Hidden Activity Signal and Trajectory Anomaly Characterization (HAYSTAC) Proposers’ Day

Lightning Talk
Replica is a data platform for the built environment — anchored on large-scale simulations.

Our mission is to organize the world’s information about the built environment and make it accessible, valuable, and actionable.

Our platform enables agencies to harness near real-time data – while maintaining privacy – to uncover insights about people, mobility, the built environment, and all the relationships in between.
Solving Complex Urban Problems

1. Create a common operating picture for stakeholders
2. Use your baseline to make informed decisions
3. Monitor the issue & evaluate the impact of interventions
About Replica

How It Works

Replica generates its data by running large-scale, computationally intensive simulations.

These simulations allow us to deliver granular data outputs that match behavior in aggregate, but don’t surface the actual movements (or compromise the privacy) of any one individual.
Case Study: Evaluating the impacts of a congestion fee

LA Metro

Challenge: LA Metro is studying the impacts and feasibility of a pilot congestion pricing program in four concept areas; both road tolls and cordon pricing are being evaluated; equity is a top priority.

Solution: Create a common operating picture, monitor with near real-time data, and evaluate the impact of interventions.

Replica includes

- **Comprehensive mobility data.** Trip-level data, including: mode, purpose, origin, destination, distance, duration, times, and complete routing information.

- **Demographic data about trip takers.** Disaggregated population data reveals age, race, ethnicity, income, employment status, and vehicle ownership status of trip takers.

- **Near-real-time insights.** Weekly trip data by mode and purpose, as well as seasonal data across all metrics down to the transit route and network link level.