



TrafficMetrix Current Year Estimates

Kalibrate

There is no guarantee that the 6,000 organizations that fund traffic count data collection will do so each year as their needs and budgets change over time. In fact, the majority of these organizations do not regularly collect data for the same locations, and when they do, the counts typically are not available to the public for at least one year. Businesses that rely on up-to-date traffic count information for evaluating locations have had no alternative other than using published traffic count data no matter how out-of-date.

The solution

Realizing a growing need to address aging published traffic count data, Kalibrate met the challenge by developing the TrafficMetrix® Current Year Estimates forecasting model to estimate the average annual daily traffic count representing the current year. Research indicated that different types of roads had different factors influencing the traffic volume. As a result of these findings, Kalibrate classified each traffic point in its data warehouse based on the type of geographic location (ie urban versus rural) and its level of traffic volume. This resulted in the development of ten separate predictive models to account for differences in the factors and the importance of each to reflect variations in the types of roads where the counts were located. Demographics (ie population, income, employment etc) were compiled at varying trade area sizes for each traffic location, and traffic count trend data for larger counts (exceeding 1,000 cars per day) were incorporated into the predictive models.

- ▶ Current year estimates for more than 1 million traffic data points.
- ▶ Street and nearest cross street information.
- ▶ Available by state, region, country, or any area you choose.
- ▶ Annual updates.

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Rapid implementation

Businesses no longer have to wait on city, state, and federal organizations to fund, collect, and publish traffic count data. With TrafficMetrix Current Year Estimates, up-to-date traffic count data is available in common GIS and database formats that can be delivered within a matter of days after receipt of an order so that benefits can be realized immediately.

Business impact

Businesses that rely on TrafficMetrix Current Year Estimates can be assured that they are making business decisions based on up-to-date information and no longer relying on published count data that is, on average, eight years old.

Related Kalibrate offerings

[TrafficMetrix Published Counts](#) — Kalibrate provides more than 3.5 million published traffic counts in a common GIS and database format providing historical data to complement the current year estimates traffic data.

Benefits

- ▶ Allows for better business decisions by using the most up-to-date traffic data for evaluating sites and incorporating into risk assessment models.
- ▶ Provides economic development organizations with up-to-date traffic count information for attracting new businesses to their communities.
- ▶ Identifies high demand opportunities that may have been overlooked when using out-of-date published count data.

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