E.D.G.E. Urban Performance Sample Report

Experience-Driven Geospatial Engagement

Eastern Market & Navy Yard

City78

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* analytical frameworks with *artificial intelligence (AI)* and *community data* to develop nuanced understandings of neighborhoods, consumer patterns, and cities.

PAST Understand how **communities perceived** and **used** space in the past
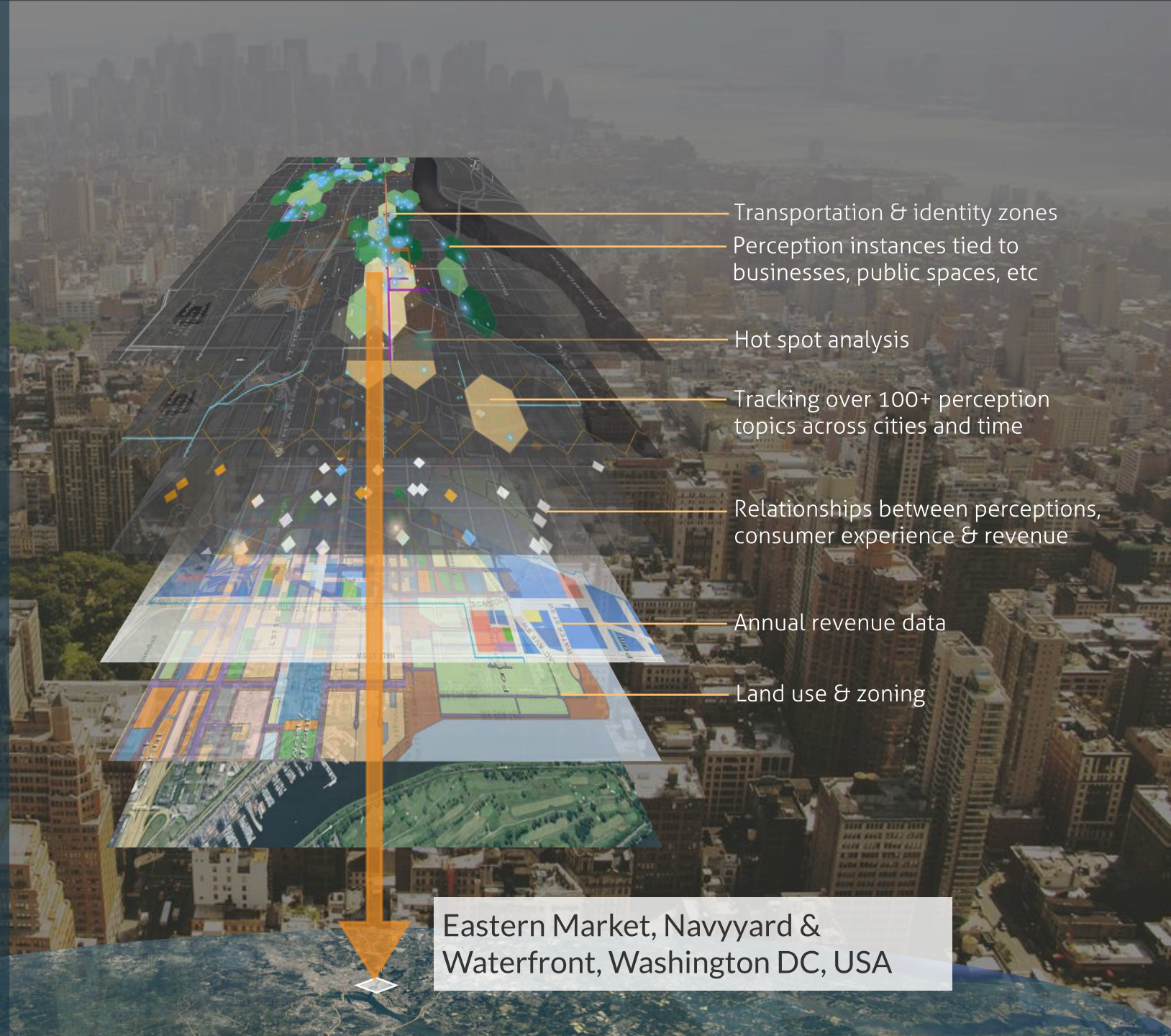
PRESENT Create solutions based on current, day-to-day human **experiences** and **perceptions**

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

Transportation & identity zones

Perception instances tied to businesses, public spaces, etc

Hot spot analysis

Tracking over 100+ perception topics across cities and time

Relationships between perceptions, consumer experience & revenue

Annual revenue data

Land use & zoning

Eastern Market, Navyyard & Waterfront, Washington DC, USA

E.D.G.E. provides granular, detailed insights at scale into the consumption patterns and perceptions of residents and visitors regarding the living environment.

Understanding the perceptions, consumer patterns and narratives of residents and visitors regarding the living environment is economically beneficial.

This sample report provides a snapshot of City78's E.D.G.E. Urban Performance Report, the first analysis ever to quantify human perception, use of space and business potential through community-generated data.

Leveraging AI, GIS, and community-driven data, E.D.G.E. is able to translate virtual urban consumer narratives into tangible solutions your organization can act on, while strengthening the feedback loops which exist between residents and the cities they live in.

To receive the full report or to view all additional maps online, please contact us at: connect@city78.org

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Sample Report

Zoning

Employee count

This overview presents a synopsis of relationships and interactions between the elements of the built environment and the socioeconomic factors attributed to users of the built environment in the Navy Yard - Capital Hill - Eastern Market area Washington DC.

Zoning

- Mixed-Use Zone
- Residential Apartment Zone
- Special Purpose Zone
- Residential Flat Zone
- Production, Distribution, and Repair Zone
- Downtown Zone
- Residential Zone
- Neighborhood Mixed-Use Zone
- Unzoned

Census Block Groups

Block Group Boundary
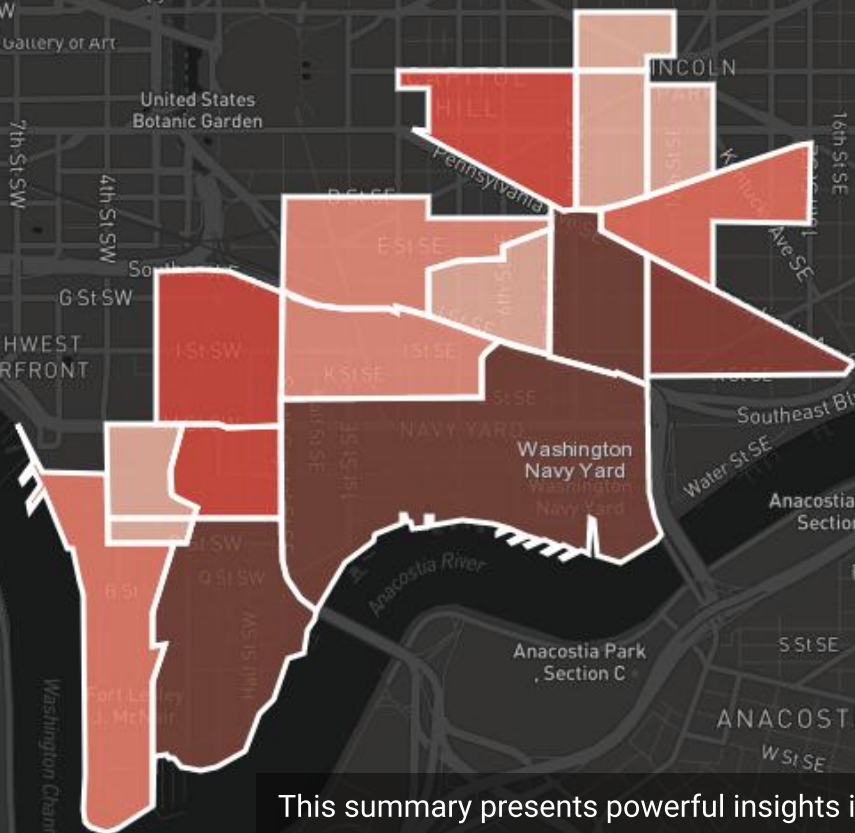
Employee count

Employee Count (sum)

- > 4,276
- 2,138
- < 0

Additional maps online

- Housing ($)
- Meals at restaurants ($)
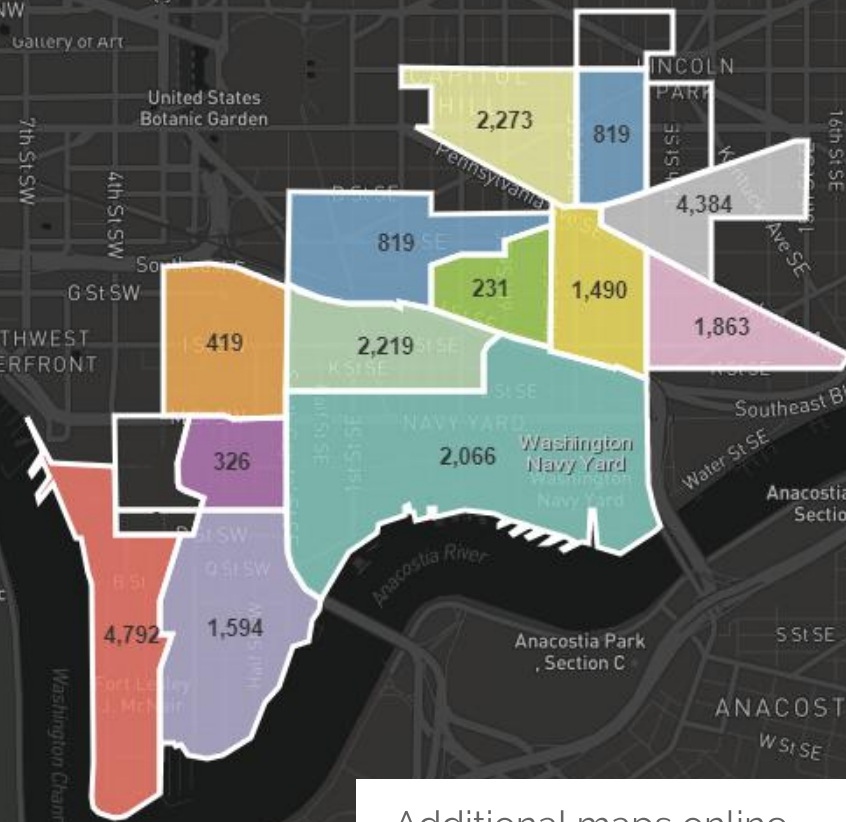- Tickets to theater/opera concerts ($)
- Entertainment and recreation ($)

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Total retail leakage/surplus

Revenue generated per hour by Census block

This summary presents powerful insights into consumer behavior patterns displayed by urban residents/visitors. This report highlights the consumption of all commercial elements existing in the study area.

Vintage
2017

Definition
The Leakage/Surplus Factor of study market areas is represented in a range from "-100" to "+100". Through this analysis, City78 is able to measure retail activity of all stores by NAICS industry classification.

Block Group Boundary

leakage

Total Retail L/S
> 100
51
< 3

Vintage
2018

Definition
Total sales volume by Census block group per hour. This includes a sales volume sum of all commercial locations in each census block and hours of operation of locations/establishments across all industries.

Block Group Boundary

Sales Volume per Hour ($)
0
819
231
326
419
1,490
1,594
1,863
2,066
2,219
2,273
4,384
4,792

Additional maps online

Grocery stores (L/S)

Food and beverage stores (L/S)

Food service/drinking places (L/S)

Beer/wine/liquor stores (L/S)

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Sample Report

Perceptions regarding social interaction

Social interaction tracks narratives involving:

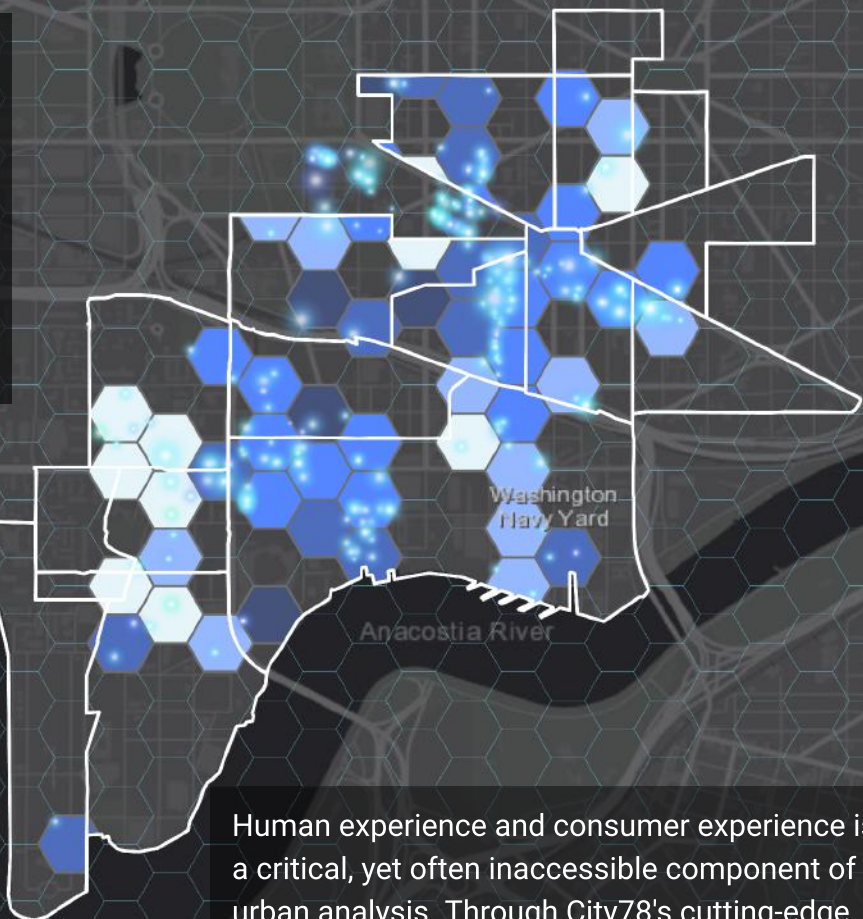- Family
- Couples & dates
- Friends
- Social gatherings
- Meet ups & hanging out

Social interaction by location

- ≤-0.009547
- ≤0.285265
- ≤0.448484
- ≤0.621759
- ≤0.983217

Average social interaction scores

- ≤-0.706221
- ≤-0.073760
- ≤0.187341
- ≤0.354181
- ≤0.563231

Human experience and consumer experience is a critical, yet often inaccessible component of urban analysis. Through City78's cutting-edge methods leveraging community-generated data, we are able to bring perception analysis to the forefront of development and investment, building ethical, organic and smarter cities.

Perceptions regarding transit and mobility

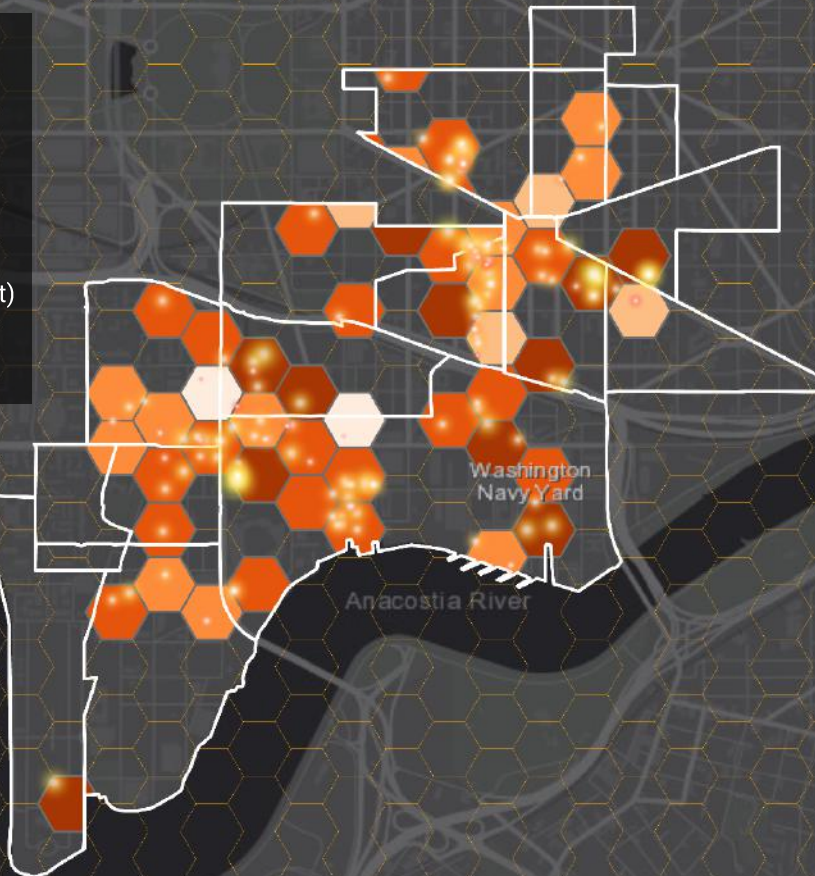Transit & mobility tracks narratives involving:

- Public transportation
- Walkability
- Bikes & scooters
- Parking
- Shared fleet (uber, lyft)
- General accessibility
- Handicap access

Transit & mobility by location

- ≤-0.099739
- ≤0.175351
- ≤0.369567
- ≤0.637403
- ≤0.947617

Average transit & mobility scores

- ≤-0.706221
- ≤-0.073760
- ≤0.187341
- ≤0.354181
- ≤0.563231

Additional maps online

- Perceptions on location offerings
- Perceptions on neighborhood experience

Contact us to learn more

Femi Adelakun
Geospatial analyst & Co-founder
(754) 213-0981
fadelakun@city78.org

Theo Goetemann
Project architect & Co-founder
(781) 835-8209
tgoe@city78.org