

2MAPS PRODUCT SHEET

2MAPS is a geospatial-based product that provides a parcel-level affordable housing and traffic reduction model to aid in “smart growth” and sustainable development

The Problem

All over the world, public officials are under increasing pressure to meet carbon reduction mandates. At the same time, the general public is suffering from crippling traffic jams. “Smart growth” principles offer a remedy for both problems. These principles focus on where to best locate town workers and small businesses to expedite development of pedestrian-oriented communities and reduce auto dependency. Combining geospatial tools and available data, these smart growth models can be developed and easily visualized to aid in the decision making process.



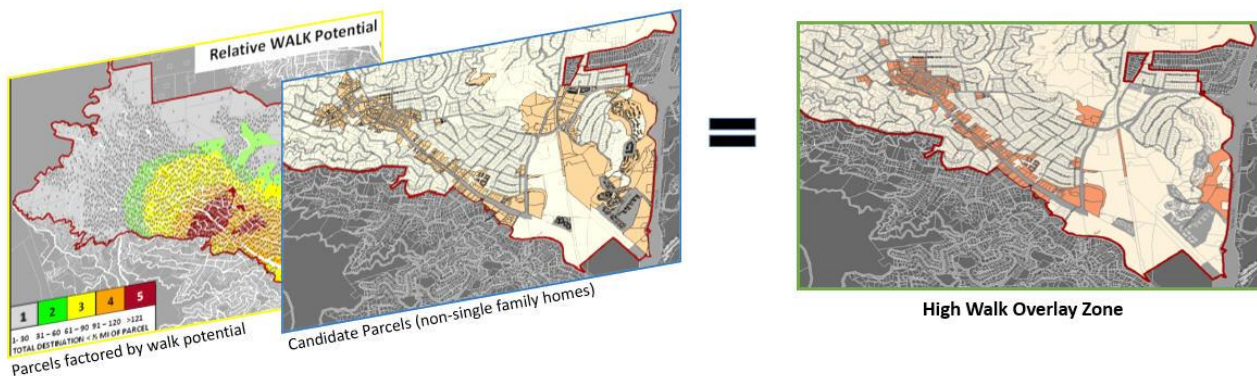
The Solution

The 2MAPS solution includes the only spatial algorithm built for assigning every parcel in America a categorical score to formulate overlay zones that identify optimal development areas to increase affordable housing while improving traffic flows.

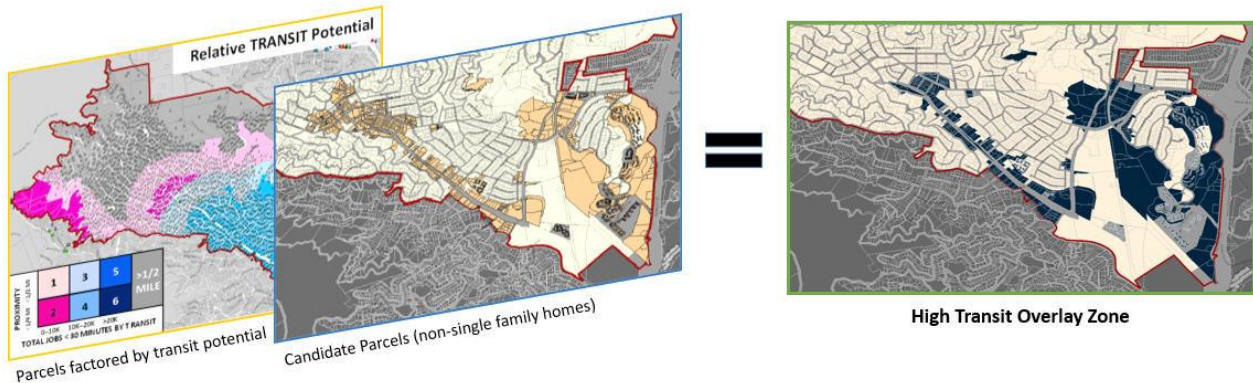
How it works

A **Relative Walk Potential** map layer is created by first mapping all the destination parcels (retail, service, amenities) and buffering those parcels by a certain radius. The resulting Relative Walk Potential map applies a factor to each parcel to distinguish the walkability to destination parcels.

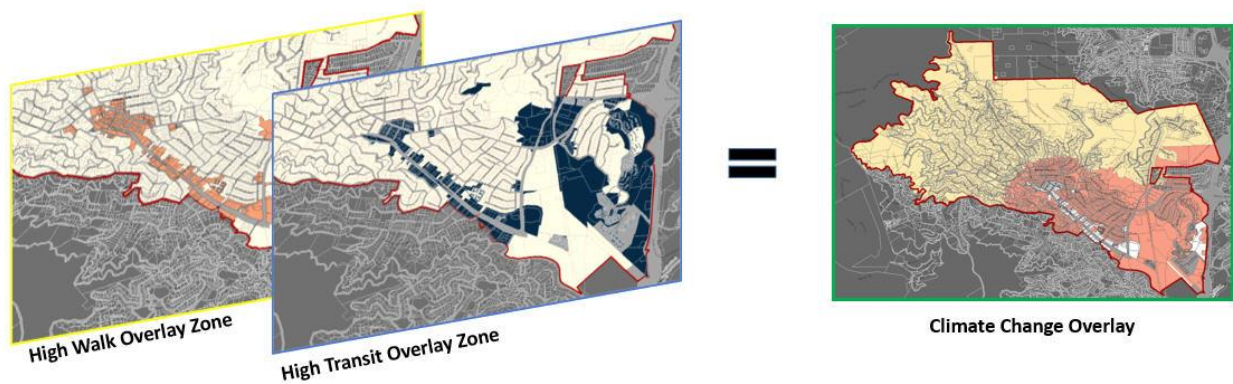
The Relative Walk map is then overlaid with another parcel map with parcels selected that are candidates for development (multi-family, commercial, office, mixed use). The intersecting parcels from these 2 maps creates the **High Walk Overlay Zone** essentially identifying parcels that are optimal for redevelopment to offer affordable housing for town workers based on walkability.



The same process is used to create a **Relative Transit Potential** map although this time, a categorical walkability rating is assigned to each parcel according to the total number of nearby destinations factoring each parcel based on transit potential using bus stop and accessible jobs data. Like the Relative Walk Potential map, the transit map is overlaid and intersected with the candidates for development parcels to create **High Transit Overlay Zone** essentially identifying parcels optimal for redevelopment based on public transit access.



The final outcome when combining the **High Walk Overlay Zone** and the **High Transit Overlay Zone** is the **Climate Change Overlay Zone**, where, locating town worker housing, retail, and rent control will decrease traffic and trip generation as well as greatly reduce the area’s Carbon Footprint the most. The pink area in the Climate Change Overlay represents the high trip generation reduction zone.



Benefits

- Decreases traffic congestion
- Reduces a community’s carbon footprint helping to reverse climate change
- Increases affordable housing
- Added housing inventory expedites compliance with new HUD Fair Housing Act Guidelines

Whether you're in traffic engineering, economic development, regional planning, or with a company that services those markets, this is an optimized solution that immediately addresses one of the most prevalent issues facing this country today.