

TRANSPORTATION SEMINAR

Big Data – Building an Ecosystem for Improved Decision Making

Thursday, September 21, 2017
Noon to 1 PM

Please join us in College Avenue Commons (CAVC) room 425

Monique de los Rios-Urban

Performance Program Manager, Maricopa Association of Governments (MAG)



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 behaviour 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 MAGni↑ude, the Regional Transportation Dashboard.



Monique de los Rios-Urban is the Performance Program Manager at the Maricopa Association of Governments, she has practiced regional and urban planning for twenty years focusing on data systems and strategic planning for the greater Phoenix region. She received a professional degree in Architecture from the Javeriana University in Bogota Colombia and a Masters of Environmental Planning degree from Arizona State University with a concentration on infrastructure and energy systems for the built environment. De los Rios has featured MAG's Performance Program in conferences and publications nationally and internationally. At MAG she leads the implementation of performance analytics at the planning and programming level and develops processing and reporting applications based on big data, systems integration and visualization in support of decision-making and policy development.



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