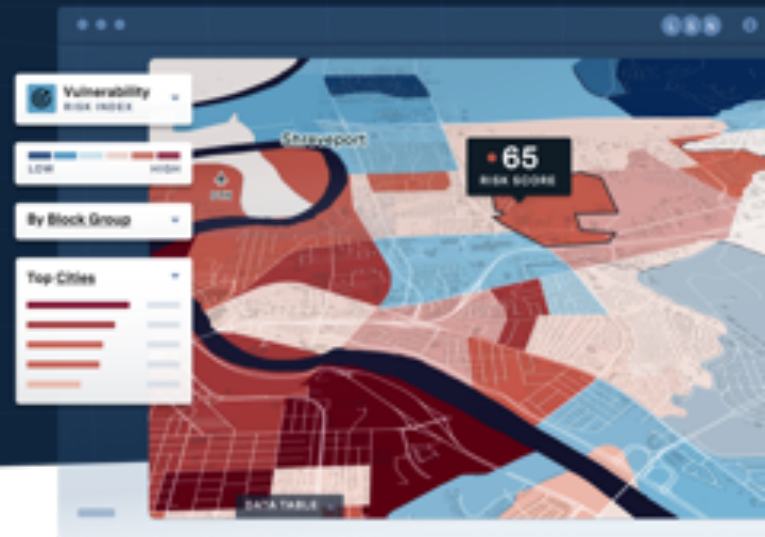


Superior Data, Actionable Insights

Expansive data core, rigorous analytics,
powerful mapping tools. All in one platform.



UrbanFootprint is the world's first [Urban Intelligence Platform](#), providing data-driven answers to critical 'where' questions at the intersection of urban transformation, climate change, social equity, and community resilience.

With a vast array of data points on the built and natural environment, climate risk, and community characteristics and behaviors, this cloud-based data visualization and mapping platform enables users to quickly distill relational insights among land use, infrastructure, transportation, environment, natural hazards, and socio-demographics into actionable insights to answer complex operational questions.

Hundreds of Datasets—Cleaned, Normalized, Unified

At the core of the platform is the [UrbanFootprint Data Cloud](#), built with over 600 dynamic, static, and previously siloed datasets curated from high-quality public and private sources. It provides highly detailed information on each of **160 million U.S. parcels**, covering **97% of the nation**, in over a dozen different categories:

- Administrative and political boundaries
- Environment, land cover, conservation
- Equity and environmental justice
- Health, education, and employment
- Land use and infrastructure
- Risk and resilience
- Socio-demographics
- Transport and mobility



Because this data core is drawn from a broad range of sources, in its raw state it varies widely in format. UrbanFootprint painstakingly **curates, cleans, normalizes, and standardizes** these disparate datasets, and serves them as layers in a single platform—the only resource on the market to do so—saving our customers significant cost and time.

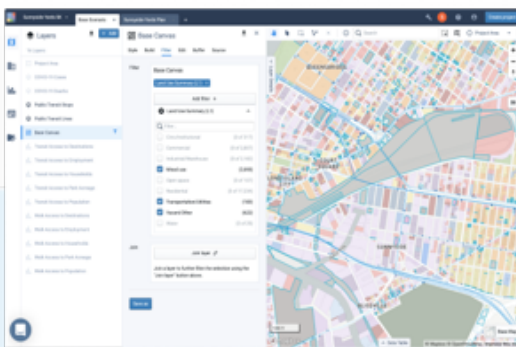
The process of normalizing and standardizing enables the intersection of otherwise independent layers, showing how factors among the datasets interact on the ground at various scales: national, state, city, and even neighborhood. This ability provides users with a unique perspective by **surfacing formerly obscured relationships in the data**. As a result, we've successfully developed granular community resilience and hazard metrics, providing highly detailed insights into economic stress, social vulnerability, natural hazard and climate risk, and market conditions.

Our existing datasets are **updated and enhanced every quarter** based on new data sources, user intelligence, and proprietary algorithms, and new datasets are continuously integrated into the platform to further extend its reach and enable deeper insights into evolving conditions.

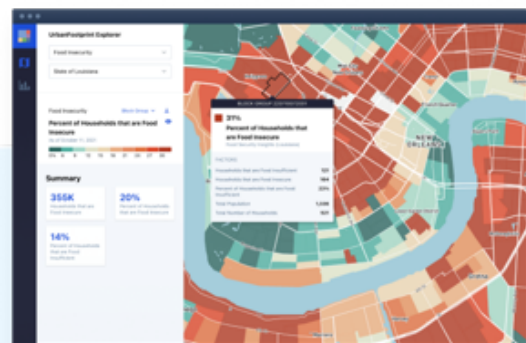
Flexible Data Delivery

Any combination of datasets in the UrbanFootprint Data Cloud can be provided to users through **direct delivery** to any business intelligence tool (e.g. Tableau or Power BI) or analytics platform, or in the form of raw data files. These [UrbanFootprint Data Subscriptions](#) can be selected for a broad range of use cases or [specific industry focus](#), and provide insights into land use (as through our [Base Canvas Essentials](#)), community resilience, and/or climate risk and natural hazards.

Alternatively, users can choose one of UrbanFootprint's software applications to map, visualize, and analyze data from the UrbanFootprint Data Cloud:



[UrbanFootprint Analyst](#) is our feature-rich analytics workhorse, providing users with answers to complex geospatial questions. It includes land use data on 160 million parcels; powerful filtering and query capabilities; and a library of analytical engines that measure land use, water, energy, transport, accessibility, and emissions impacts.

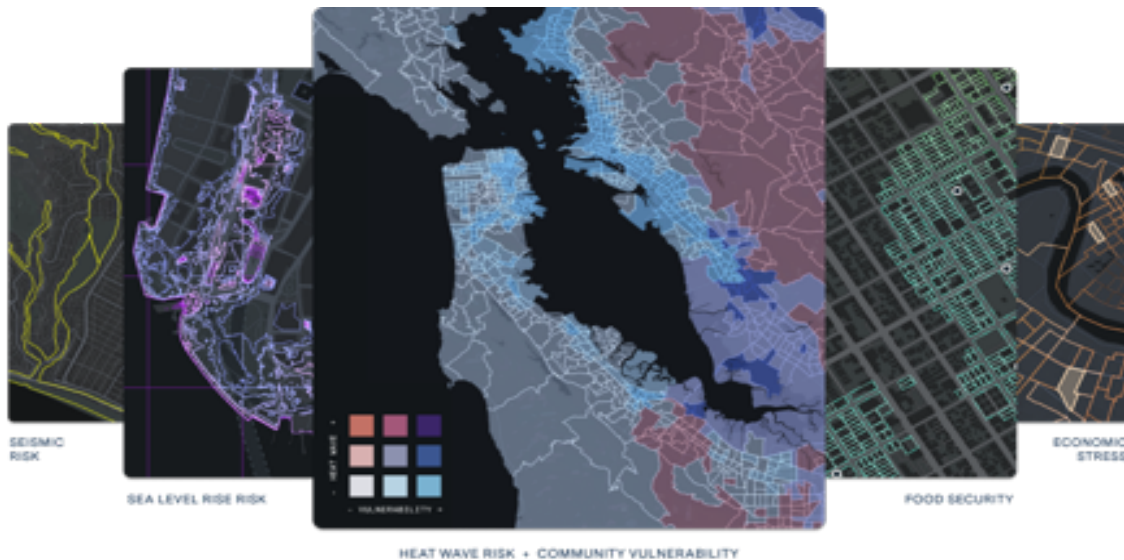


[UrbanFootprint Explorer](#) is our highly intuitive data mapping interface, enabling users to make quick, informed decisions. It provides straightforward visualizations of specific subsets of data selected for subscription.

With their intuitive interfaces and predefined workflows, these applications enable non-GIS analysts to conduct detailed mapping and/or geospatial analysis without resorting to full-blown GIS tools that require technical skills. To customize their workflows, users can import their own data into either application to intersect with any of the hundreds of pre-processed datasets from the Data Cloud.

These capabilities offer benefits to both:

- **GIS teams**, by freeing them to offload common requests from internal (non GIS) analysts, reducing their workload and enabling them to focus on more advanced and specialized analyses.
- **Non-GIS Professionals**, by empowering them to answer their own mapping and analysis questions rapidly and autonomously, reducing their dependence on internal GIS teams.



One Platform, Infinite Possibilities

UrbanFootprint's Urban Intelligence Platform is the product of years of development in data science and geospatial software engineering, and is continually updated with the most currently available data and additional mapping and analysis features. No other solution on the market combines these benefits into a single, highly accessible resource:

- **Expansive volume & variety of data** on land use, transportation, environment, natural hazards, socio-demographics
- **Rigorous data cleaning, normalizing & standardizing**, enabling otherwise disparate datasets to be intersected to surface new insights
- **Powerful mapping & analysis tools**, empowering quick, targeted, data-driven decision-making
- **White glove support** from our expert Solutions team, serving as an extension of your internal organization

These unique benefits are what make the platform unparalleled in its ability to provide a comprehensive, holistic, and relational view of urban, social, climate, and infrastructure factors. Armed with the insights it provides, governments and enterprises are better equipped to assess risk and resilience, understand markets, design more effective policy, and distribute resources where they're needed most.