

A HUMAN E.D.G.E.

A snapshot of City78's Experience-Driven Geospatial Engagement (EDGE) methodology, the first analysis ever to quantify human perception, use of space and business potential through community-generated data

City78

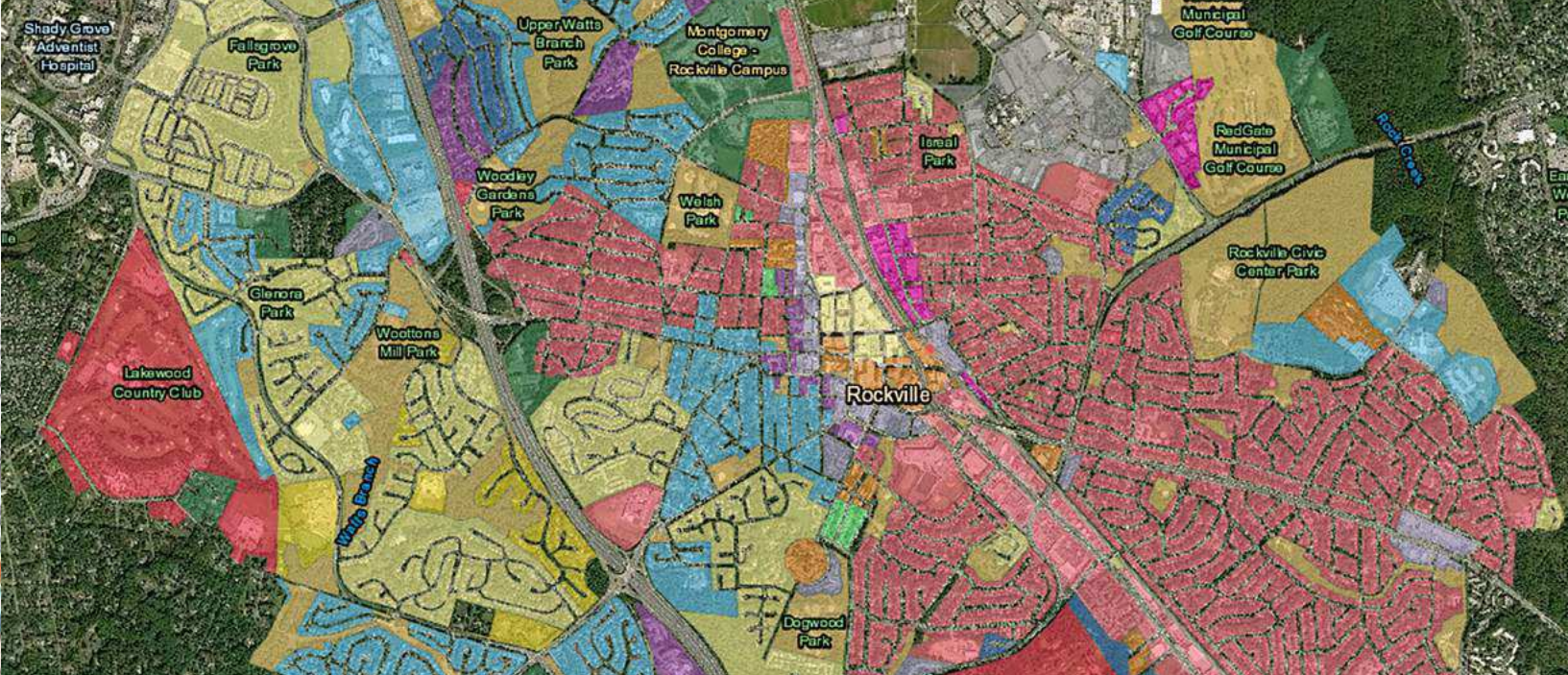
About City78

City78 is an urban analytics organization which develops data-driven, human-centric solutions for city governments, organizations and community leaders.



Our trailblazing Experience Driven Geospatial Engagement (E.D.G.E.) methodology is at the forefront of the smart city movement, blending forward-thinking *urban planning* practices with *artificial intelligence (AI)* and *community data* to develop nuanced understandings of *neighborhoods* and cities as well as actionable insights pivotal to *place identity* and place making, urban competitive advantage and *quality of life* for all.

Through our work, we aim to develop and strengthen avenues for *community engagement* in design, planning and development, as well as to help governments and organizations build *ethical, sustainable* cities by understanding communities, their histories, cultures, identities, needs and perceptions.



E.D.G.E.

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The new standard in *community driven* decision making.

From the leafed streets of ancient Medinas in North Africa to tree ring-shaped Nordic towns, cities have always taken on organic traits found in nature.

The **E.D.G.E.** methodology represents the next evolution of the *organic city*, one that is data-driven, ethical and smart.

Leveraging AI, GIS, and community-driven data, E.D.G.E. is able to quantify *community perception* and *use of space*, distill findings into interactive yet succinct maps, and strengthen the feedback loops which exist between residents and the cities they live in.

EXPERIENCE-DRIVEN GEOSPATIAL ENGAGEMENT (E.D.G.E.) METHODOLOGY

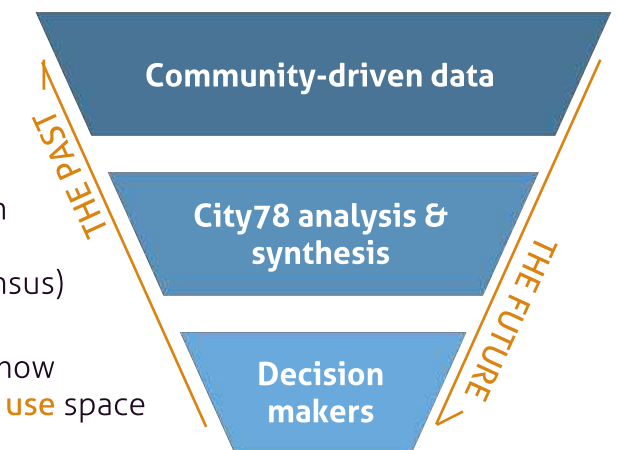
"Not everything that counts can be counted, and not everything that can be counted counts."

— William Bruce Cameron, 1963

User-generated data (e.g. Google reviews, 311 service requests)

Applying AI to transform data, grounded on traditional data (e.g. Census)

Show decision-makers how *people experience* and *use* space throughout their city



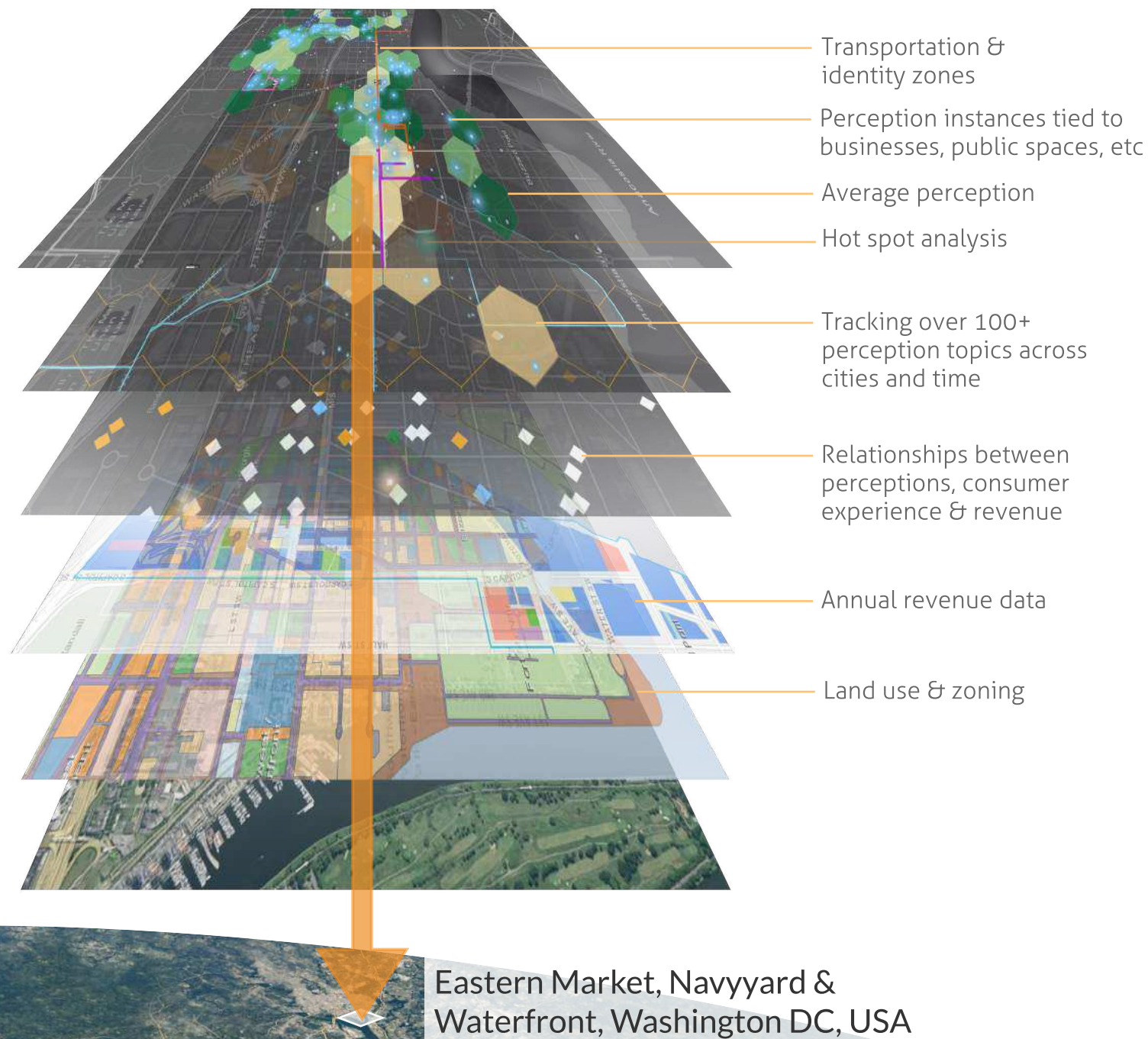
HOW E.D.G.E. WORKS

PAST ← PRESENT → FUTURE

Understand how **communities** **perceived** and **used** space in the past

Create solutions based on current, day-to-day human **experiences** and **perceptions**

Monitor **reactions**, **perceptions** and **usage** of the changes in the urban environment



STAKEHOLDERS IN CITY78 SOLUTIONS



COMMERCIAL
REAL ESTATE



CITY
GOVERNMENT



RESEARCH &
ACADEMIA



SOCIAL IMPACT
INVESTORS

*HELPING YOUR ORGANIZATION DISCOVER THE
RIGHT QUESTIONS TO ASK ABOUT YOUR CITY*

TRACK AND QUANTIFY PERCEPTION

City78 gives your organization an unrivaled understanding, on both macro and granular levels, of the countless data points which a city is comprised of.

By engaging both community-generated and traditional data sources, we are able to quantify, analyze and map perception across entire cities.

COMMUNITY IMPACT ASSESSMENTS

Temporal geospatial analysis techniques enable our team to understand how changes in the built environment affect the communities of that area.

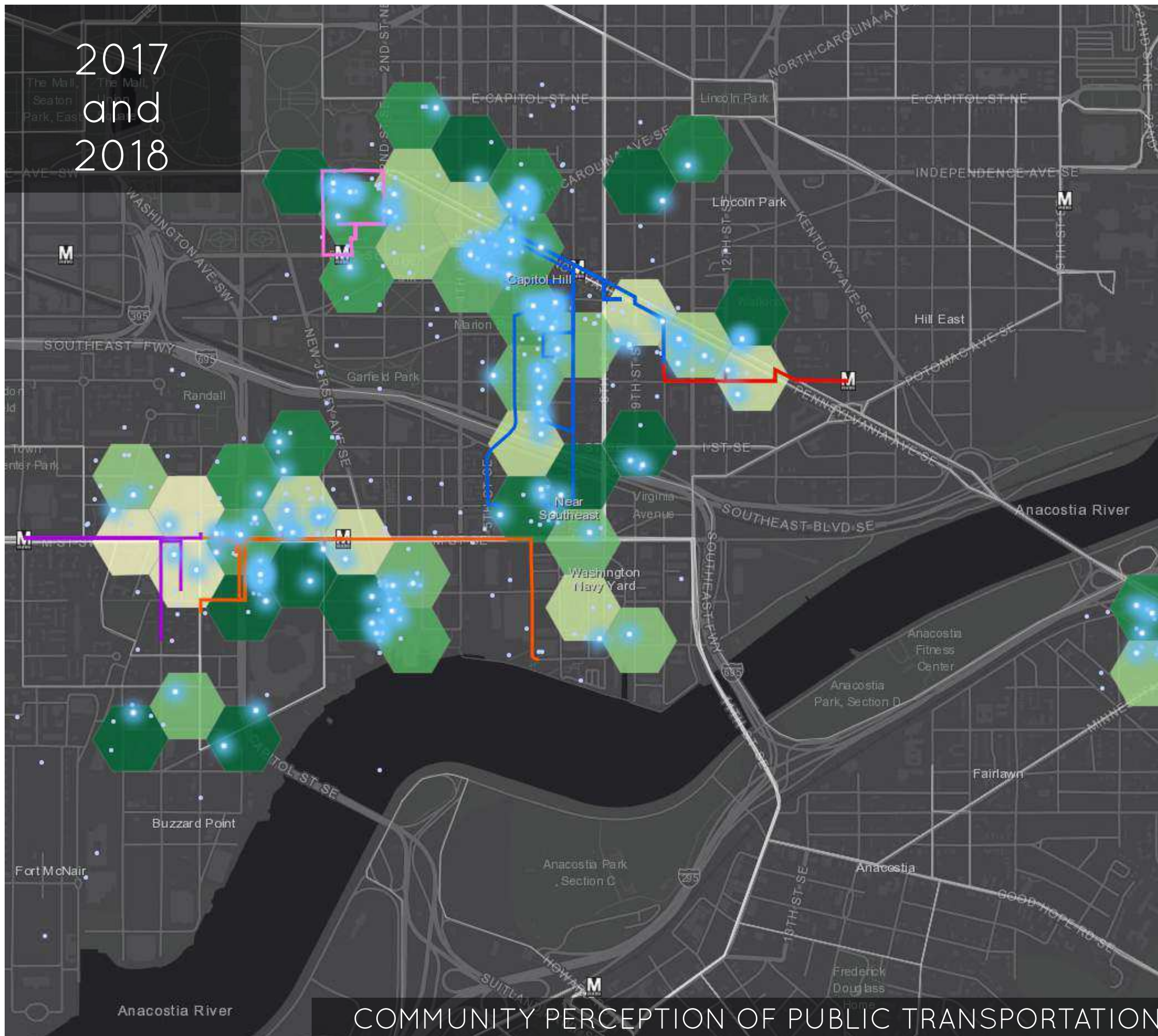
From tracking community reaction to changing retail options to social impact investments in public transportation initiatives, City78 is able to quantify and map these changes, whether seasonal or through multiple years.

IDENTITY ZONES, PERCEPTION AND REVENUE

To better understand influence of community perception on the economic potential of a city, City78 assesses annual revenue of businesses alongside perceptions.

Through E.D.G.E, City78 also generates identity zone maps, which show where individuals most strongly associate their current location to specific hubs of identity and activity.

2017
and
2018



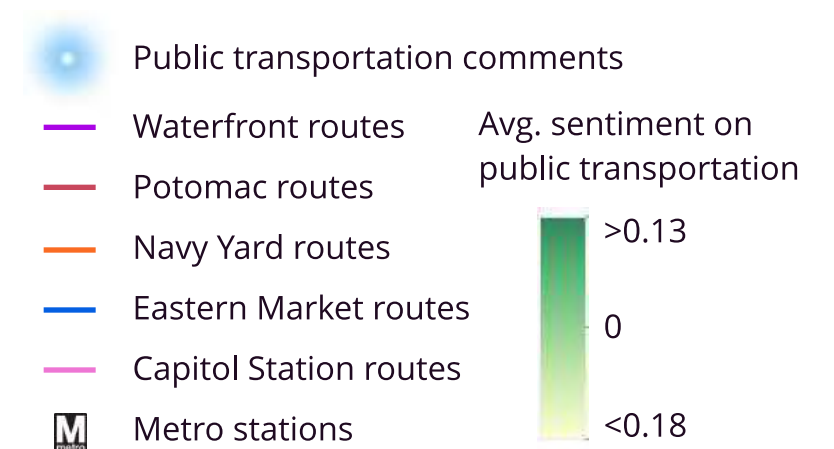
UNDERSTANDING THE MODERN URBAN LANDSCAPE

WHAT IT IS,
WHO IT IS,
WHAT MAKES IT TICK

Like the intricate, seemingly random formations of molecules which make up an organism, the cultures, histories and identities which influence and are influenced by the elements of a city may seem impossible to quantify. Yet cities and their identities are not created in a vacuum; they are created through human willfulness and through the communities which reside in them.

E.D.G.E. CAPTURES THESE GRANULAR INSTANCES OF HUMAN EXPERIENCE ON A SINGLE STREET, NEIGHBORHOOD, OR THROUGHOUT AN ENTIRE CITY

In the Community Perception of Public Transportation visualization to the left, our team has mapped where individuals have visited businesses and public spaces, either coming from or going to the Metro after their excursions.



COMMUNITY PERCEPTION OF PUBLIC TRANSPORTATION

Summer
2018

mapping
perception
through
time

uncovering
trends

discovering
what
was
once
unmapped

Winter
2017-18

COMMUNITY PERCEPTION OF FAMILY

TRACKING OVER 100+ TOPICS



ACROSS CITIES AND TIME

