SAFEGRAPH FOR STATE & LOCAL GOVERNMENT

Why SafeGraph?

SafeGraph's mission is to be the most trusted source to get data on a physical place and make it accessible for all. We're exclusively focused on building data to empower the public sector with the best quality, coverage, accuracy, and precision for analytics.

Core

Points of interest (POI) data including location name, address info, category, open/closed status, and more. Provides both stores and non-commercial places, such as public transit stops.

Patterns

Anonymized foot traffic data representing visit aggregations for specific POIs, including origin census block group, other places visited, and dwell times. Available with monthly or weekly updates.
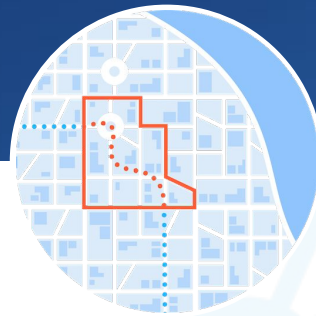
Neighborhood Patterns

Aggregated and anonymized foot traffic between census block groups for community-level insights. Available for Canadian dissemination areas to analyze cross-border activity.
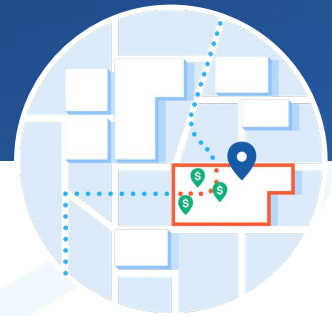
Spend

Spending behavior at individual points of interest indicating how spend is changing over time. Provides home city of customers, breakdown of online vs in-person spend, and more.

USE CASES

Civic Engagement
Develop mapping applications with precise POIs to empower constituents and visitors with the most up-to-date view of your area.

Emergency Management
Develop emergency response plans with accurate, up-to-date population and infrastructure information.

Tourism Insights
Analyze where visitors to state-funded parks and attractions come from and measure how tax dollars are being spent.

Transportation Planning
Understand where foot traffic is the most dense to identify new transit stop locations and predict transportation demand.

> "Ultimately, SafeGraph was the only data source that made it possible for us to monitor trends at both the county and sector levels. It offered us the perfect amount of granularity to understand how people were actually moving at a hyper-local level."

Tommy Bohrmann, Chief Scientific Officer, Digital Health Institute for Transformation

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