

AT PLACE MAP

PLACE INSIGHTS FOR URBAN TRANSPORT

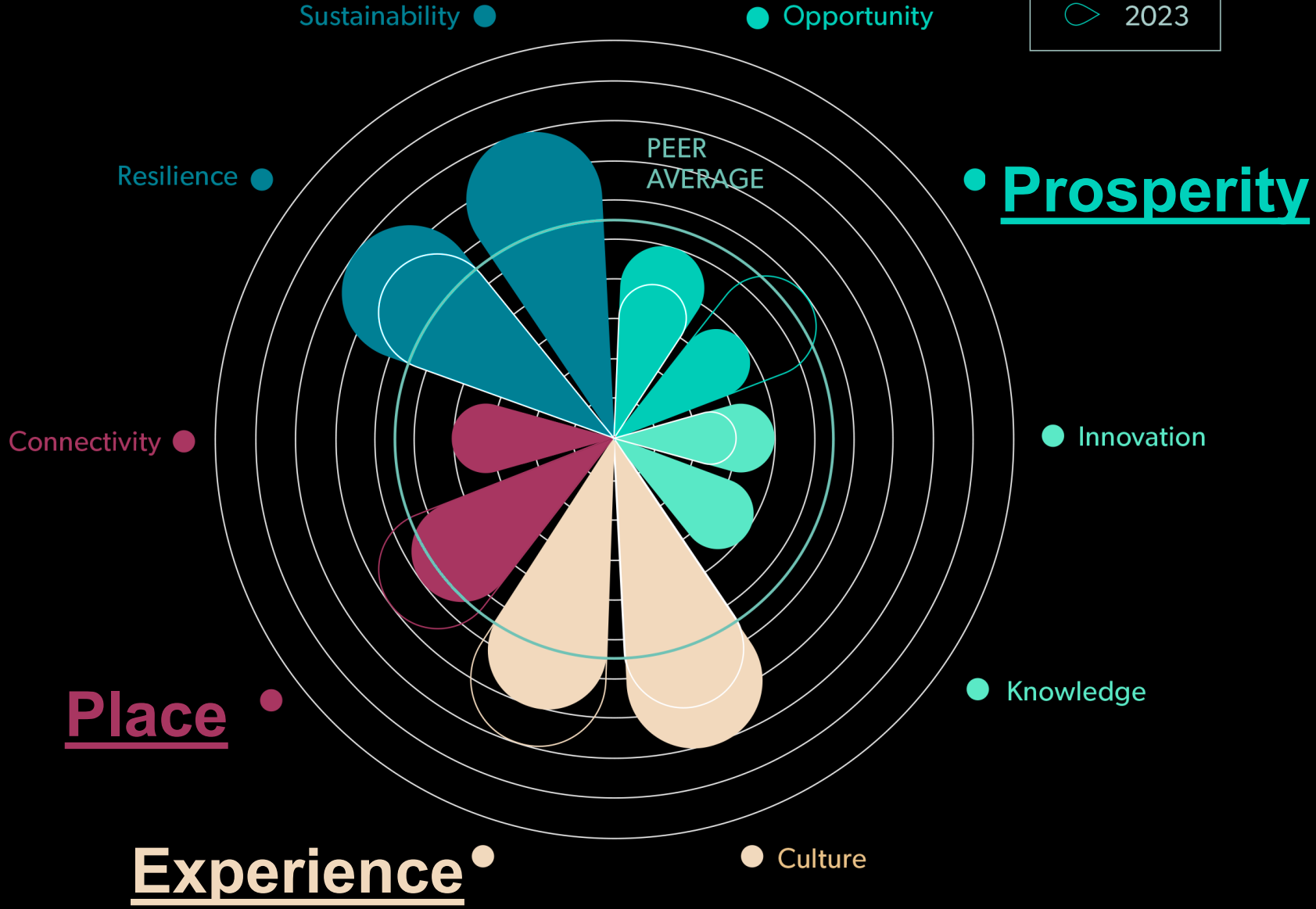




Max = 10

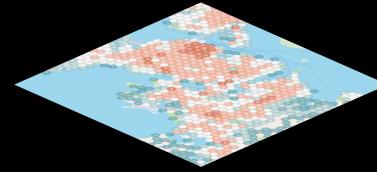
Key

- 2025
- 2023

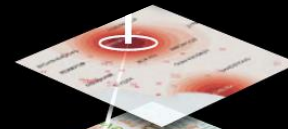


METHODOLOGY

AT PLACE MAP



ECONOMIC
INFORMATION



ECONOMIC SPEND DATA

COMMUNITY
(QUALITATIVE)



PLACE SENTIMENT



AUDIENCE DATA

GEOSPATIAL
(QUANTITATIVE)



LAND USE



POINTS OF INTEREST



FOOTFALL AND HEAT MAPPING



ENVIRONMENT AND LAND USES



PHISICAL FEATURES

GEOGRAPHIC
INFORMATION

MAGNETISM
(QUALITATIVE +
QUANTITATIVE)

OPEN STRUCTURE

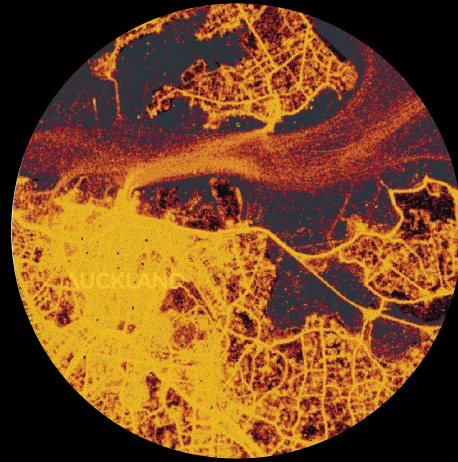
DIVERSITY (25%)



OFFERING (35%)



ACTIVITY (40%)



QUANTITATIVE MAP



+

=



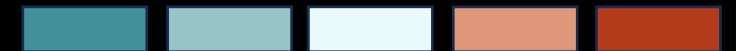
VOICE (25%)



SENTIMENT (35%)



DESIRE (40%)



LOW

HIGH



Riverside

15



Botany Qualitative Site Audit

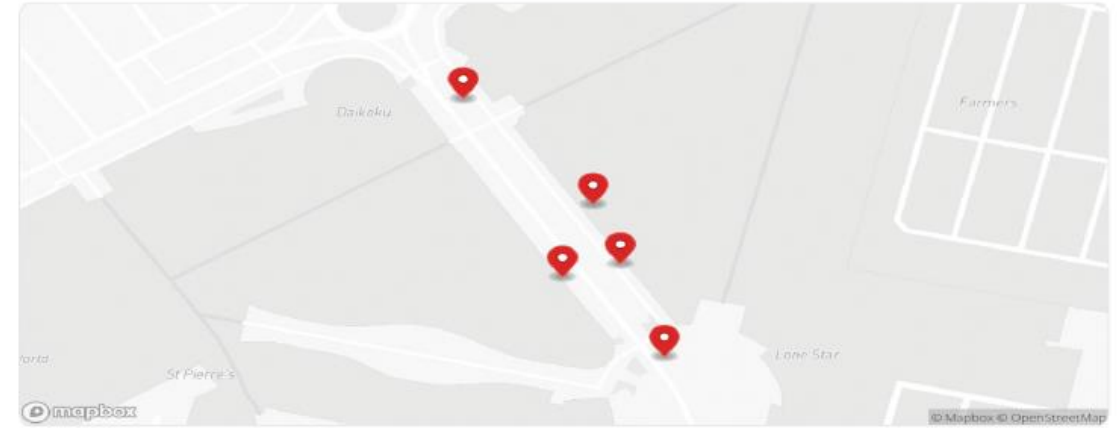
A simple qualitative site audit



SURVEY URL

<https://superlayers.io/s/b6da097f>

5
RESPONDENTS



AVERAGE SCORES

Circulation & Connectivity - Ease of Moving Around



Safety & Accessibility



Streetscape quality & amenity



Social & cultural elements



Comfort & safety



Belonging & pride



Diversity & inclusiveness



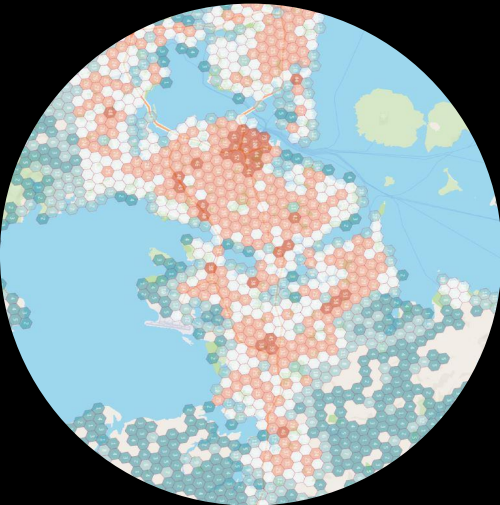
CASE STUDIES

QUANTITATIVE MAP

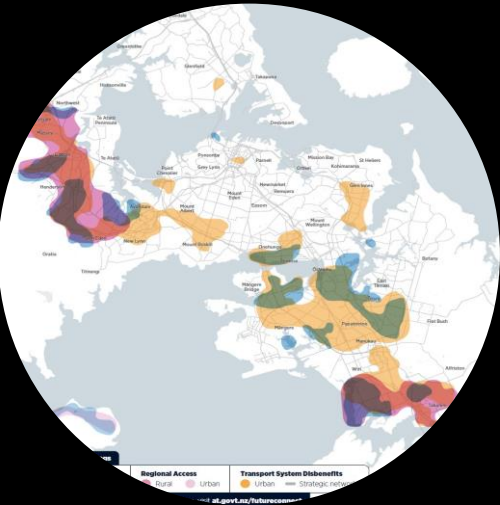
DEPRIVATION

AT/RLTP

CASE STUDIES



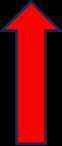
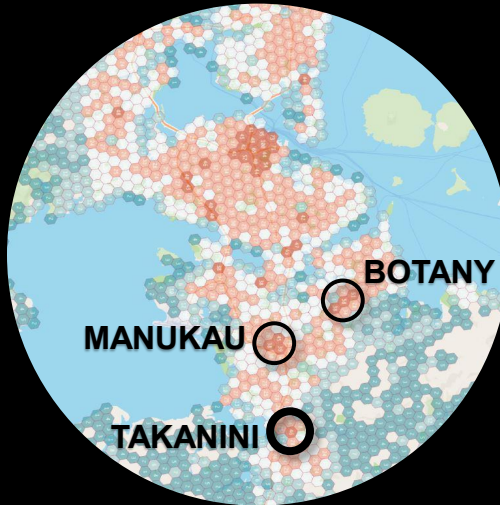
+



+



=



INSERT YOUR CRITERIA HERE

INSERT YOUR PROJECTS HERE

3 TIERS



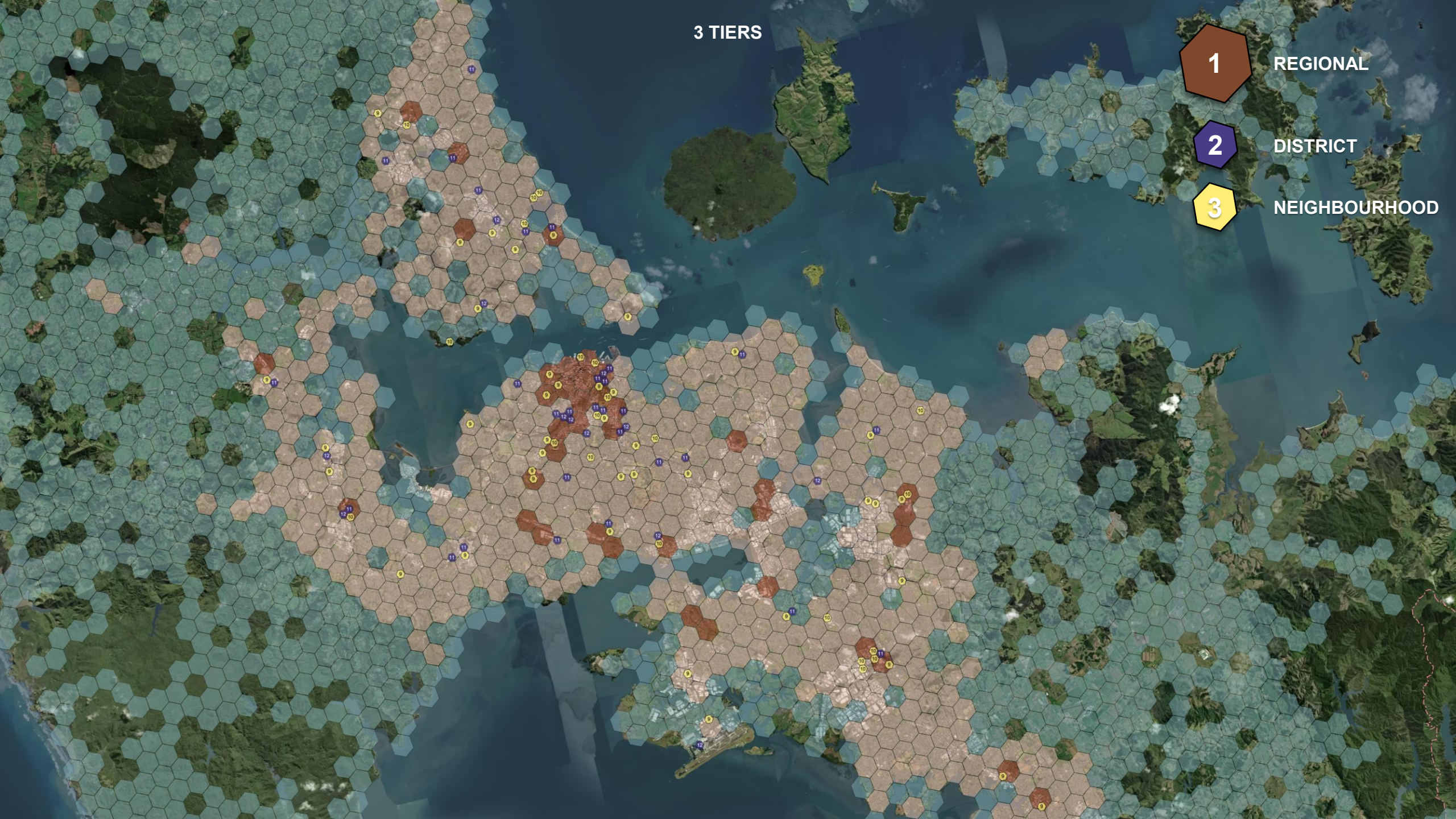
REGIONAL

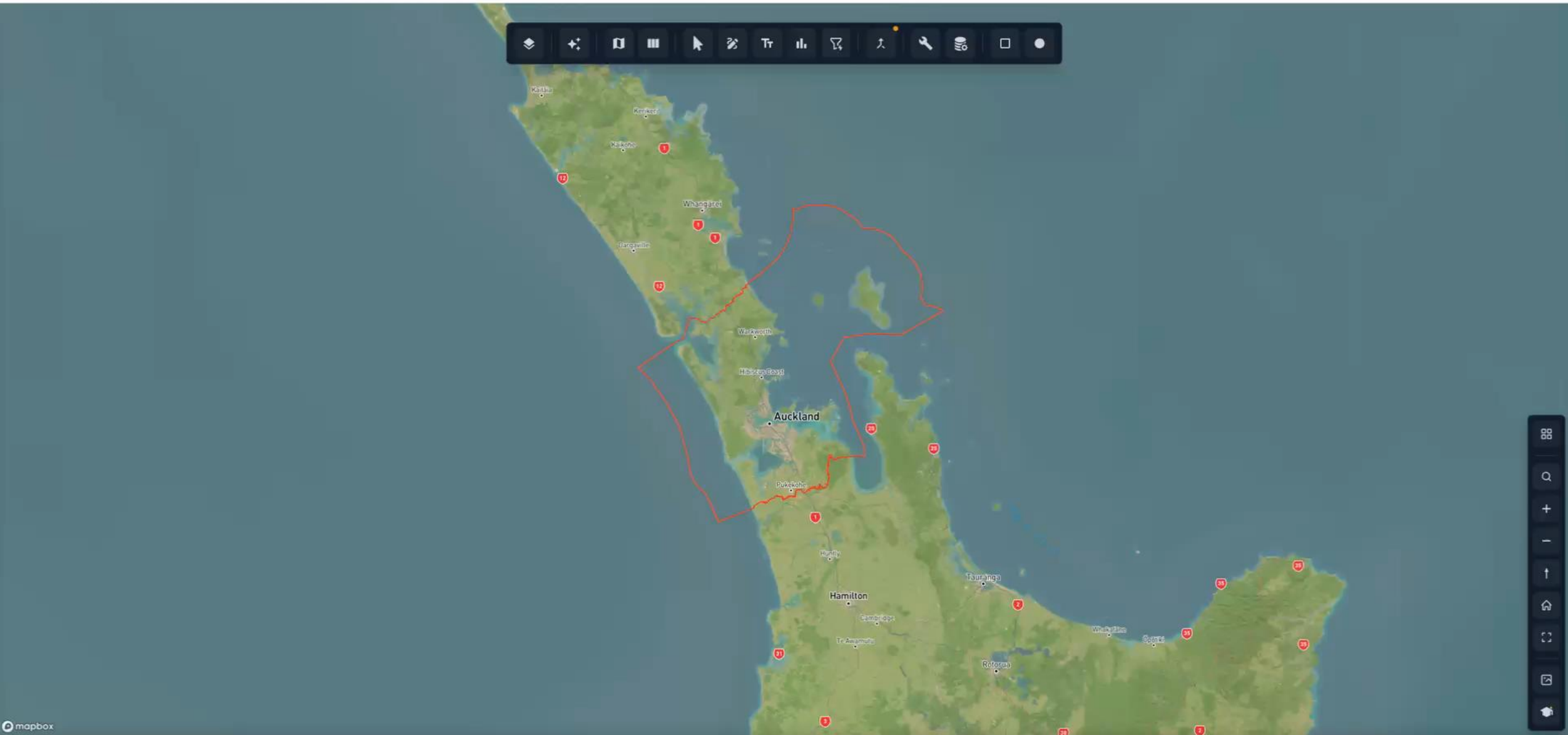


DISTRICT



NEIGHBOURHOOD





mapbox

Story Timeline

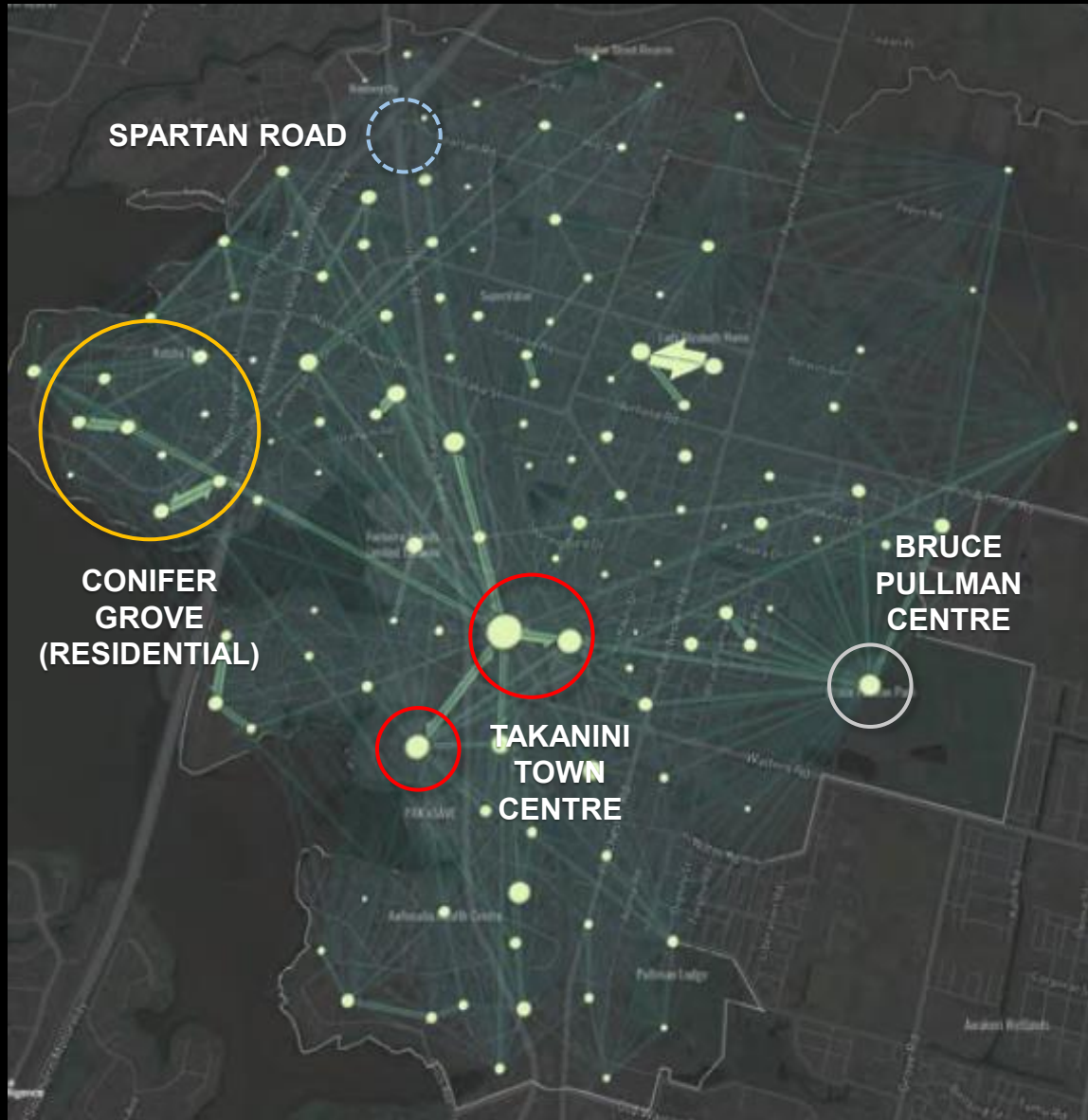
17 frames | 02:51 View Scale XS S M L PDF Publish Story



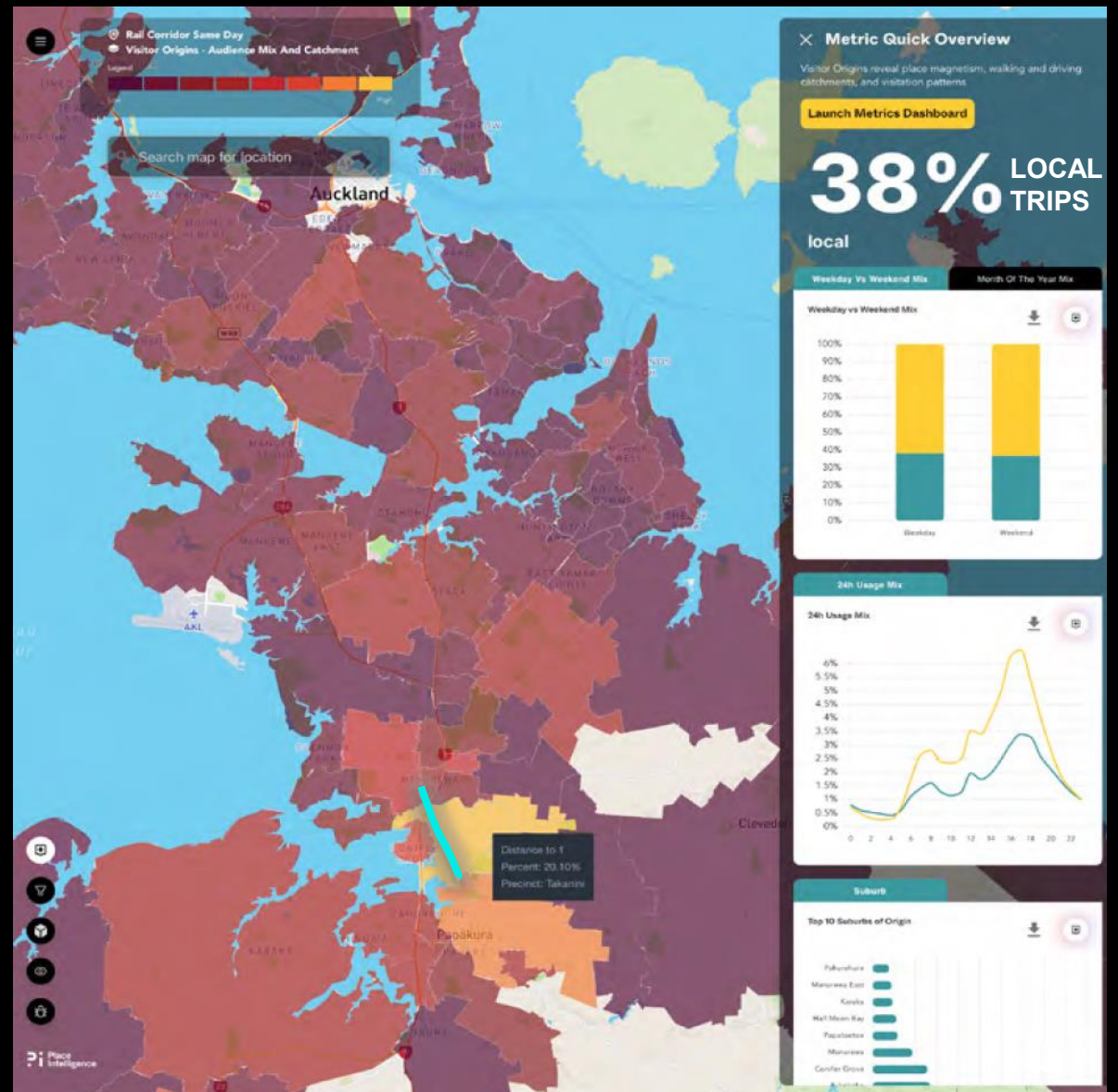
Finding Places of Value across Greater Auckland .

Expand 02:51

TAKANINI ORIGIN & DESTINATION



TAKANINI CATCHMENT

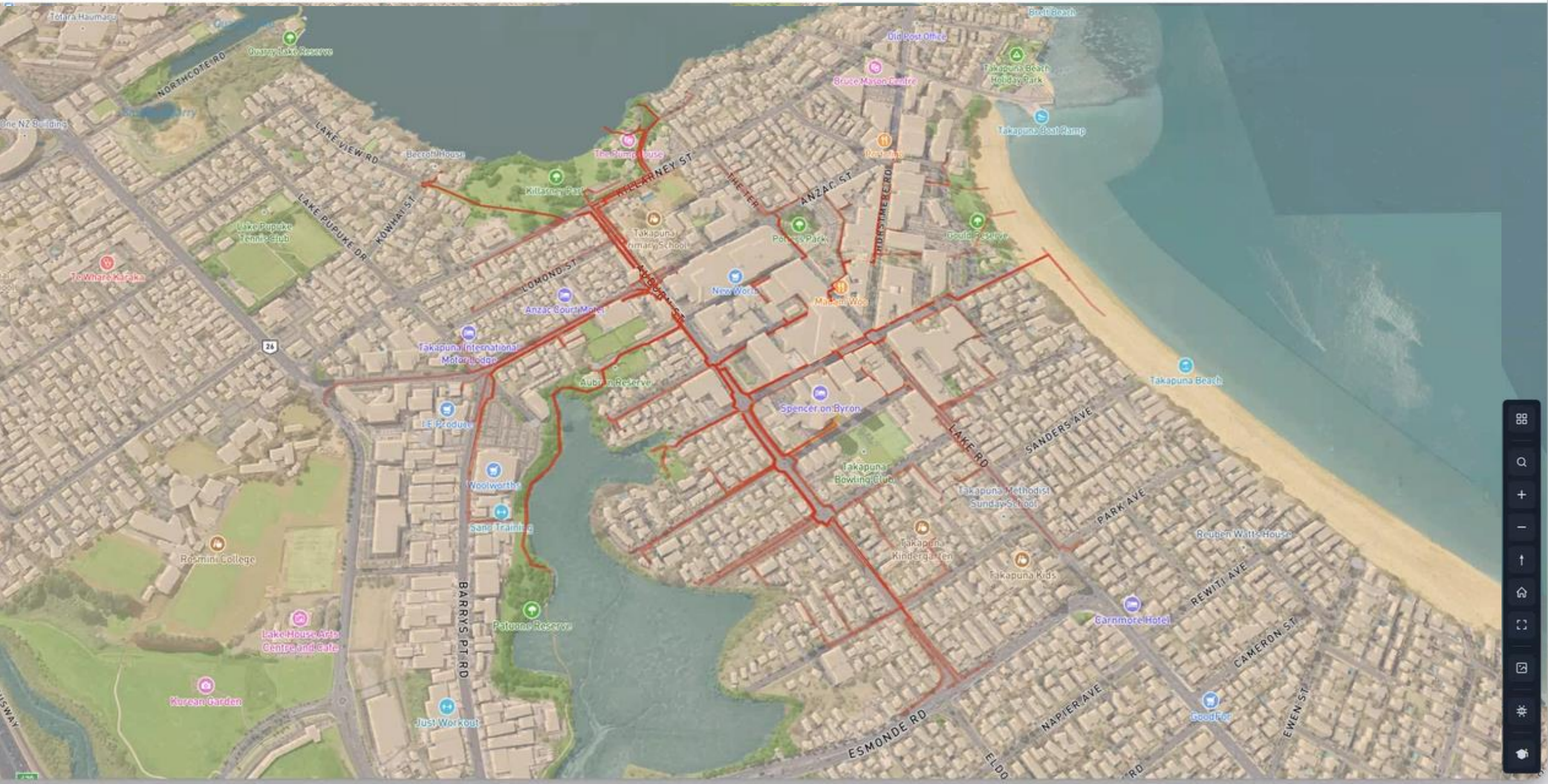




Auckland Transport

ISOCHRONONE

Takapuna



O&D AUCKLAND URBAN AREA

Hauraki Gulf

Motukawao Islands
High Protection Area

Tiritiri Matangi Seafloor
Protection Area

The Noses High
Protection Area

Rangitoto and Motitapu
High Protection Area

Waiheke Island

Riverhead Forest

+
MHB

Waikare
Harbour

+
AKL

Waitakere Ranges
Regional Park

Manukau
Harbour

Houma Ranges

Basemap Features

Visibility Options

Project Boundary Line

Labels

Buildings

Roads

Show basemap labels above data?

Show roads above data?

Show buildings above data?

Pin color scale?

Layer Opacity

Opacity

Color Scheme

Blues

Basemap Selector

Dark

Satellite Streets

Navigation

3d Dark

3d Light

Add Custom Basemap

+



O&D AUCKLAND REGION



Origin Destination Matrix - Controller

Map Type

Flow Map Zone Map

Trip Total: Off On

Animated Flow: Off On

Dark Mode: Off On

Location Labels: Off On

Clustering: Auto Manual

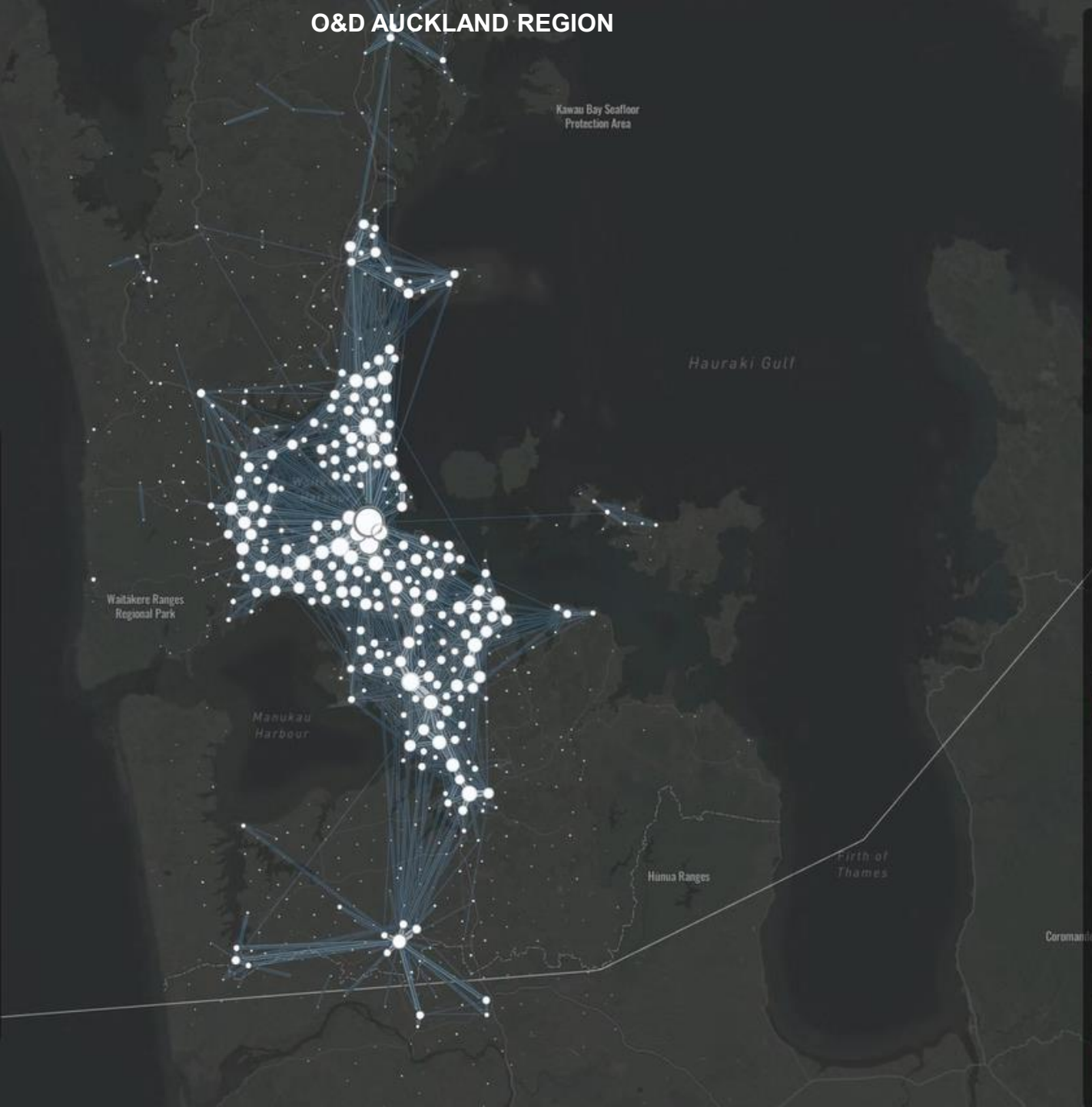
Flow Opacity Based On Trip Count: Auto Manual

Coarse Fine

Opaque Transparent

Data Filters

Attribute Filters



Metric Quick Overview

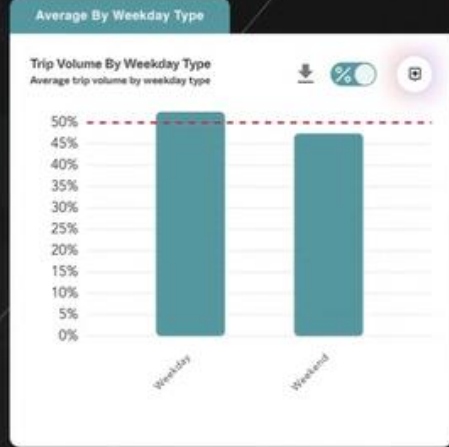
Cross Visits reveal community connection with advanced relationship modelling.

[Launch Metrics Dashboard](#)

7.6M

Total Trips in Model

Filtered cumulative sum No



Plan

Deliver

Manage

Where to focus

Data to inform action

Integrate with projects

Review and Optimize

01 Assess regional places of significance.

02 Align with AT projects and state planning objectives.

03 Rank and prioritize places for detailed analysis.

04 Detailed place analysis (quantitative and qualitative).

05 Understand how to improve places (what needs to be done).

06 Rank and prioritize place improvement initiatives.

07 Integrate place improvements into project brief.

08 Oversee place improvement in capital works.

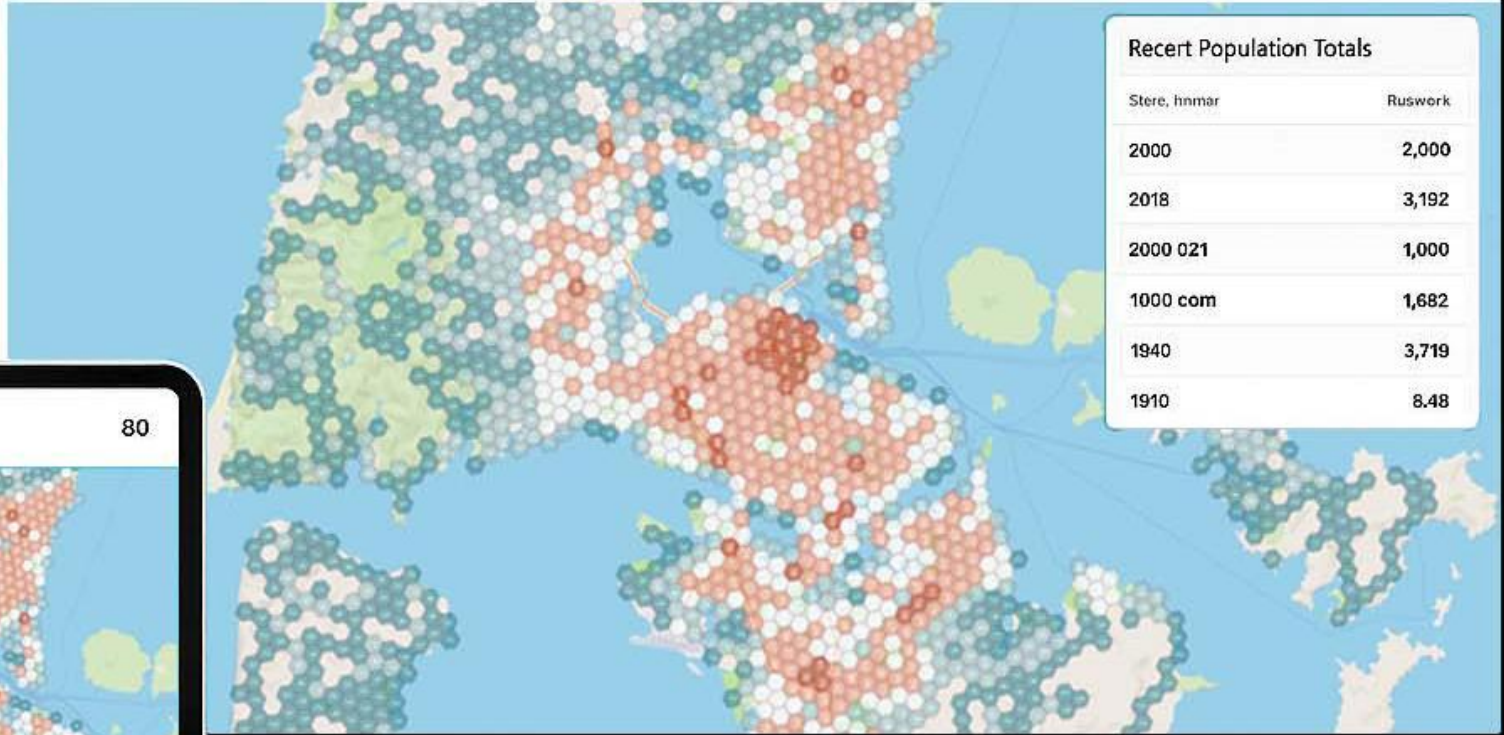
09 Post Occupancy evaluation.

10 Active place management and investment.

AT Place Map

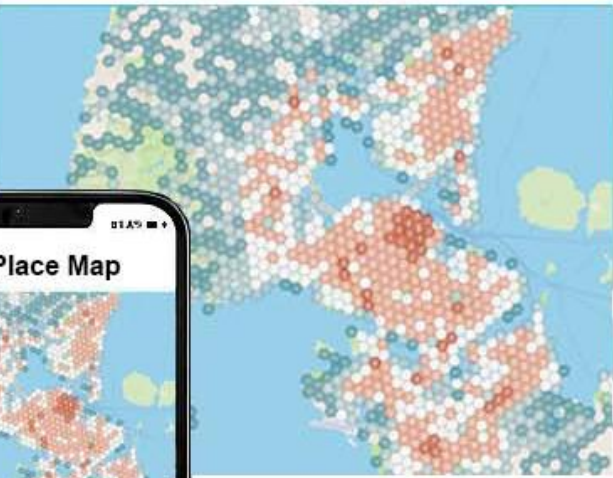
07/2015

- Distintoard
- Dreivicers
- Bettings
- Dreivivements
- Program



AT Place Map

80

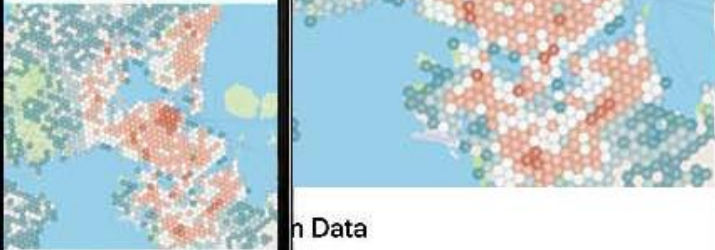


n Data

unted

18.230

AT Place Map



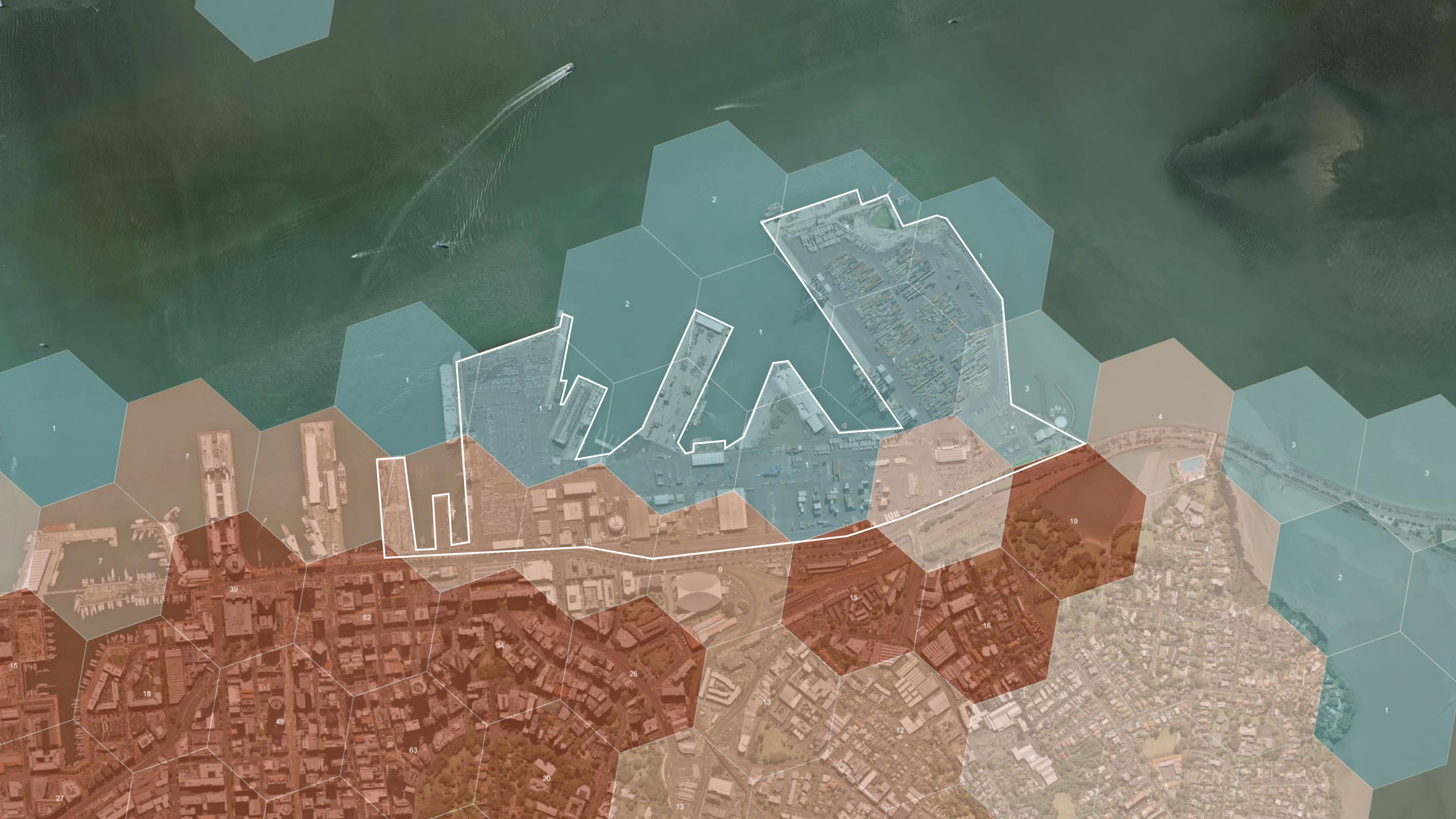
Kingston Data

Denated 21/2016

Population 18.430

Population Data





IMPORTANCE: CITY COMPETITIVENESS & RESILIENCE

METHODOLOGY: QUANTITATIVE + QUALITATIVE + AUTOMATION

APPLICATION: PLAN, DELIVER & MANAGE

NEXT STEPS: INTEGRATION + ONLINE TOOL

QUESTIONS & FEEDBACK

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