 14: VLSL-1-345W v. Telus (Norm.)**

# The future

A better connected, safer, and more mobile **British Columbia.**