



To: City of Birmingham and RAISE project partners

From: Kimberly Williams, Alta Planning + Design

Date: 2/24/2023

Re: Birmingham Crossroads: RAISE Benefit-Cost Analysis Memo

Benefit-Cost Analysis for Birmingham, AL RAISE Grant Application

Executive Summary

This Benefit-Cost Analysis (BCA) includes the benefits and costs for the two components of the proposed project that would be fully constructed if the RAISE grant is awarded. The analysis period was 25 years (5 years of planning, engineering and construction and 20 years of operation) and assumes a useful service life of 30 years for the project. All costs and benefits are presented in 2021 base year dollars.

The following categories of benefits were considered in the BCA:

- **Safety:** The expected reduction in collisions and associated costs.
- **Environmental Sustainability:** Includes reductions in the following pollutants that impact air quality: CO₂, NO_x, SO₂, and PM_{2.5}.
- **Quality of Life:** Includes the health benefits of increased physical activity and decreased healthcare costs from new users of the project.
- **Economic Competitiveness:** Includes savings in household transportation costs and traffic congestion costs.
- **State of Good Repair:** Includes reductions in roadway maintenance costs.
- **Maintenance costs (dis-benefit):** Covers the ongoing costs of upkeep to the proposed project

Result Summary

Table 1 displays the total benefits by category included in the BCA. The capital costs included in the BCA are \$20.9 million. This BCA estimates that the proposed project compared to the no-build scenario over a 25-year evaluation (2025-2049) and at a 7 percent real discount rate has a net present value of **\$29.91 million** and a benefit-cost ratio of **3.24 : 1.0**. This is summarized in **Table 2**.¹

¹ A 7% discount rate was used for all benefits and costs with the exception of carbon benefits which were discounted at 3% per year.

Table 1. Total Undiscounted Benefits over 20 years of Operation

CATEGORY	MONETARY VALUE (In 2021 dollars)
Safety Benefits	\$125,800,000
Environmental Sustainability	\$31,500
Quality of Life	\$15,640,000
Economic Competitiveness	\$307,000
State of Good Repair	\$41,000
Maintenance Costs	\$(1,400,000)
TOTAL BENEFITS (UNDISCOUNTED)	\$ 140,330,000

Table 2. Benefit-Cost Analysis Summary

CATEGORY	DISCOUNTED ² VALUE (in 2021 dollars)
Net Discounted Benefits	\$43,250,000
Net Discounted Capital Costs	\$13,350,000
Net Present Value	\$29,910,000
Benefit - Cost Ratio	3.24

Background

The benefit-cost analysis (BCA) for this project follows the principles documented in the USDOT Benefit-Cost Analysis Guidance for Discretionary Grant Programs (January 2023) and uses the recommended parameter values where applicable. The BCA includes the benefits and costs for the two components of the proposed project that would be fully constructed if the RAISE grant is awarded. Benefits and cost streams were discounted using a 7% per year discount rate, with the exception of carbon benefits which were discounted at 3% per year. This memo contains a detailed explanation of the BCA methodology and the parameter values that were used.

² A 7% discount rate was used for all benefits and costs with the exception of carbon benefits which were discounted at 3% per year.

Approach to Benefits and Study Area

This BCA approach expands on the methods suggested by the National Cooperative Highway Research Program (NCHRP) *Report 552: Guidelines for Analysis of Investments in Bicycle Facilities* by incorporating detailed local demographic information and using new data and research that has become available since *Guidelines for Analysis* was published in 2006.

While construction of the project will benefit all residents of and visitors to the region, those living within three miles (about a 15-minute bike ride) and one-half mile (about a 10-minute walk) of the project will have the most convenient access and will gain the most from its completion. Accordingly, this BCA focuses on the bicycling benefits attributed to residents living within three miles of the project and on the walking benefits attributed to residents living within one-half mile project. There are several categories that benefit the region more widely (reduced roadway maintenance, healthcare costs), but these ranges are used to constrain this analysis to the main beneficiaries.

Benefits were primarily calculated by comparing walking and biking activity (including collisions) under the baseline to a Build scenario in which the RAISE project has been implemented. The baseline and build scenarios encompass an identical geography (Census tracts within 3 miles of the project). **The benefits included in the Net Present Value and Benefit-Cost Ratio calculations are the net difference between the two scenarios.** Table 3 provides a summary of the project components and improvements.

Table 3: Summary Matrix

Project Components	Build Scenario	Type of Improvements
Component 1): Complete Streets and Transit Corridor Graymont Ave., 5 th Ave. N., and 4 th Ave. N. currently do not have any bicycle infrastructure. The 4- to 5 - lane roads provide limited crossings and some inaccessible transit locations.	The proposed cycle track on Graymont Ave., 5 th Ave. N, and 4 th Ave. N. will provide a separated bicycle facility and protect pedestrians on the sidewalk. The road diet will reduce the roadway width to encourage slower vehicular speeds and decrease the crossing distance for pedestrians. New floating transit islands and a micromobility hub will be added to increase accessibility and transportation options.	Reduced pollution, reduced mortality costs, reduced bicycle and pedestrian collisions, reduced roadway maintenance, reduced traffic congestion, and reduced household transportation costs. Increased access to downtown, greater neighborhood connectivity, and improved transit facilities.
Component 2: Urban Trail / Multimodal Corridor 16 th St. N. provides a sharrow marking along the road but lacks protection for bicyclists. Many bicycle and pedestrian crashes have been reported in downtown and within a quarter mile of the project area.	The improvements to 16 th St. N., including an urban shared use path and Complete Streets improvements, creates a protected space for bicyclists and pedestrians. Intersections will be improved with safety measures and accessibility upgrades.	Reduced pollution, reduced mortality costs, reduced bicycle and pedestrian collisions, reduced roadway maintenance, reduced traffic congestion, and reduced household transportation costs. Increased access throughout downtown to foster tourism to historic Civil Rights destinations.

Costs

Refer to the main application for a detailed breakdown of projects costs in 2021 dollars. The capital cost schedule is shown in **Table 4**. This schedule includes design, engineering, permitting, contracting, and installation.

Table 4. Project Construction Schedule and Cost

Construction Year	Anticipated Cost
2025	\$1,155,062
2026	\$871,362
2027	\$6,226,025
2028	\$8,301,367
2029	\$4,339,351
Total Capital Costs (2021 dollars)	\$20,893,167

The estimated annual maintenance costs are \$75,000. These values were determined based upon comparable maintenance costs of trails in the southeast³. The total annual maintenance costs included in the BCA were \$1.4 million (undiscounted), and they were included as a disbenefit in the benefit-cost ratio.

Useful Life

The expected useful life of the proposed project components is 30 years. The window of analysis used was 20 years. A residual value not was included in the analysis.

Demand

To understand the benefits of the proposed project, a demand analysis was conducted to estimate the expected number of new biking and walking trips that would occur after the project is implemented. The primary inputs for the demand analysis were counts at similar locations to the proposed project and a connectivity analysis. Counts were selected based on land use, comparable trail function within the larger system, and count type, with preference being given to automated count locations. **Table 5** displays the location and count data that was used in the analysis.

Table 5: Trail Counts at Similar Facilities

Trail (Location)	Daily Bicyclists	Daily Pedestrians	Source
Shoal Creek (Austin, TX)*	73 (20)	447 (121)	City of San Antonio and City of Austin. EcoCounter (2021)
Gillham Dr (Kansas City, MO)	208	444	City of Kansas City Intermodal Office. Miovision. (2022)

³https://www.researchgate.net/publication/268338731_Coastal_Georgia_Greenway_Market_Study_and_Projected_Economic_Impact_Prepared_by

Creating context sensitive estimates of demand based on existing counts often requires extrapolating based on other datasets to understand how demand changes throughout a corridor. Powerful proxy metrics for demand and modeshift potential include looking at the rates of Active Trip Potential (ATP) trips or vehicle trips shorter than three miles. A cycle track along Gillham Dr in Kansas City, MO was used as the comparable for Component 1, the proposed cycle track along Graymont Ave., 5th Ave. N., and 4th Ave. N. Trail counts of the existing shared use path along Shoal Creek in Austin Texas were used as the comparable for Component 2, the shared use path along 16th St. N. Both comparable facilities reflect similar urban contexts and facility types to the improvements proposed in our project. Using the average daily volumes collected in 2021 and 2022 from counters on these comparable facilities, bicycle and pedestrian trip counts were scaled and applied to mile-long segments of the proposed trail by leveraging ATP trips to create adjustment factors.

Replica Places' activity-based model outputs for a typical Thursday in 2021 were used to collect information on ATP trips. Details of Replica's modeling approach are articulated in the **Appendix**. ATP trips evaluated included those that terminate within a 1-mile buffer of the proposed trail segment relative to the baseline number of ATP trips occurring within a similar 1-mile buffer area around the existing trail segment. These estimated counts were then summed up for all segments along the proposed trail and divided by the average bicycle and pedestrian trip length from the 2017 National Household Travel Survey to account for unique trips (2.38 miles and 0.86 miles, respectively). In a sentence, we compute the person-miles traveled based on the estimated counts on these "synthetic counters", and then divide them by the average trip distances to get an estimate of unique user trips. The bicycle and pedestrian mode share was determined using the comparable buffered bike lane and side paths summarized in **Table 6**. This resulted in an estimated 25% bicycle share and 75% pedestrian share.

Table 6. Demand Estimate

Project Name	Length (Mi)	Estimated Daily Average of Bike Trips	Estimated Daily Average of Pedestrian Trips	Average Daily Users
Component 1: Complete Streets and Transit Corridor	2.49	126	71	197
Component 2: Urban Trail / Multimodal Corridor	0.68	23	382	405
Total estimate: 602 daily users (average)				

Benefits

Walking and Biking Activity

The BCA estimated current levels of walking and biking within the project area using American Community Survey (ACS) 2019 5-year data. **Table 7** displays the existing commute to work mode share for people within walking and biking distance of the proposed project. Population and demographic forecasts at the Transportation Analysis Zone (TAZ) level from the Regional Planning Commission of Greater Birmingham were used to estimate population growth in the study area over the analysis period. Population forecasts were collected for 2020, 2030, and 2040, and were interpolated for each intermediate year in the analysis.

Table 7. Means of Transportation to Work of People Living in the Study Area (2019 American Community Survey)

GSP Corridor	Population	Drove Alone	Carpool	Public Transit	Bicycled	Walked	Other
Walkshed (within half-mile)	19,563	22%	11.0%	13.3%	1.2%	2.1%	7.8%
Bikeshed (within 3 miles)	149,424	35%	4%	1%	0.2%	2%	0.4%

The means of transportation to work data was converted to daily estimates and extrapolated to annual trip volumes and broken into different trip types (i.e. commute, school, college, and utilitarian) using the existing travel patterns (**Table 7**) and data from the National Household Transportation Survey (**Table 8**). The annual extrapolations account for the expected number of trips per week by trip type (i.e., commute, school, and college trips are expected five out of seven days a week, and other trip types are expected to occur seven days a week). The low journey to work information is reflective of the low employment rates (35% employment in the walkshed and 45% employment in the bikeshed).

Table 8: Trip Purpose Multiplier⁴

	Bike	Walk
Utilitarian Trip Multiplier	5.33	8.77

Increase in Walking and Biking Activity

The Baseline assumes that the walking and biking mode share will remain constant and that trips will increase annually with expected population growth. In the Build scenario, the demand estimates for the proposed project (**Table 6**) were added to the existing walking and biking activity starting in 2029 (the expected opening year). The demand estimates were escalated by the expected population growth factor each year. The estimated annual benefit of increased walking and biking trips is listed in **Table 15**.

⁴ Travel Day Person Trips (in millions), NHTSA 2017 <https://nhts.ornl.gov/>

Decrease in Motor Vehicle Trips

Some of the estimated annual bicycle and pedestrian trips within the proposed project area are expected to replace motor vehicle trips. Calibrated to modal shift factors reported in literature⁵, a univariate regression model estimates the motor vehicle trip replacement factor based on the percentage of trips that terminate in census block groups within ¼-mile of the proposed facility that are less than 4 miles. Additional details on the methodology are included in the **Appendix**. Trip distance data is provided by Replica for a typical travel on Thursday in Birmingham in Fall 2021⁶. The motor vehicle trip replacement factor for all active mode trips is **0.133**. The estimated annual benefit of vehicle miles reduced is listed in **Table 16**.

Table 9: Motor Vehicle Trip Replacement Factors⁷

	Bike	Walk
Commute Trips	0.26	0.28
College Trips	0.77	0.83
K-12 School Trips	0.53	0.54
Utilitarian Trips	0.67	0.71

To estimate the number of vehicle-miles that might be replaced by bicycling and walking trips, **Table 9** shows the average trip distance of bicycling and walking trips by trip purpose. The number of vehicle miles reduced due to bicycle and pedestrian trips were calculated by multiplying the number of biking or walking trips by the trip replacement and trip distance factors.

Environmental Sustainability Benefits

For every vehicle-mile reduced, there is an assumed decrease in greenhouse gases and criteria pollutants. **Table 10** lists the reduction in greenhouse gases and criteria pollutants by vehicle-mile traveled. The cost to mitigate or clean-up those pollutants was calculated using the monetary values provided by the 2023 USDOT BCA Guidance Table A-6 for the corresponding year. Emission types not listed in that table were not included in the analysis. Estimated annual environmental sustainability benefits are listed in **Table 17**.

⁵ Volker et al (2019). Quantifying Reductions in Vehicle Miles Traveled from New Bike Paths, Lanes, and Cycle Tracks

⁶ Replica Places (2019). <https://replicahq.com/>

⁷ American Community Survey 2015-19 and National Household Transportation Survey 2017

Table 10: Environmental Sustainability Multipliers

	Value (metric tons/VMT)
Particulate Matter 2.5 (PM _{2.5}) ⁸	0.0000000044
Nitrous Oxides (NOx) ⁹	0.0000008284
Sulfur Oxides (SO ₂) ¹⁰	0.000000077
Carbon Dioxide ¹¹	0.0004204662

Quality of Life Benefits

More people bicycling and walking can help encourage an increase in physical activity levels, increased cardiovascular health, and other positive outcomes for users. The benefits from reduced mortality were calculated using the recommended values provided in the 2023 USDOT BCA Guidance (Table A-13) and the national distribution of age ranges and travel patterns. These benefits were only applied to the estimated number of walking and biking trips induced by the project (see **Demand** section). **Table 11** displays the multipliers that were used. Estimated annual quality of life benefits are listed in **Table 18**.

⁸ The Safer Affordable Fuel-Efficient Vehicles Rule for MY2021-MY2026 Passenger Cars, USDOT BCA Guidance 2023, Table A6 and Light Trucks Preliminary Regulatory Impact Analysis (October 2018)

https://www.nhtsa.gov/sites/nhtsa.dot.gov/files/documents/ld_cafe_co2_nhtsa_2127-al76_epa_pria_181016.pdf

⁹ The Safer Affordable Fuel-Efficient Vehicles Rule for MY2021-MY2026 Passenger Cars, USDOT BCA Guidance 2023, Table A6 and Light Trucks Preliminary Regulatory Impact Analysis (October 2018)

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¹⁰ The Safer Affordable Fuel-Efficient Vehicles Rule for MY2021-MY2026 Passenger Cars, USDOT BCA Guidance 2023, Table A6 and Light Trucks Preliminary Regulatory Impact Analysis (October 2018)

https://www.nhtsa.gov/sites/nhtsa.dot.gov/files/documents/ld_cafe_co2_nhtsa_2127-al76_epa_pria_181016.pdf

¹¹ Technical Support Document: Technical Update of the Social Cost of Carbon for Regulatory Impact Analysis Under Executive Order 12866. <https://www.whitehouse.gov/sites/default/files/omb/inforeg/scc-tsd-final-july-2015.pdf>

Table 11: Mortality Reduction Multipliers

Mortality Reduction Benefits of Induced Active Transportation	Value
Walking Value per Induced Trip	\$7.20
Cycling Value per Induced Trips	\$6.42
Walking Age Proportion (20-74 years old)	68%
Cycling Age Proportion (20-64 years old)	59%
Trips induced from non-active modes	89%

Economic Competitiveness Benefits

For every vehicle-mile reduced, there is a reduction in household transportation costs and congestion costs. **Table 12** displays the multipliers use to calculate economic competitiveness benefit. The estimated annual economic competitiveness benefits are shown in **Table 19**.

Table 12: Economic Competitiveness Multipliers

	Value
Household Transportation Cost Savings	\$0.43 per VMT ¹²
Congestion Cost Savings	\$0.06 per VMT ^{13,14}

Safety Benefits

The proposed project would decrease conflicts between people walking and biking with motor vehicles. Collision data covering a five-year period between 2016 and 2020 was extracted from Jefferson County bicycle and pedestrian crash data. Collisions under consideration all involved a bicycle and/or pedestrian and were located within the immediate vicinity of the proposed project where it would be expected that people walking and biking would use the proposed project facilities when implemented (**Table 13**). The Crash Reduction Factor (CRF) Install Shared Use Path (CM ID: 9250), Install On-Street Parking (CM ID: 9253), Install Cycletrack (CM ID: 4098), Road Diet (CM ID: 2841), and Install Speed Bumps (CM ID: 134) were applied to their respective projects and crash types (bicycle or pedestrian) within a quarter mile of the project area. Crashes within a quarter-mile were chosen as they are within the walkshed. The proposed project will provide the highest quality, protected pedestrian and bicycle facilities that travel east-west between the Smithfield and Graymont neighborhoods into downtown. With this improved infrastructure, the project will draw pedestrians, cyclists, and transit users to this corridor. Benefits were monetized using the values provided in the 2023 USDOT BCA Guidance Table A-1 on KABCO levels. The estimated annual safety benefits are shown in **Table 20**.

¹² Our Driving Costs, AAA (2016). http://exchange.aaa.com/automobiles-travel/automobiles/driving-costs/#.Vw_xCPkrKUk

¹³ Crashes vs. Congestion: What's the Cost to Society? AAA (2011). http://www.camsys.com/pubs/2011_AAA_CrashvCongUpd.pdf

¹⁴ Crashes vs. Congestion: What's the Cost to Society? AAA (2011). http://www.camsys.com/pubs/2011_AAA_CrashvCongUpd.pdf

Table 103: Summary of Collisions within a quarter-mile buffer distance

Project	Number of Collisions (2016-2020)	Fatal	Serious	Minor	Possible	Unknown	PDO
Component 1: Complete Streets and Transit Corridor	56	4	11	16	16	5	4
Component 2: Urban Trail / Multimodal Corridor	13		2	8	1	2	

State-of-good Repair Benefits

Table 14 shows the estimated roadway maintenance cost savings associated with a reduction in vehicle-miles traveled.

Table 14: State of Good Repair Multiplier

	Value (metric tons/VMT)
Roadway Maintenance Cost Savings	\$0.06 per VMT ¹⁵

Results

Table 15 through **Table 22** display the results of the benefit-cost analysis for each year of the analysis period. This BCA estimates the project compared to the no-build scenario over a 20-year evaluation (2025-2049) and at a 7 percent real discount rate will have a net present value of **\$29.9 million** and a benefit-cost ratio of **3.24 : 1.0**.

¹⁵ Kitamura, R., Zhao, H., and Gubby, A. R. Development of a Pavement Maintenance Cost Allocation Model. Institute of Transportation Studies, University of California, Davis. <https://trid.trb.org/view.aspx?id=261768>

Table 15: Estimated Annual Bicycle and Walk Trips

Year	Baseline	Build Scenario	Additional Trips
2024	9,800,000	9,800,000	-
2025	9,810,000	9,810,000	-
2026	9,821,100	9,821,100	-
2027	9,833,700	9,833,700	-
2028	9,846,300	9,846,300	-
2029	9,858,900	9,858,900	-
2030	9,871,500	10,061,800	190,300
2031	9,884,100	10,074,500	190,400
2032	9,896,700	10,087,200	190,500
2033	9,909,300	10,099,800	190,500
2034	9,921,900	10,112,500	190,600
2035	9,934,500	10,125,100	190,600
2036	9,947,200	10,137,800	190,600
2037	9,959,800	10,150,400	190,600
2038	9,972,400	10,163,100	190,700
2039	9,985,000	10,175,700	190,700
2040	9,997,600	10,188,400	190,800
2041	10,010,200	10,201,000	190,800
2042	10,022,800	10,213,700	190,900
2043	10,035,400	10,226,300	190,900
2044	10,048,000	10,239,000	191,000
2045	10,060,600	10,251,600	191,000
2046	10,073,200	10,264,300	191,100
2047	10,085,800	10,277,000	191,200
2048	10,098,400	10,289,600	191,200
2049	10,111,000	10,302,300	\$191,300
Total Additional Trips:			\$ 3,814,556

Table 116: Estimated Annual Vehicle Miles Reduced

Year	Baseline	Build Scenario	Additional Vehicle Miles Reduced
2024	1,280,000	1,280,000	-
2025	1,290,000	1,290,000	-
2026	1,288,400	1,288,400	-
2027	1,290,200	1,290,200	-
2028	1,292,000	1,292,000	-
2029	1,293,700	1,293,700	-
2030	1,295,500	1,324,700	29,200
2031	1,297,300	1,326,500	29,200
2032	1,299,000	1,328,300	29,300
2033	1,300,800	1,330,000	29,200
2034	1,302,600	1,331,800	29,200
2035	1,304,300	1,333,600	29,300
2036	1,306,100	1,335,300	29,200
2037	1,307,900	1,337,100	29,200
2038	1,309,600	1,338,900	29,300
2039	1,311,400	1,340,700	29,300
2040	1,313,100	1,342,400	29,300
2041	1,314,900	1,344,200	29,300
2042	1,316,700	1,346,000	29,300
2043	1,318,400	1,347,800	29,400
2044	1,320,200	1,349,500	29,300
2045	1,322,000	1,351,300	29,300
2046	1,323,700	1,353,100	29,400
2047	1,325,500	1,354,800	29,300
2048	1,327,300	1,356,600	29,300
2049	1,329,000	1,358,400	\$29,400
Total Additional Vehicle Miles Reduced:			\$ 585,700

Table 127: Estimated Annual Environmental Sustainability Benefits (Undiscounted)

Year	Baseline	Build Scenario	Benefits
2024	\$-	\$-	\$-
2025	\$-	\$-	\$-
2026	\$-	\$-	\$-
2027	\$-	\$-	\$-
2028	\$-	\$-	\$-
2029	\$-	\$-	\$-
2030	\$63,500	\$64,900	\$1,400
2031	\$64,200	\$65,600	\$1,400
2032	\$64,800	\$66,300	\$1,500
2033	\$65,500	\$67,000	\$1,500
2034	\$66,200	\$67,600	\$1,400
2035	\$66,800	\$68,300	\$1,500
2036	\$68,100	\$69,600	\$1,500
2037	\$68,700	\$70,300	\$1,600
2038	\$69,400	\$71,000	\$1,600
2039	\$70,100	\$71,700	\$1,600
2040	\$70,800	\$72,400	\$1,600
2041	\$72,000	\$73,600	\$1,600
2042	\$72,700	\$74,300	\$1,600
2043	\$73,400	\$75,000	\$1,600
2044	\$74,100	\$75,700	\$1,600
2045	\$74,800	\$76,400	\$1,600
2046	\$76,100	\$77,700	\$1,600
2047	\$76,800	\$78,500	\$1,700
2048	\$77,400	\$79,200	\$1,800
2049	\$47,000	\$79,900	\$1,800
Total Benefits:			\$ 31,500

Table 138: Estimated Annual Quality of Life Benefits (Undiscounted)

Year	Baseline	Build Scenario	Benefits
2024	\$-	\$-	\$-
2025	\$-	\$-	\$-
2026	\$-	\$-	\$-
2027	\$-	\$-	\$-
2028	\$-	\$-	\$-
2029	\$-	\$-	\$-
2030	\$41,580,000	\$42,360,000	\$780,000
2031	\$41,630,000	\$42,410,000	\$780,000
2032	\$41,690,000	\$42,470,000	\$780,000
2033	\$41,740,000	\$42,520,000	\$780,000
2034	\$41,790,000	\$42,570,000	\$780,000
2035	\$41,850,000	\$42,630,000	\$780,000
2036	\$41,900,000	\$42,680,000	\$780,000
2037	\$41,950,000	\$42,730,000	\$780,000
2038	\$42,000,000	\$42,790,000	\$790,000
2039	\$42,060,000	\$42,840,000	\$780,000
2040	\$42,110,000	\$42,890,000	\$780,000
2041	\$42,160,000	\$42,950,000	\$790,000
2042	\$42,220,000	\$43,000,000	\$780,000
2043	\$42,270,000	\$43,050,000	\$780,000
2044	\$42,320,000	\$43,110,000	\$790,000
2045	\$42,380,000	\$43,160,000	\$780,000
2046	\$42,430,000	\$43,210,000	\$780,000
2047	\$42,480,000	\$43,270,000	\$790,000
2048	\$42,540,000	\$43,320,000	\$780,000
2049	\$42,590,000	\$43,370,000	\$780,000
Total Benefits:			\$ 15,640,000

Table 14: Estimated Annual Economic Competitiveness Benefits (Undiscounted)

Year	Baseline	Build Scenario	Benefits
2024	\$-	\$-	\$-
2025	\$-	\$-	\$-
2026	\$-	\$-	\$-
2027	\$-	\$-	\$-
2028	\$-	\$-	\$-
2029	\$-	\$-	\$-
2030	\$679,000	\$694,300	\$15,300
2031	\$679,900	\$695,200	\$15,300
2032	\$680,800	\$696,200	\$15,400
2033	\$681,800	\$697,100	\$15,300
2034	\$682,700	\$698,000	\$15,300
2035	\$683,600	\$698,900	\$15,300
2036	\$684,500	\$699,900	\$15,400
2037	\$685,500	\$700,800	\$15,300
2038	\$686,400	\$701,700	\$15,300
2039	\$687,300	\$702,700	\$15,400
2040	\$688,200	\$703,600	\$15,400
2041	\$689,200	\$704,500	\$15,300
2042	\$690,100	\$705,400	\$15,300
2043	\$691,000	\$706,400	\$15,400
2044	\$691,900	\$707,300	\$15,400
2045	\$692,900	\$708,200	\$15,300
2046	\$693,800	\$709,200	\$15,400
2047	\$694,700	\$710,100	\$15,400
2048	\$695,600	\$711,000	\$15,400
2049	\$696,600	\$712,000	\$15,400
Total Benefits:			\$ 307,000

Table 150: Estimated Annual Safety Benefits (Undiscounted)

Year	Baseline	Build Scenario	Benefits
2024	\$-	\$-	\$-
2025	\$-	\$-	\$-
2026	\$-	\$-	\$-
2027	\$-	\$-	\$-
2028	\$-	\$-	\$-
2029	\$-	\$-	\$-
2030	\$-	\$6,290,000	\$6,290,000
2031	\$-	\$6,290,000	\$6,290,000
2032	\$-	\$6,290,000	\$6,290,000
2033	\$-	\$6,290,000	\$6,290,000
2034	\$-	\$6,290,000	\$6,290,000
2035	\$-	\$6,290,000	\$6,290,000
2036	\$-	\$6,290,000	\$6,290,000
2037	\$-	\$6,290,000	\$6,290,000
2038	\$-	\$6,290,000	\$6,290,000
2039	\$-	\$6,290,000	\$6,290,000
2040	\$-	\$6,290,000	\$6,290,000
2041	\$-	\$6,290,000	\$6,290,000
2042	\$-	\$6,290,000	\$6,290,000
2043	\$-	\$6,290,000	\$6,290,000
2044	\$-	\$6,290,000	\$6,290,000
2045	\$-	\$6,290,000	\$6,290,000
2046	\$-	\$6,290,000	\$6,290,000
2047	\$-	\$6,290,000	\$6,290,000
2048	\$-	\$6,290,000	\$6,290,000
2049	\$-	\$6,290,000	\$6,290,000
Total Benefits:			\$ 125,800,000

Table 161: Estimated Annual State of Good Repair Benefits (Undiscounted)

Year	Baseline	Build Scenario	Benefits
2024	\$-	\$-	\$-
2025	\$-	\$-	\$-
2026	\$-	\$-	\$-
2027	\$-	\$-	\$-
2028	\$-	\$-	\$-
2029	\$-	\$-	\$-
2030	\$91,100	\$93,100	\$2,000
2031	\$91,200	\$93,300	\$2,100
2032	\$91,300	\$93,400	\$2,100
2033	\$91,500	\$93,500	\$2,000
2034	\$91,600	\$93,600	\$2,000
2035	\$91,700	\$93,800	\$2,100
2036	\$91,800	\$93,900	\$2,100
2037	\$92,000	\$94,000	\$2,000
2038	\$92,100	\$94,100	\$2,000
2039	\$92,200	\$94,300	\$2,100
2040	\$92,300	\$94,400	\$2,100
2041	\$92,500	\$94,500	\$2,000
2042	\$92,600	\$94,600	\$2,000
2043	\$92,700	\$94,800	\$2,100
2044	\$92,800	\$94,900	\$2,100
2045	\$93,000	\$95,000	\$2,000
2046	\$93,100	\$95,100	\$2,000
2047	\$93,200	\$95,300	\$2,100
2048	\$93,300	\$95,400	\$2,100
2049	\$93,400	\$95,500	\$2,100
Total Benefits:			\$ 41,100

Table 172: Estimated Annual Maintenance Disbenefits (Undiscounted)

Year	Baseline	Build Scenario	Benefits
2024			
2025			
2026			
2027			
2028			
2029			
2030	\$-	\$(70,000)	\$(70,000)
2031	\$-	\$(70,000)	\$(70,000)
2032	\$-	\$(70,000)	\$(70,000)
2033	\$-	\$(70,000)	\$(70,000)
2034	\$-	\$(70,000)	\$(70,000)
2035	\$-	\$(70,000)	\$(70,000)
2036	\$-	\$(70,000)	\$(70,000)
2037	\$-	\$(70,000)	\$(70,000)
2038	\$-	\$(70,000)	\$(70,000)
2039	\$-	\$(70,000)	\$(70,000)
2040	\$-	\$(70,000)	\$(70,000)
2041	\$-	\$(70,000)	\$(70,000)
2042	\$-	\$(70,000)	\$(70,000)
2043	\$-	\$(70,000)	\$(70,000)
2044	\$-	\$(70,000)	\$(70,000)
2045	\$-	\$(70,000)	\$(70,000)
2046	\$-	\$(70,000)	\$(70,000)
2047	\$-	\$(70,000)	\$(70,000)
2048	\$-	\$(70,000)	\$(70,000)
2049	\$-	\$(70,000)	\$(70,000)
Total Benefits:			\$ (1,400,000)

Table 183: Estimated Annual Benefits (Undiscounted)

Year	Baseline	Build Scenario	Benefits
2024	\$-	\$-	\$-
2025	\$-	\$-	\$-
2026	\$-	\$-	\$-
2027	\$-	\$-	\$-
2028	\$-	\$-	\$-
2029	\$-	\$-	\$-
2030	\$42,410,000	\$49,420,000	\$7,010,000
2031	\$42,470,000	\$49,480,000	\$7,010,000
2032	\$42,520,000	\$49,530,000	\$7,010,000
2033	\$42,580,000	\$49,590,000	\$7,010,000
2034	\$42,630,000	\$49,640,000	\$7,010,000
2035	\$42,690,000	\$49,700,000	\$7,010,000
2036	\$42,740,000	\$49,750,000	\$7,010,000
2037	\$42,800,000	\$49,820,000	\$7,020,000
2038	\$42,850,000	\$49,870,000	\$7,020,000
2039	\$42,910,000	\$49,930,000	\$7,020,000
2040	\$42,960,000	\$49,980,000	\$7,020,000
2041	\$43,020,000	\$50,040,000	\$7,020,000
2042	\$43,070,000	\$50,090,000	\$7,020,000
2043	\$43,130,000	\$50,150,000	\$7,020,000
2044	\$43,180,000	\$50,200,000	\$7,020,000
2045	\$43,240,000	\$50,260,000	\$7,020,000
2046	\$43,290,000	\$50,310,000	\$7,020,000
2047	\$43,350,000	\$50,370,000	\$7,020,000
2048	\$43,400,000	\$50,420,000	\$7,020,000
2049	\$43,430,000	\$50,480,000	\$7,020,000
Total Benefits:			\$ 140,330,000

Table 194: Estimated Discounted Net Costs and Benefits (discounted at 7%)¹⁶

Year	Net Costs	Net Benefits	Net Cumulative Costs and Benefits
2024	\$-	\$-	\$-
2025	\$(880,000)	\$-	\$(880,000)
2026	\$(620,000)	\$-	\$(1,500,000)
2027	\$(4,150,000)	\$-	\$(5,650,000)
2028	\$(5,170,000)	\$-	\$(10,820,000)
2029	\$(2,530,000)	\$-	\$(13,350,000)
2030	\$-	\$3,820,000	\$(9,530,000)
2031	\$-	\$3,570,000	\$(5,970,000)
2032	\$-	\$3,330,000	\$(2,630,000)
2033	\$-	\$3,110,000	\$480,000
2034	\$-	\$2,910,000	\$3,390,000
2035	\$-	\$2,720,000	\$6,110,000
2036	\$-	\$2,540,000	\$8,660,000
2037	\$-	\$2,380,000	\$11,030,000
2038	\$-	\$2,220,000	\$13,250,000
2039	\$-	\$2,080,000	\$15,330,000
2040	\$-	\$1,940,000	\$17,270,000
2041	\$-	\$1,810,000	\$19,080,000
2042	\$-	\$1,690,000	\$20,780,000
2043	\$-	\$1,580,000	\$22,360,000
2044	\$-	\$1,480,000	\$23,840,000
2045	\$-	\$1,380,000	\$25,230,000
2046	\$-	\$1,290,000	\$26,520,000
2047	\$-	\$1,210,000	\$27,730,000
2048	\$-	\$1,130,000	\$28,860,000
2049	\$-	\$1,060,000	\$29,910,000
Total Net Discounted Costs:		Total Discounted Net Benefits:	
\$13,350,000		\$43,250,000	Net Present Value: \$29,910,000
Benefit-Cost Ratio: 3.24			

¹⁶ Carbon reduction benefits were discounted at 3%

Appendix

Context Sensitive Modal Substitution Rate Methodology

Modal Substitution Rates: Introduction

Modal substitution rates refer to the percentage of users of a facility who substituted one mode for another (Volker et al. 2019). These rates are often determined from survey instruments asking about alternative modes. When users substitute a carbon-free mode like biking for a carbon-intensive mode like driving, there is an associated emissions savings, proportional to the length of the trip. The following model provides a means for estimating the percentage of future facility users that will substitute a carbon-free mode in place of driving. This serves as a crucial step in identifying reductions in vehicle miles traveled and the emissions-saving benefits of the proposed facility.

Methodology

A series of univariate regression models were tested on peer-reviewed auto-to-bike substitution rates for projects in 10 cities around the United States. Six variables were collected at the city level and tested as inputs in a univariate regression model predicting the modal shift factor using an ordinary least squares regression from the [statsmodels](#) Python library. The variables are described in Table 1. The same variables were also tested in predicting the natural log of the modal shift percentage.

Data Review

Table 1. Peer-reviewed auto-to-bike modal shift factor and six demographic variables reported for the respective project cities¹

City	Modal Shift (ratio)	Population Density (people per sq. mi.)	Median Income (\$)	Travel Time to Work (min.)	% of Trips <4 Miles (ratio)	Active Mode Split (ratio)	Bike Mode Split (ratio)	Source
Los Angeles, CA	0.109	8,092	62,142	32	0.471	0.147	0.030	Matute et al. (2016)
Denver, CO	0.237	3,923	68,592	26	0.531	0.251	0.015	Piatkowski et al. (2015)
Boulder, CO	0.571	3,948	69,520	20	0.652	0.283	0.045	Piatkowski et al. (2015)
Littleton, CO ²	0.724	3,215	76,105	26	0.512	0.254	0.060	Piatkowski et al. (2015)
Sacramento, CA	0.273	4,764	62,335	26	0.437	0.195	0.090	Piatkowski et al. (2015)

City	Modal Shift (ratio)	Population Density (people per sq. mi.)	Median Income (\$)	Travel Time to Work (min.)	% of Trips <4 Miles (ratio)	Active Mode Split (ratio)	Bike Mode Split (ratio)	Source
Davis, CA	0.250	6,637	69,3709	23	0.636	0.220	0.095	Piatkowski et al. (2015)
Austin, TX	0.146	2,653	71,576	25	0.502	0.179	0.016	Monsere et al. (2014)
Chicago, IL	0.374	11,841	58,247	35	0.598	0.377	0.070	Monsere et al. (2014)
Portland, OR	0.202	4,375	71,005	27	0.538	0.267	0.027	Monsere et al. (2014)
San Francisco, CA	0.263	17,179	112,449	34	0.547	0.245	0.060	Monsere et al. (2014)
Washington, DC	0.202	9,856	86,420	31	0.564	0.311	0.018	Monsere et al. (2014)

Notes:

min. : minute

sq. mi. : square mile

1. Adapted from Volker et al. 2019.
2. Littleton, CO, was removed as an outlier in this modeling exercise for both final models.
3. All sources can be found in the Volker, J et. al (2019) paper specified in the references section.

Results

We found two acceptable models for contextual estimation of modal substitution rates given the available data: the examination of short trips (under 4 miles) and the active mode split model. Alta's preferred model is the examination of short trips due to its theoretical consistency with the idea that short trips are indicators that a higher proportion of vehicle trips can be converted to active modes given improved infrastructure and support. Alta uses the active mode split model depending on the available data sources on a given project or for sensitivity analysis to generate a conservative estimate.

Correlation and R-Squared

Table 2. Variable performance in correlation test and ordinary least squares univariate regression

Variable	Source	Correlation with Modal Shift	Correlation with ln (Modal Shift)	Adjusted R-Squared Predicting Modal Shift		Adjusted R-Squared Predicting ln (Modal Shift)	
				No Constant	With Constant	No Constant	With Constant
Population Density	Census	-0.21	-0.11	0.411	-0.063	0.663	-0.098

Variable	Source	Correlation with Modal Shift	Correlation with ln (Modal Shift)	Adjusted R-Squared Predicting Modal Shift		Adjusted R-Squared Predicting ln (Modal Shift)	
				No Constant	With Constant	No Constant	With Constant
Median Income	Census	-0.01	0.03	0.689	-0.111	0.813	-0.110
Travel Time to Work	Census	-0.32	-0.30	0.653	0.001	0.864	-0.014
Percent of Trips Under 4 Miles	Replica Places (2022)	0.31	0.41	0.744	-0.005	0.805	0.076
Active Mode Split (all trips)	Replica Places (2022)	0.39	0.53	0.763	0.057	0.709	0.200
Bike Mode Split	Replica Places (2022)	0.32	0.43	0.654	0.003	0.479	0.090

Note:

All values reported in this table are for models without the Littleton, CO outlier removed.

Linear Relationship Plots

Figure 1 and Figure 2 show the linear relationship between the log of modal shift and the percentage of trips less than 4 miles or active mode share, respectively. Littleton, CO, is identified as an outlier in both cases and thus removed for the final model development.

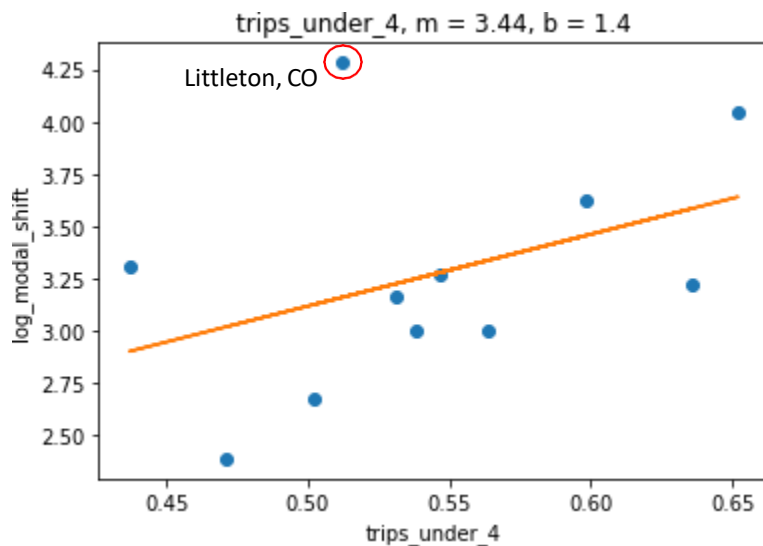


Figure 1. Modeled Relationships Between the Percentage of Short Trips and the Log of Modal Shift

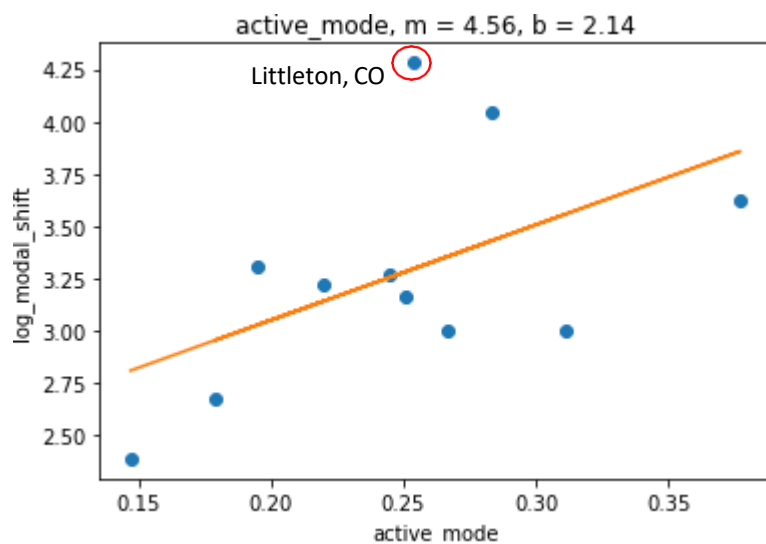


Figure 2. Modeled Relationships Between Active Mode Share and the Log of Modal Shift

Final Model Summaries

The two acceptable models are summarized in Table 3, along with the derived equations for applying each to a project-specific context.

Table 3. Model summaries for acceptable final models

Dependent Variable	Log modal shift percentage		Dependent Variable	Log modal shift percentage	
R-squared	0.424		R-squared	0.414	
Independent Variable	Coefficient	P-Value	Independent Variable	Coefficient	P-Value
Percent of trips under 4 miles	4.39	0.041	Active mode share	1.85	0.045
Constant	0.77	0.462	Constant	2.08	0.002
Equation			Equation		
$\ln(\text{modal shift \%}) = 0.77 + 4.39 * (\% \text{ trips under 4 miles})$			$\ln(\text{modal shift \%}) = 2.08 + 1.85 * (\% \text{ active mode share})$		

Discussion

These models enable a flexible and actionable approach to provide context-sensitive estimates of potential modal substitution rates given investments in multimodal infrastructure that are suitable for transportation planning practice. This approach aligns well with the understanding that compact, mixed-use locations with small urban footprints and high destination access encourage shorter trips and active travel (NASEM 2014). These models provide a decision-support tool to make informed and context-sensitive assessments of potential modal substitution rates given a project study boundary. Understanding how much reduction in vehicle miles traveled is possible given investments in active transportation is relevant to choosing a quick and responsive model.

However, there are limitations to this approach worth considering:

- While significant relationships were identified between these variables and modal substitution rates from literature, they are based on small sample sizes and depend on the removal of outliers.
- These models are not using any control variables. These univariate linear regression models are intended to enable quick determinations of possible modal substitution given a specific built context. While other variables such as population density or travel time to work were evaluated, they were not used as controls within the same model.
- Many other factors can influence rates of modal substitution beyond those identified here, and they warrant further study. It is highly complex result of localized intercept surveys, but their ranges from literature benefit from a context sensitive approach for analysis.

References

- NASEM (National Academies of Sciences, Engineering, and Medicine). (2014). *Estimating Bicycling and Walking for Planning and Project Development: A Guidebook*. Washington, DC: The National Academies Press. <https://doi.org/10.17226/22330>
- Volker, J., S. Handy, A. Kendall, and E. Barbour. (2019). *Quantifying Reductions in Vehicle Miles Traveled from New Bike Paths, Lanes, and Cycle Tracks: Summary Report*. California Air Resources Board (CARB). March 25, 2019.
- Replica Places (2022). Replica Platform. Retrieved from <https://replicahq.com/>

CBI Rationale

These regression equations are the result of internal R&D at Alta and represent a data-driven approach to identifying realistic modal substitution rates given contextual information about a project area. Disclosure of these models before they can be further published in peer review research represents a disincentive for firms to advance research and development to advance context sensitive practice. This research was based on Alta Planning + Designs proprietary knowledge and understanding of active transportation research and available data resources to inform them.



Replica Methodology

Executive Summary

Replica produces high-fidelity activity-based mobility models, at “megaregion” scale (~30 million people), with disaggregate data outputs down to the network-link level.

Activity-based models are transportation models in which travel demand is derived from people's daily activity patterns. Activity-based models predict which activities are conducted when, where, for how long, for and with whom, and the travel choices they will make to complete them.

Replica generates its data by running large scale, computational-intensive simulations. Rather than simply cleansing, normalizing, and scaling individual data sources, Replica:

- (1) Creates a synthetic population that matches the characteristics of a given region
- (2) Trains a number of behavior models specific to that region
- (3) Runs simulations of those behavior models applied to the synthetic population in order to create a “replica” of transportation and economic patterns
- (4) Calibrates the outputs of the model against observed “ground-truth” to improve quality

This methodology is how Replica delivers granular data outputs that match behavior in aggregate but don’t surface the actual movements (or compromise the privacy) of any one individual.

Origin-destination pairs are consistent with human activities. Population demographics are accurate and correlate with appropriate movement. Recurring activities are coherent over time and capture a pattern of life. Routing between locations is consistent with local road networks and transportation options. And the scale of population and number of trips is appropriate for a given geographic extent.

Replica has served over 60 clients throughout the U.S., including Caltrans (the California DOT), the Metropolitan Transportation Authority in NYC, the NY State Division of the Budget, the Illinois DOT, New Jersey Transit, and the Office of the Chief Technology Officer (OCTO) in Washington, D.C.

In the following document, we outline our sources, methodology, and outputs, as well as detail regarding our uncompromising approach to protecting individual privacy.

Overview

Replica simulations are delivered as megaregions, each covering between 20 and 50 million residents and multiple states, enabling the entire contiguous United States to be produced in 14 megaregions. The output of each simulation is a complete, disaggregate trip and population table for an average weekday and average weekend day in the subject season (e.g., Fall 2021).

The model represents a 24-hour period with second-by-second temporal resolution, and point-of-interest-level spatial resolution. In essence, each row of data in the simulation output reflects a single trip, with characteristics about both the trip (e.g, origin, destination, mode, purpose, routing, duration) and trip taker (e.g., age, race/ethnicity, income, home location, work location). In aggregate, the output dataset reflects the complete activities and movements of residents, visitors, and commercial vehicle fleets in the target region and season on a typical day.



Each year, Replica produces a spring simulation and a fall simulation for each megaregion. Each completed model also includes an associated quality report, which compares the outputs of the simulation to ground truth data, enabling comparisons between modeled outputs and observed counts.

Source Data

Replica utilizes a diverse set of public and private third-party source data to inform its simulations. These sources include five categories of data:

Mobile location data: Multiple types (currently five unique sources) of de-identified location data collected from personal mobile devices and in-dashboard telematics are used to create a representative sample of daily movement patterns within a place.

Consumer resident data: Demographic data from public and private sources provides the basis for determining where people live and work, and the characteristics of the population, such as age, race, income, and employment status.

Land use / real estate data: Land use data, building data, and transportation network data are used to paint a complete picture of the built environment, and where people live, work, and shop.

Credit transaction data: Credit transactions from financial companies are used to model consumer spending. With this input, Replica depicts the level and types of spending that occurred at a particular time and place.

Ground truth data: Ground truth data is used to calibrate and improve the overall accuracy of Replica outputs. The types of ground truth collected by Replica include auto and freight volumes, transit ridership, and bike and pedestrian counts.

By building a composite of these diverse sets of data, Replica minimizes the risk of sampling bias that exists in any single source on its own. For example, a product that relies more heavily on data from personal mobile devices risks failing to adequately simulate the portions of the population that do not have mobile devices or those who opt out of device tracking technologies. Our composite approach also creates resiliency against data quality issues and protects against disruptions of individual data sources.

Methodology & Approach to Privacy

At a high level, Replica's approach to generating its simulations is best described in four steps:

Step 1: Population Synthesis A nationwide synthetic population, statistically equivalent to the actual population, is generated for the entirety of the United States each year. Replica creates a synthetic population because census data is limited to aggregate geographies, which limits the ability to assign attributes to individuals or households. Synthetic populations also help protect privacy without compromising spatial fidelity.

The synthetic population is generated using census and consumer marketing data. Replica applies data science techniques to this data that allow for: (1) modeling the dependencies in socio-demographic parameters and structure of the households, and (2) synthesis of the population at the level of individual households so that it matches aggregate census information at the required level of aggregation such as block groups or tracts.

Each synthetic household consists of people with an assigned set of attributes: age, sex, race, ethnicity, employment status, household income, vehicle ownership status, and resident or visitor status. Workplace locations for all



employed individuals are assigned based on the combination of mobile location data aggregates and census information. These assignments are static in each seasonal model, but can and do change across seasons.

The population relevant for each specific megaregion is extracted from the nationwide population to begin each simulation.

Step 2: Mobility Model Creation Modern machine learning techniques are then leveraged to develop travel personas from the composite of mobile location data for the subject megaregion and season. Personas are an extraction of behavioral patterns from individual devices that live in, work in, travel to, travel from, or pass through a specific region during the subject season.

Each persona is composed of three underlying behavioral-choice models: activity planning and sequencing (e.g., at home -> drive to work -> at work -> drive to shop -> drive to home), destination location choice (i.e., the exact location people are traveling to and from), and travel mode (i.e., the chosen mode).

Replica's composite of mobile-location data represents anywhere from 5% to 20% of a local population. Replica intentionally only acquires the necessary data required to build statistically representative models, another tenet of balancing model fidelity with user privacy.

Step 3: Activity Generation To simulate activity, the outputs from Step 1 and Step 2 are joined. Each synthetic household is assigned one or more personas using home and work locations as a primary input, enhanced with matching by available socio-demographic attributes and by the role of the person in a household. In effect, with travel behavior models assigned, each synthetic person can now make choices about when, where, and how to travel.

Individuals in the synthetic population are then set into motion via three models. The activity sequence model determines the activities of a simulated person's day, including both recurring activities (e.g., travel to work, school drop off), as well as one-time activities (e.g., shopping, visiting a restaurant, social visit to a friend's residence). The location choice model determines the specific location of each discretionary activity (e.g., what restaurant is chosen for lunch, where grocery shopping gets done), assigning a location at the point-of-interest level. And the mode choice model determines how the trip will be made based on the state of the transportation network, accounting for available transit options and multiple driving routes.

Movement is then simulated with an agent-based approach that accounts for congestion and other interactions between individual travel itineraries.

Step 4: Calibration After each individual simulation run, the modeled outputs are compared to aggregate control group data (i.e., observed counts, or "ground truth") for quality and reporting purposes. This calibration process involves solving a set of large-scale optimization problems with an objective function defined as "fit to observed ground truth." A careful balance is struck to ensure that the calibration algorithms do not overfit the modeled outputs to the calibration data, as both outliers and a certain level of noise is often present in every dataset.

To complete this iterative calibration process, Replica always holds out some of its own ground-truth data from the initial mobility simulation. Replica can also incorporate additional ground-truth provided by its customers for additional quality enhancement.

Each completed model includes an associated quality report, which transparently displays a comparison of modeled outputs to ground truth data, enabling users to compare model outputs to observed counts.



Approach to Privacy: The approach outlined here reflects Replica’s uncompromising belief that better insights should not come at the expense of personal privacy. Our methodological approach enables us to provide highly granular output data while remaining faithful to a series of privacy-first technical commitments. At Replica, we:

- Only procure de-identified data from our source vendors. The data we receive is never associated with an individual’s personally identifiable information.
- Never share raw locational data with our customers — or any other third-parties
- Build models from different data sources independently so that we abstract out potentially identifying details of any individual before combining these models into our aggregate outputs
- Never join data sources on keys containing sensitive data
- Incorporate proven techniques, like statistical noise injection, into our algorithms to ensure that (1) it is impossible to ascertain if an individual’s information is part of our source data by inspecting our modeled outputs; (2) it is impossible to learn which specific locations were visited by an individual whose information was part of our source data by inspecting our modeled outputs

Simply put, Replica’s methodology results in outputs that make it impossible to track or identify the movements of any individual.

Data Outputs

Each simulation results in a complete trip, population, and routing table.

Population Attributes: Each trip is associated with a specific person in the simulation, for whom the following characteristics are available:

- Age
- Sex
- Race
- Ethnicity
- Employment status
- Household income
- Vehicle ownership status
- Resident or visitor status

Trip Attributes: Each trip is assigned the following attributes:

- Origin and destination points
- Trip distance
- Trip duration
- Start and end time



- Complete routing information for each trip
- Trip mode, including private auto driver, private auto passenger, public transit, walking, biking, freight, and transportation network companies (TNCs)
- Trips purpose, including home, work, errands, eat, social, shop, recreation, commercial, school

Location Detail: Replica models to specific real-world locations and points of interest (e.g., a specific office building, the Starbucks at a certain address) — trips are modeled from individual building footprint to individual building footprint, rather than zone to zone. We update our nationwide catalogue of points of interest monthly, and we use the applicable set of locations for each simulation.

Geographic and Temporal Coverage

Replica is currently focused on covering the United States. Each year, Replica produces a spring simulation and a fall simulation for each of our megaregions. We can also run simulations for specific time periods or locations for our customers as needed; for instance, we could produce a model for December 2019 that would be distinct from our regular fall 2019 model for a given location.