The traditional approach of applying analytics and research results to transportation planning functions is generally linear and consecutive, seldom providing the opportunity for deeper understanding of user behavior and its broader implications. This presentation will describe an approach considering the interaction of variables that result in new insights and wider perspectives to enhance decisionmaking. The current use of multiple data sources and applications by the Maricopa Association of Governments, the Regional Planning Organization will be presented, including the National Performance Management Research Data Set (NPMRDS), the Arizona DOT Freeway Management System, the HERE Analytic Traffic Patterns database as well as socioeconomic and other non-transportation databases. Visualization examples of analysis and results will be presented including a live-demo of MAGnitude, the Regional Transportation Dashboard.

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