

# Utilizing Big Traffic Data

**Bicycle and Pedestrian Advisory Committee**  
**May 21, 2026**

*Culver* **CITY**

**Public Works Department**  
**Mobility & Traffic Engineering Division**

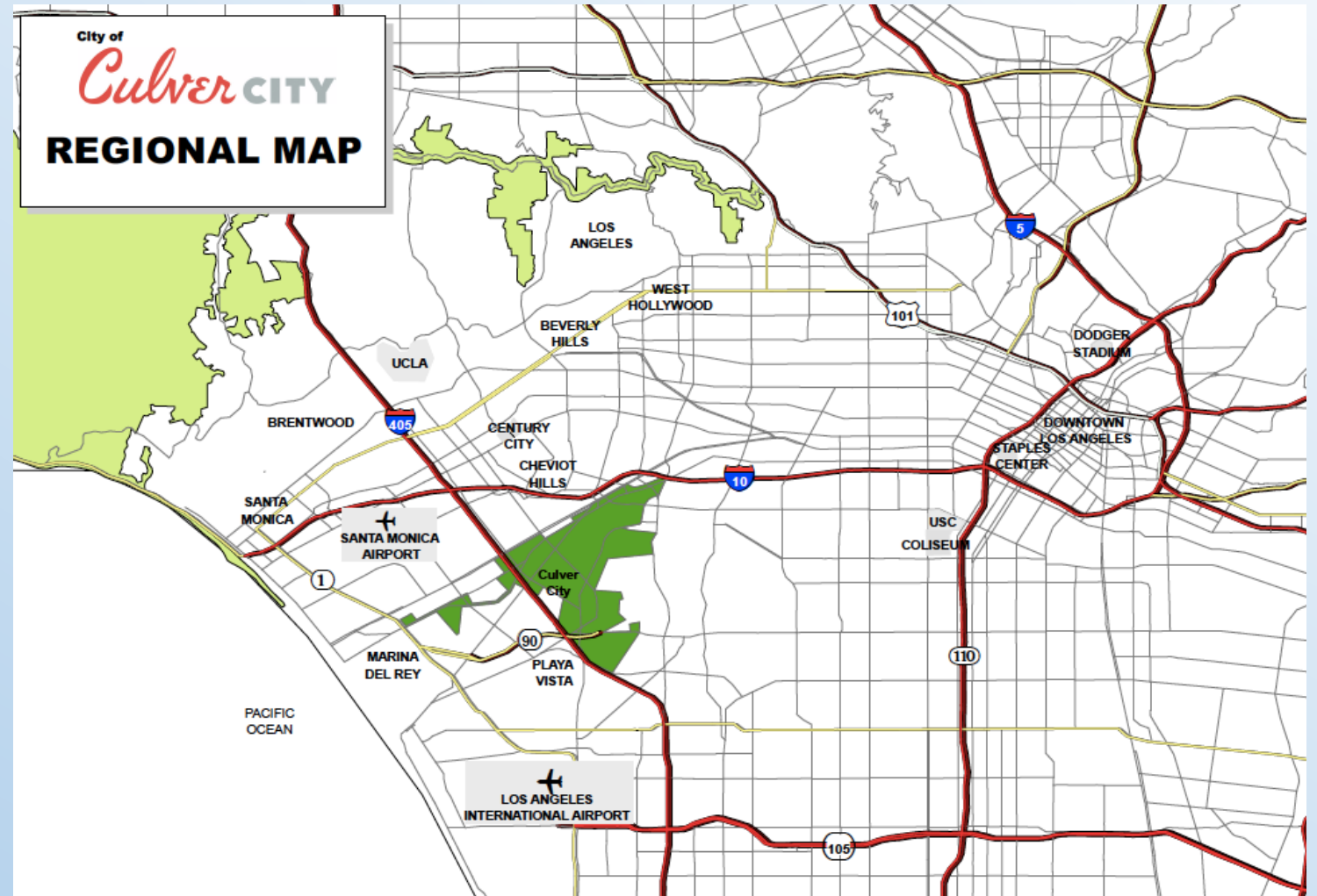
**In Partnership with:**

**REPLICA**

**iteris**<sup>®</sup>  
ALMAVIVA GROUP

# Culver City Population

- Resident Population – 40,779  
(2020 census)
- Daytime Population – 300,000+

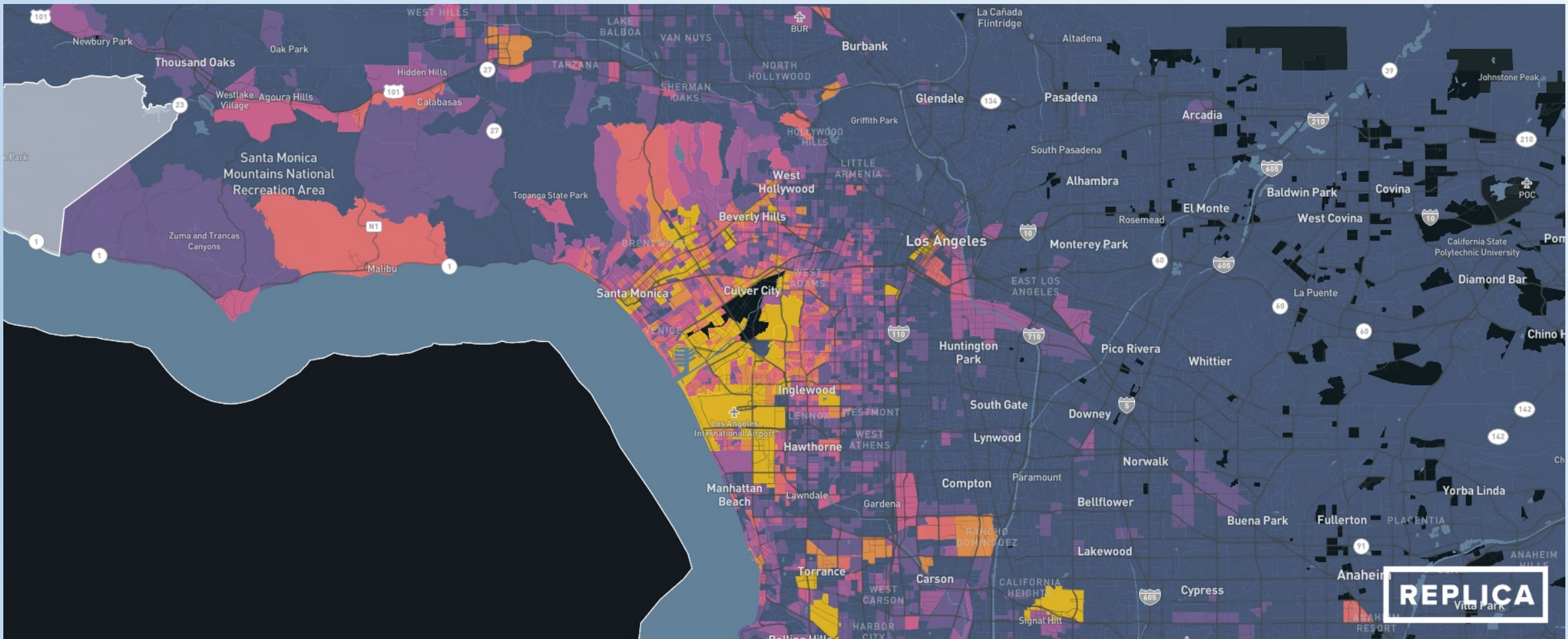


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Intelligent Transportation Systems

*Culver* CITY  
PUBLIC WORKS DEPARTMENT  
Mobility & Traffic Engineering

# Culver City Cut through

- Cut through traffic 712k trips/day (incl. freeway) 500k trips/day (not incl. freeway)



# Traditional Traffic Analysis

- Tends to be reactive
- Data captures snapshot in time and location
- Labor and cost intensive
- Very accurate





# Using “Big Data” for Traffic Analysis

- Data captures most streets 24/7/365
- Reasonable cost
- Accuracy depends on region
- Allows for a proactive approach



# Access to “Big Data”

- Partnership with Replica and Iteris  
- Anonymous, third-party data from public and private-sector sources
- Cell phone and in-vehicle devices
- Validated by ground data



# Replica

- Citywide data
- 2 “seasons” per year
- Cut through traffic/O-D
- “Safe Streets Planner”
- “Safety Insights”
- Speeding
- Hard Braking
- Quick acceleration
- Near misses



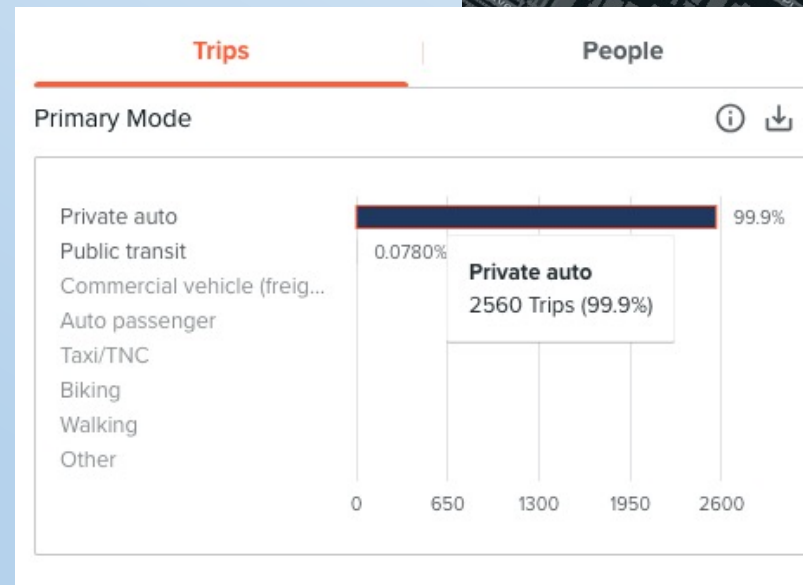
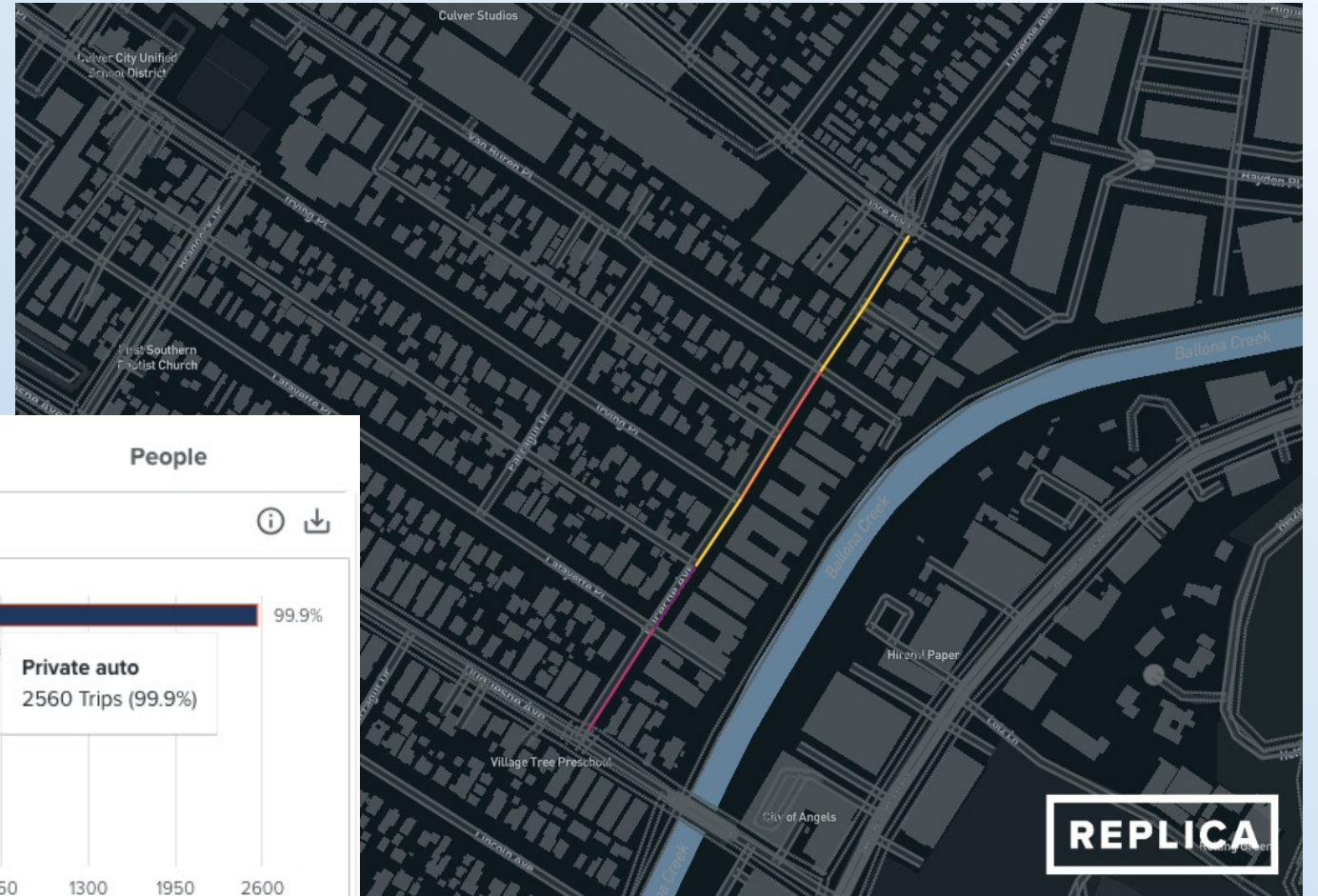
# Replica O-D Example

- Cut through traffic on Lucerne Ave



# Replica O-D Example

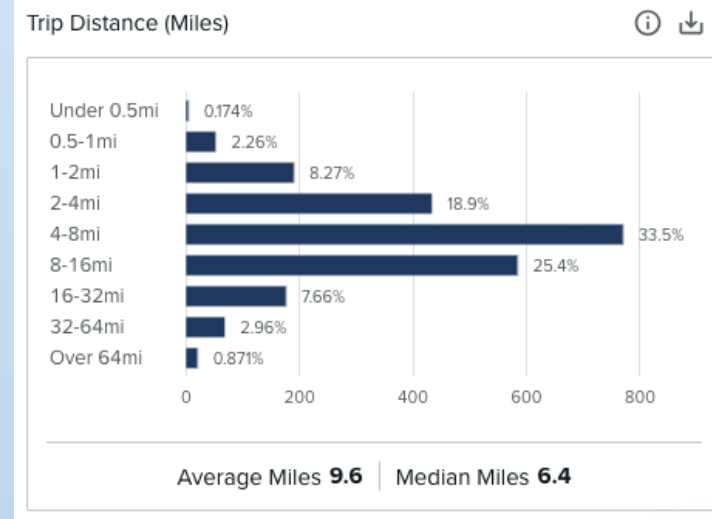
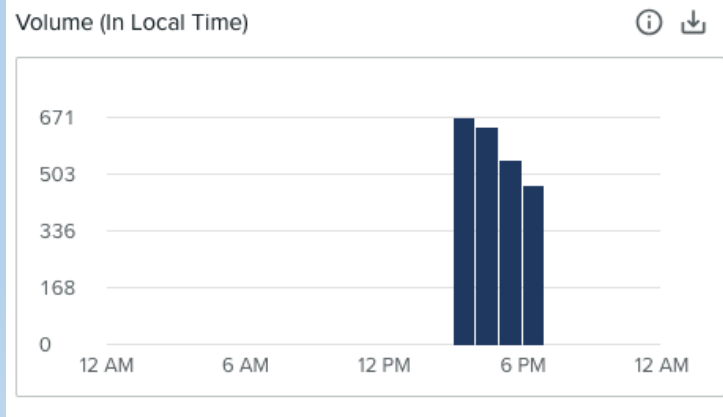
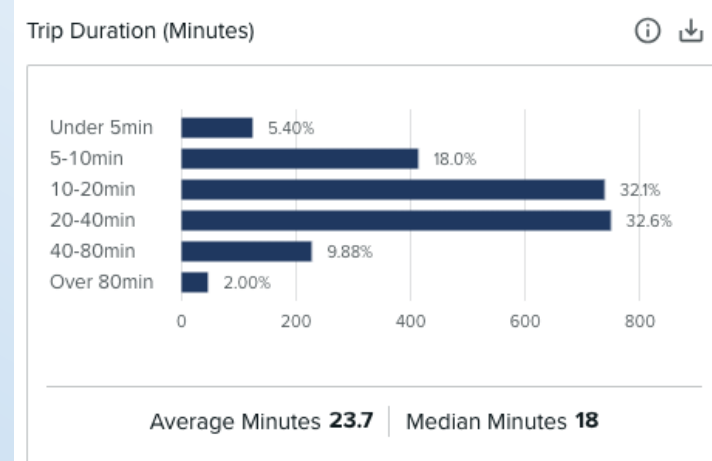
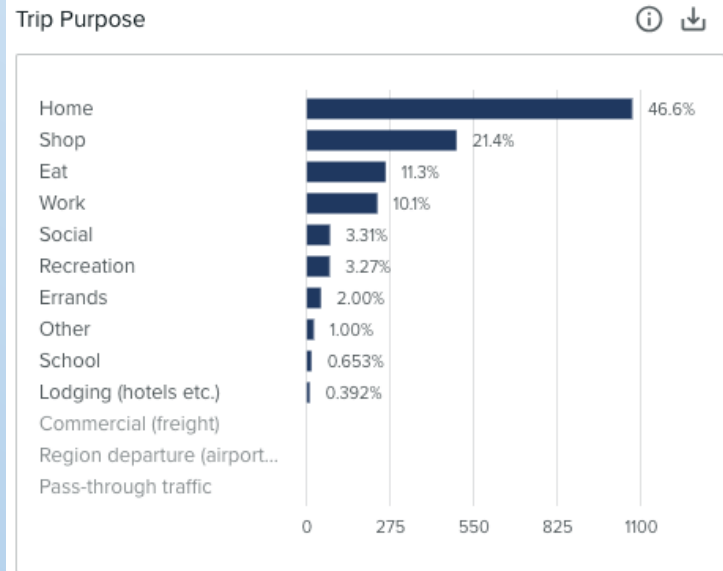
- Spring 2025 season
- 3pm – 7pm
- 2,560 TOTAL trips



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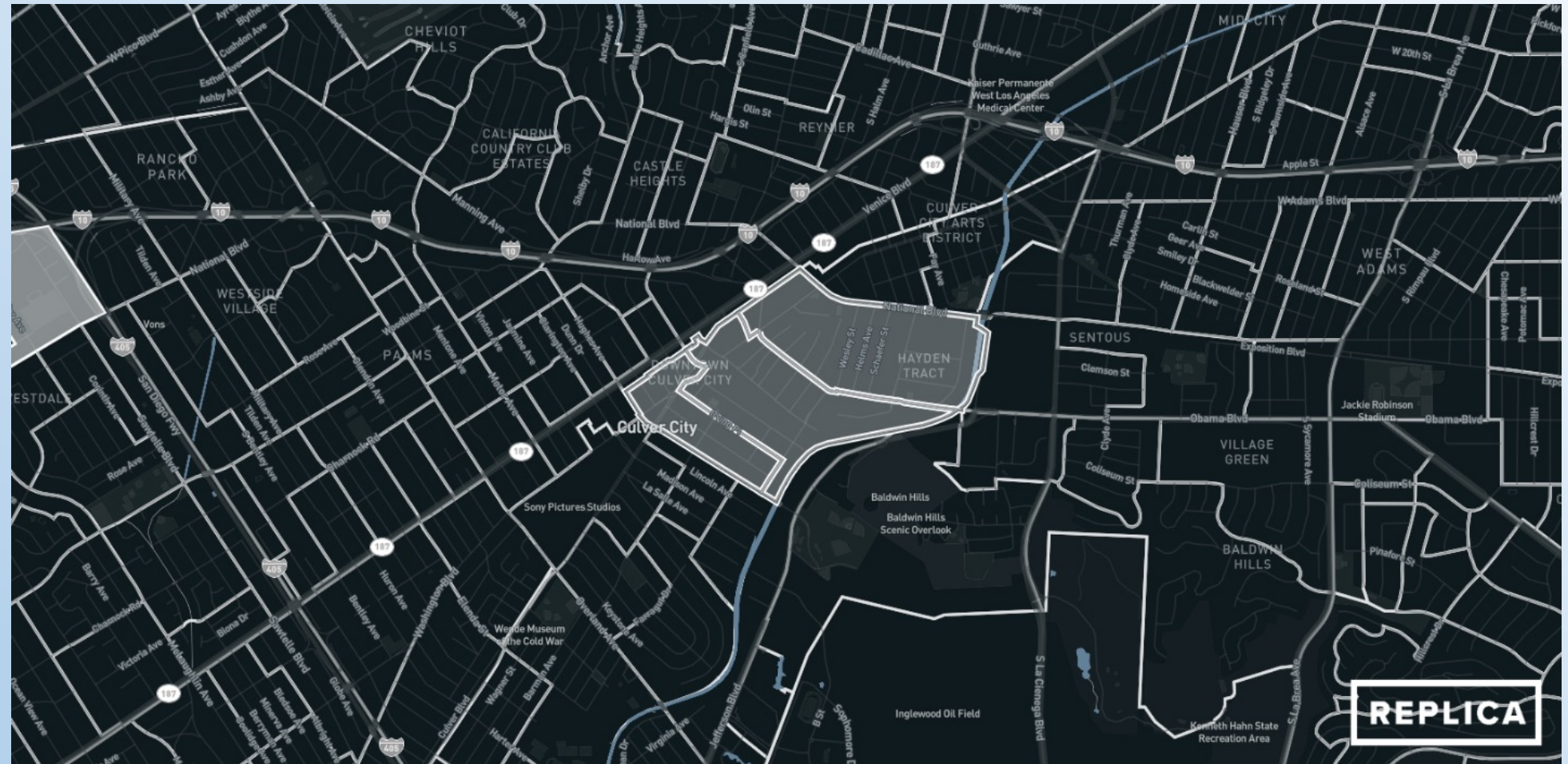
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# Replica O-D Example



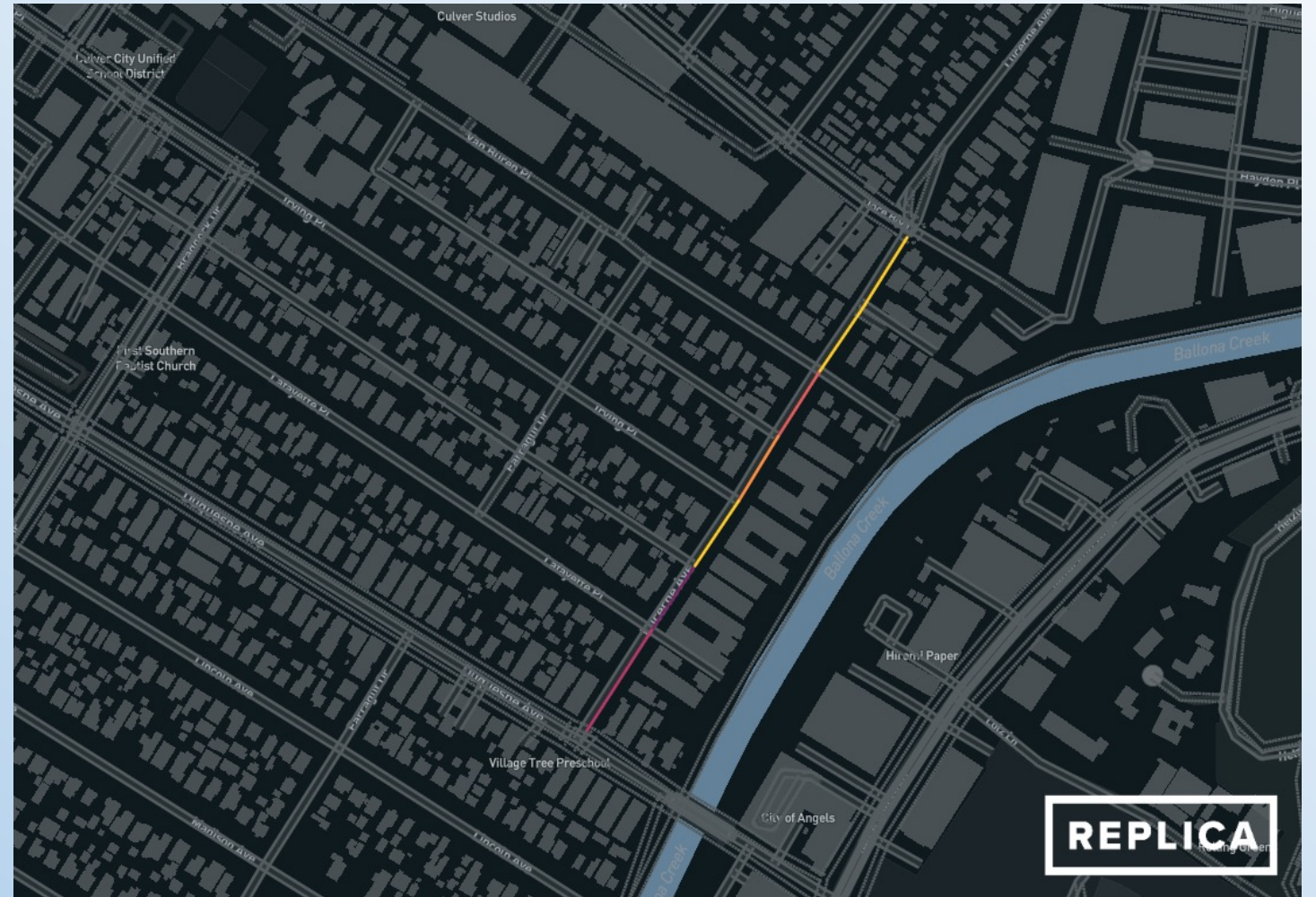
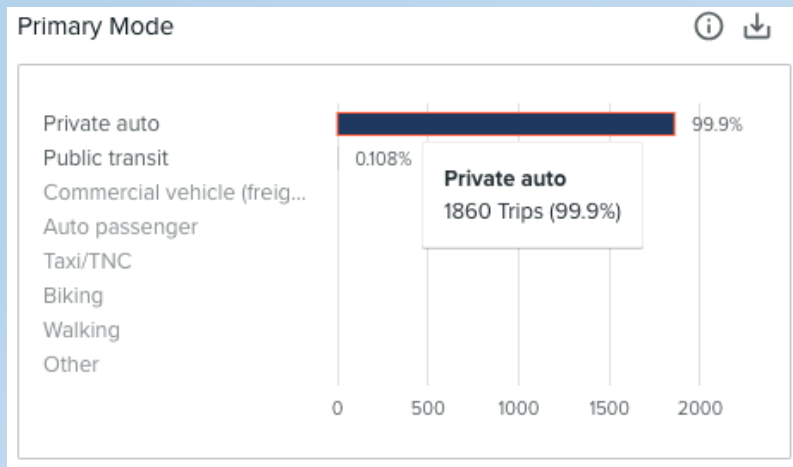
# Replica O-D Example

- Select tract
- Filters trips that did not begin or end within selection



# Replica O-D Example

- 1,860 pass through trips
- 73%



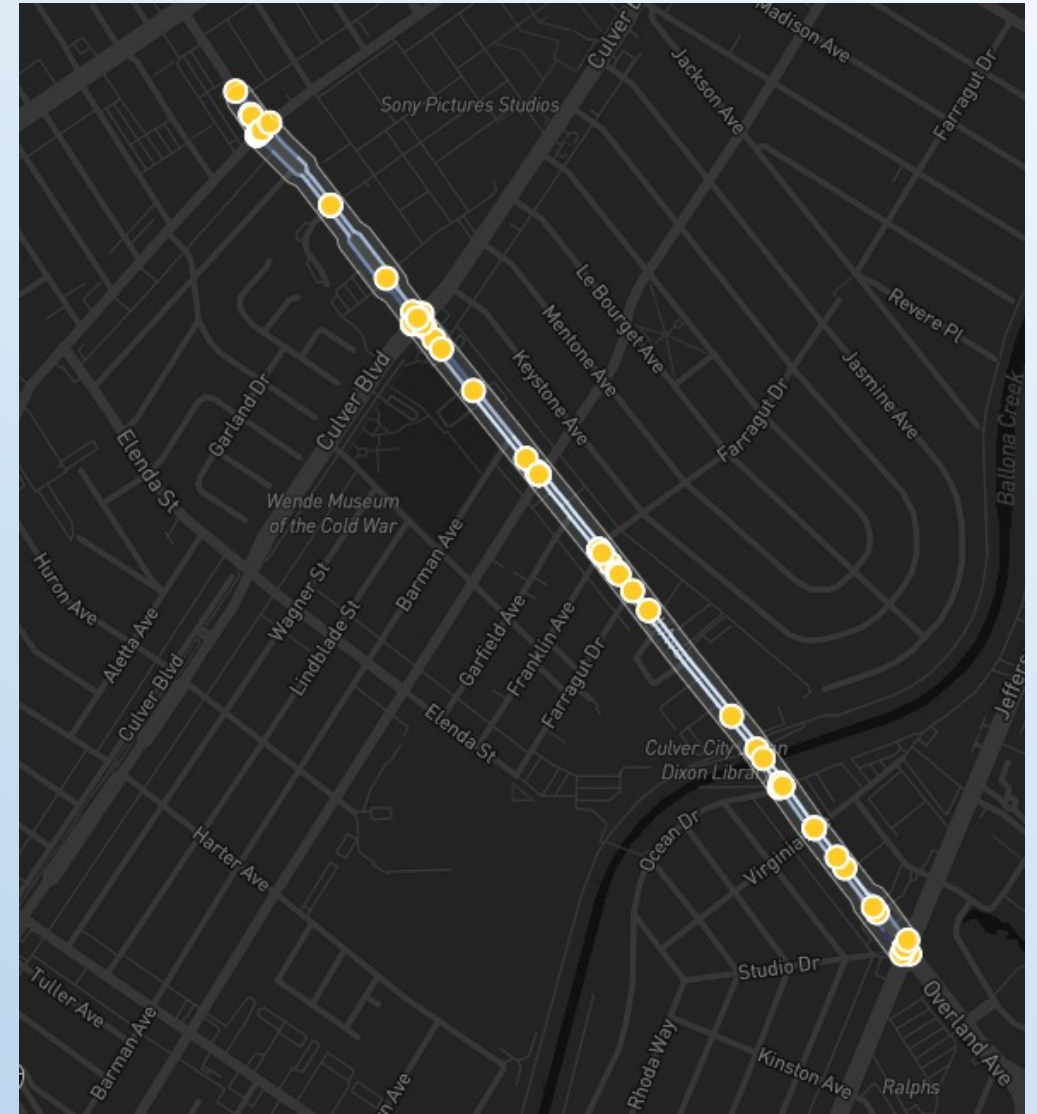
# Replica “Safe Streets Planner”

- Speeding > 10 mph above speed limit
- Ranked by “risk score”
- Total number of selected events occurring on a given corridor compared to the total number of trips on a given corridor



# Replica “Safety Insights”

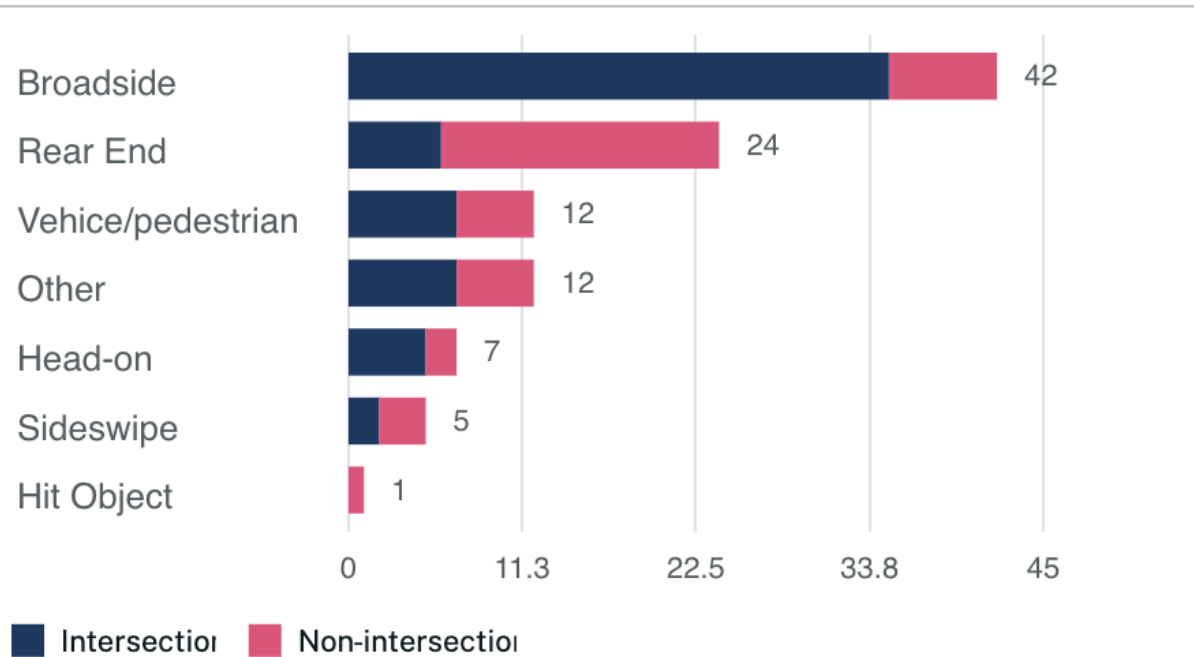
- Overlays crashes and speed
- Ranked by “risk score”
- Total number of selected events occurring on a given corridor compared to the total number of trips on a given corridor



# Replica "Safety Insights"

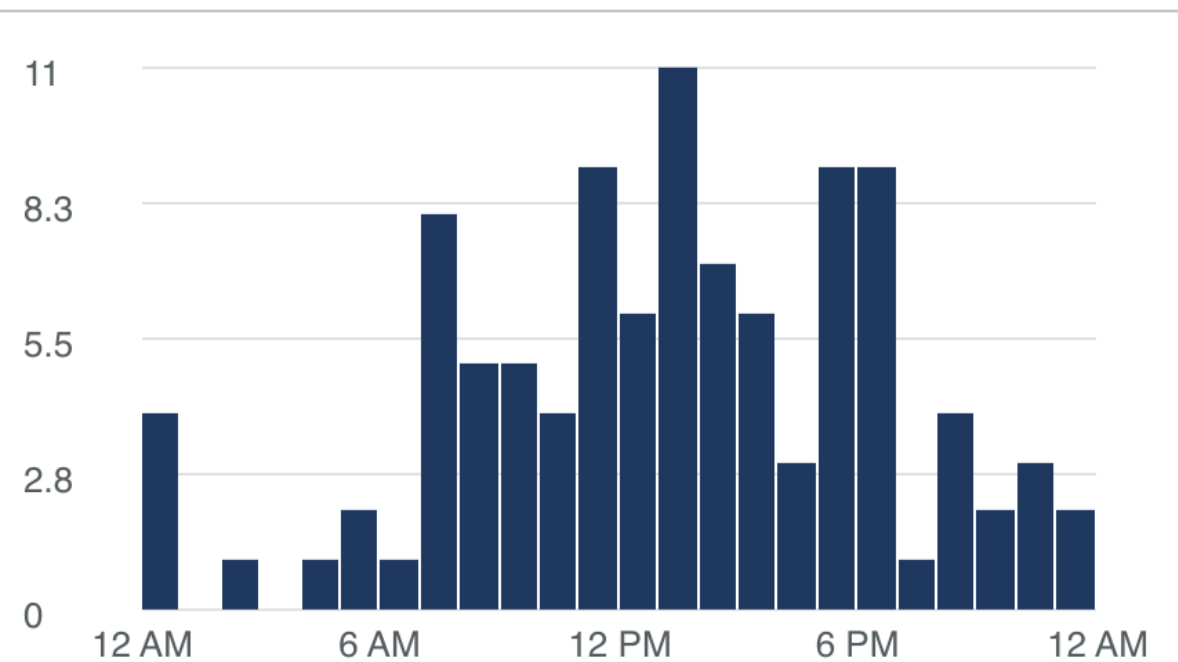
## Crashes by Collision Type & Location Type

103 crashes



## Crashes by Hour

103 crashes



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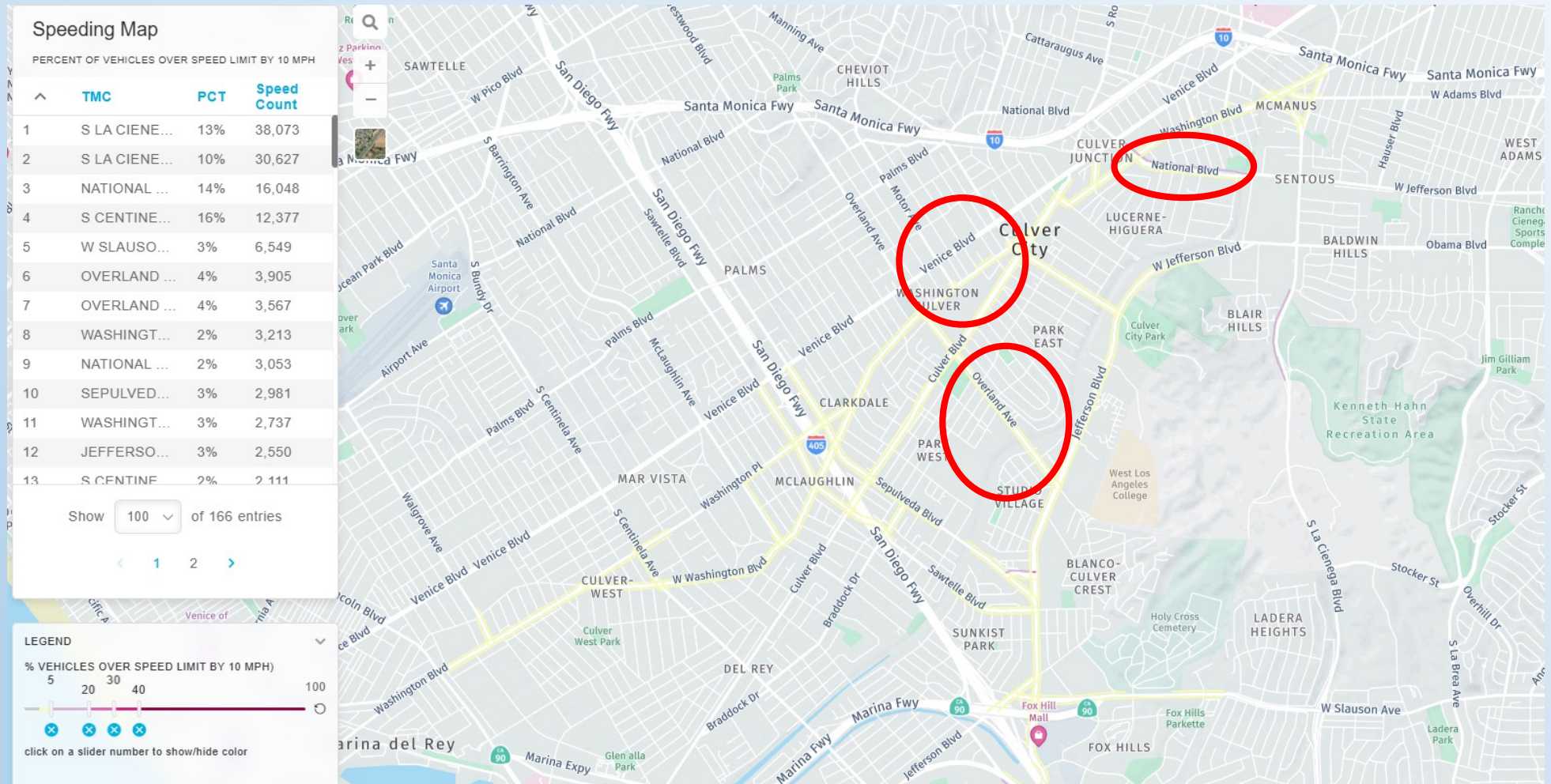
# Iteris ClearGuide Safety Module

- Citywide data from [HERE](#)
- 24/7/365
- Speeding
- SPM's/Avg speed/travel time



# Iteris ClearGuide Safety Module

- Speeding > 10 mph above speed limit
- Ranked by count or %
- March 2025
- Rest in Red & Radar speed feedback signs



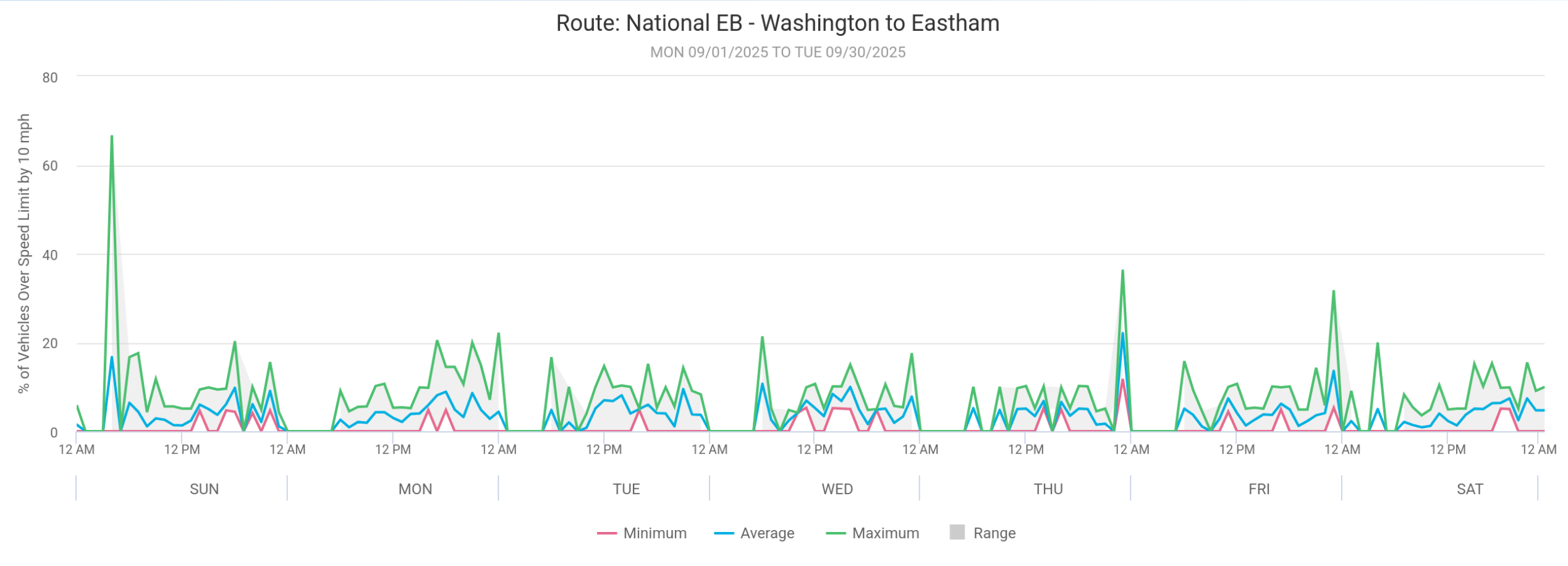
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# Iteris ClearGuide Safety Module

- EB National Blvd speeding > 10 mph Sept 2025

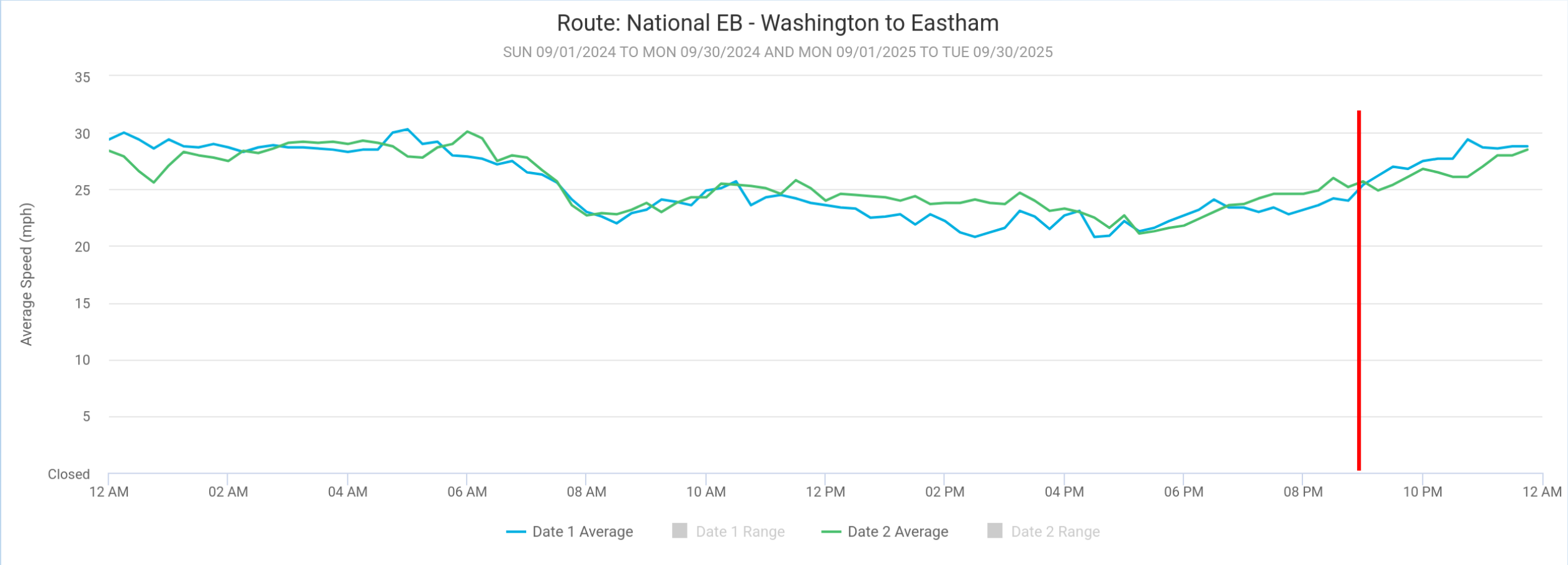


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# Iteris ClearGuide Safety Module

- EB National Blvd avg speed Sept 2024 vs Sept 2025



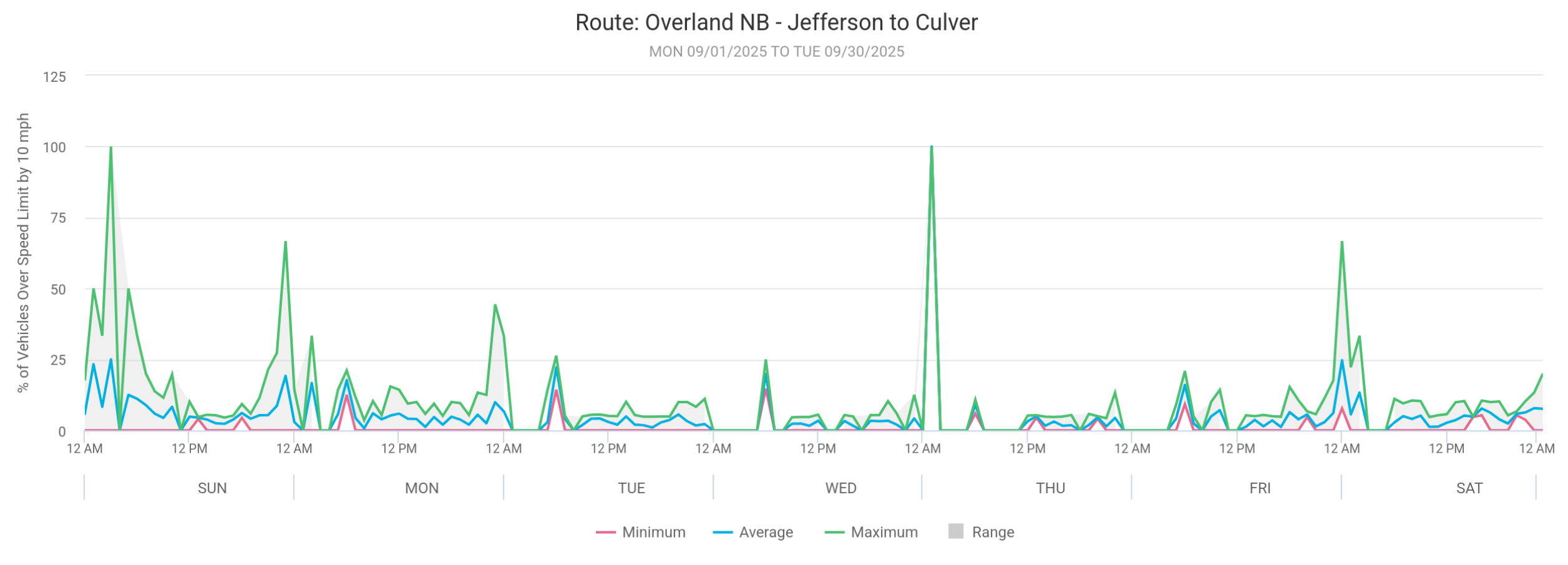
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# Iteris ClearGuide Safety Module

- NB Overland Ave speeding > 10 mph Sept 2025

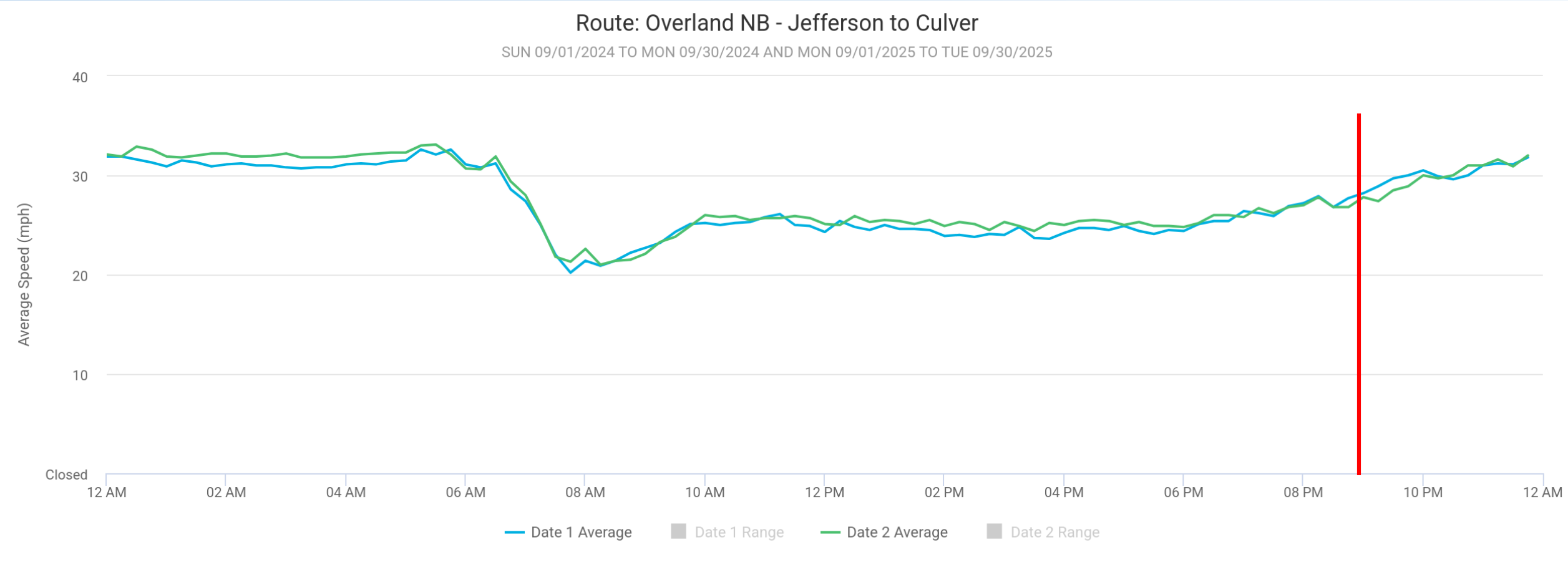


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# Iteris ClearGuide Safety Module

- NB Overland Ave avg speed Oct 2024 vs May 2025

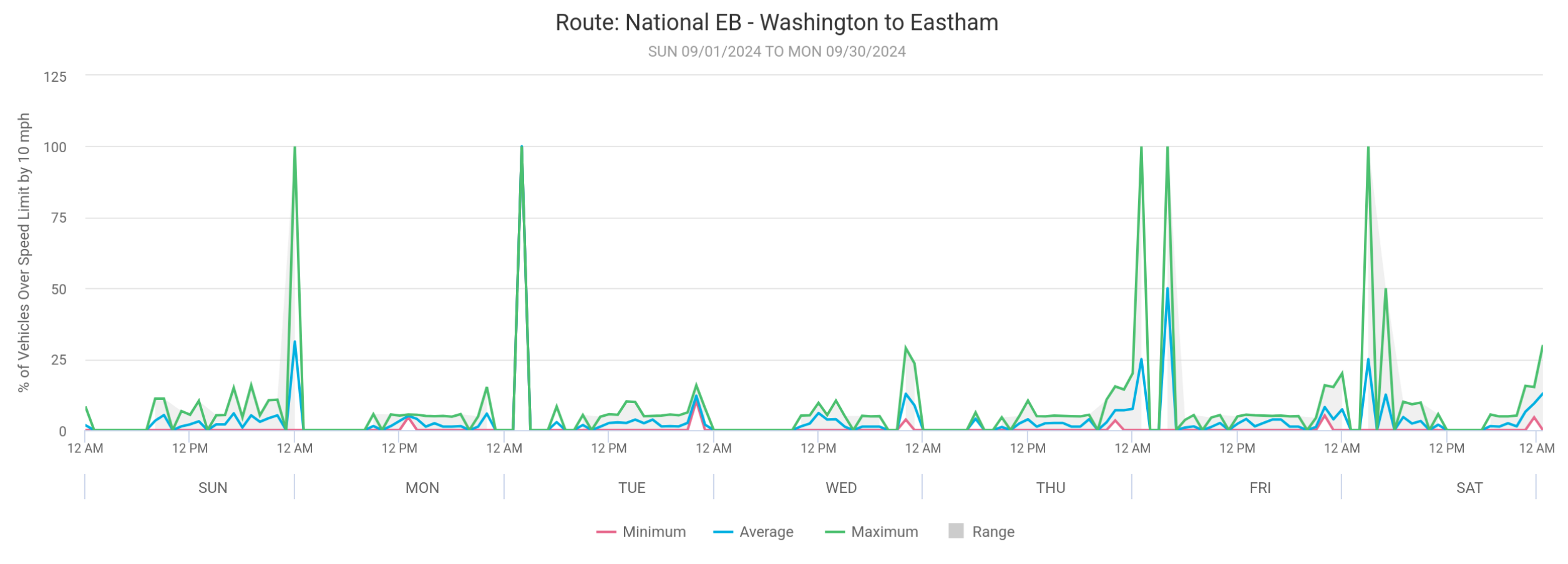


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# Iteris ClearGuide Safety Module

- EB Washington Blvd speeding > 10 mph Sept 2024

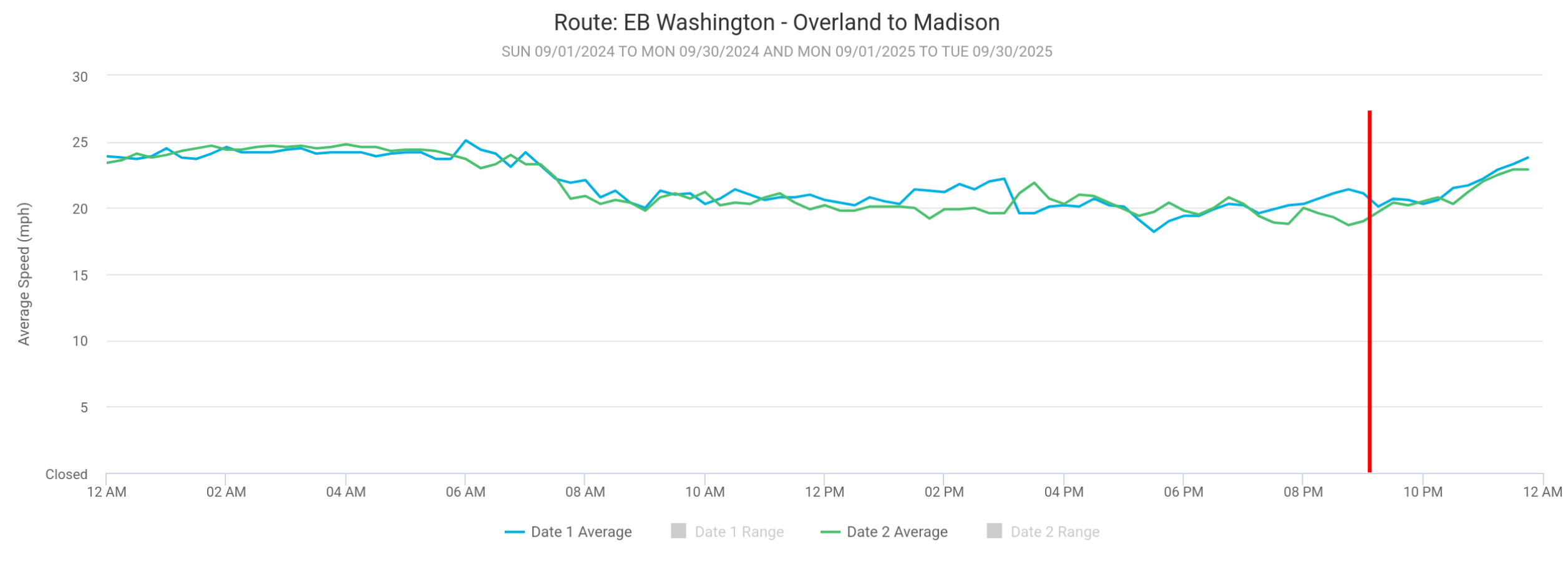


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# Iteris ClearGuide Safety Module

- EB Washington Blvd avg speed Oct 2024 vs May 2025



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# Thank you



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