

Data & analytics to power critical decisions about the built environment

What is Replica?

The Replica platform transforms over two dozen modeled and observed datasets into a holistic, up-to-date picture of what's happening across **mobility, demographics, and land use**. Our customers leverage differentiated datasets and insights about a world that's constantly changing in order to inform critical decisions.



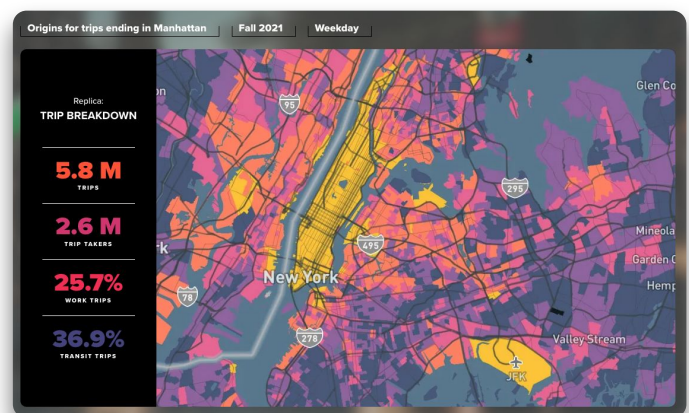
Replica's robust data offerings power analyses of the built environment, from **corridor studies** to **site selection** to **transit expansion analyses**. Replica's offerings also include a suite of decision-focused applications for planning, modeling, and scenario exploration.

The Replica Platform



Your Replica subscription enables users across planning, transportation, and engineering to complete projects like identifying and prioritizing high-risk corridors, measuring VMT metrics, analyzing the impacts of a lane closure, or visualizing annual average daily traffic. Some of Replica's applications include:

- Transit Demand & Equity Scores
- Network Speeds Viewer
- AADT Explorer
- TMC Explorer
- Gate OD Analyzer
- OD Explorer
- VMT Explorer
- Active Transportation Analysis
- Road Closure Scenarios



Replica Data



Replica combines a number of input sources — mobile phone, connected vehicle, transaction, census, auto and transit count, and real estate data — to generate dozens of data points including:

- AADT
- Origin-Destination flows
- Network speeds (avg, 85th percentile, free flow)
- Vehicle miles traveled (VMT)
- Individual trip-taker demographics (all modes)
- Individual trip purposes (all modes)
- Network volumes (split by mode)
- EV ownership and trip data
- Work-from home %
- Disaggregate trip tables with all modes, purposes, and routes



What Do Customers Do With Replica?



Customers across the country use Replica for dozens of use cases, including:

- Generating **Origin-Destination Matrices** for specific trip modes, purposes, and travel demographics
- Prioritizing locations for **active transportation infrastructure** to achieve **Vision Zero**
- Creating **EV charging implementation** plans based on EV trip behavior and VMT
- Monitoring **commute modes and travel times**
- Crafting **public transit revitalization plans**
- Understanding the **total addressable market for next-gen mobility** and tolling technologies
- Conducting **environmental reviews** for new development and zoning changes, including the **analysis of VMT**
- Quantifying the **impact of major events**, policy changes, and infrastructure improvements

Who Has Access?

All employees at Illinois Department of Transportation (IDOT), Illinois District Offices, Illinois Metropolitan Planning Offices, Illinois Transit Agencies, Illinois Local Municipalities, and Illinois Counties have full access to Replica through IDOT's Replica subscription.

Use your **agency** email address to sign up.

