

Pitney Bowes[®] Context[™] Walkability Product Guide

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1 – Overview

In this section

Introduction

Product Availability

Null Scores vs. 0.0 Scores

Introduction

Pitney Bowes Context is a comprehensive suite of measured and modeled analytics within specific geographic boundaries, offering a unique view of the makeup, quality, and influence of an area.

Context Walkability summarizes, when walking, the level of accessibility to leisure, amenity, and general points of interest (POIs) available from select Pitney Bowes boundary products (see next section for availability). Each walkability score is calculated using complex algorithms that factor the complexity of street intersections, speed limits, types of roads, length of time and walking distance to POIs, and the availability of POIs.

The Walkability product provides three scores:

- Overall Score – Walkability scores to general POIs (including amenity and leisure POIs)
- Amenity Score – Walkability scores to amenity POIs (retail stores, hair salons, etc.)
- Leisure Score – Walkability scores to leisure POIs (restaurants, parks, museums, etc.).

Discounted score penalties are used to adjust for travel burdens typically experienced in specific locations, such as street crossings, complex intersections, street types, and vehicle speed limits. The rating is from 0.0 to 5.0, where the higher the score, the greater the accessibility to Dining and Nightlife POIs from a Pitney Bowes boundary.

Product Availability

Context Walkability data is available with the following Pitney Bowes polygon products:

- Neighborhood Boundaries
- +Residential Boundaries
- School Attendance Zone Boundaries
- ZIP Code Boundaries

Context Walkability data and geographies are linked by IDs. A universal Context ID links to a polygon ID. The following table illustrates how these IDs map to each other:

Context ID	Polygon ID	Polygon Product File
MID or OBJ_ID	NID or OBJ_ID	Neighborhood Boundaries
MID or OBJ_ID	NID or OBJ_ID	+Residential Boundaries
MID	MX_ID	School Attendance Zone Boundaries
MID	ZIP	ZIP Code Boundaries

Null Scores vs. 0.0 Scores

A score of 0.0 means that there was not enough data for a particular polygon to receive a score or that the penalties were too high. A null score means that no data was available.

2 – Context Walkability

In this section

File Format

Tile

Context Walkability Record Layout

File Format

Context Walkability is delivered as a comma-separated values (CSV) file with a .txt file extension. **Note:** If the CSV file is opened in Excel™, any leading zeroes in fields will be lost.

Tile

United States

Context Walkability Record Layout

Seq.	Field	Type (Length)	Description
01	MID	INTEGER	Boundary ID (will vary by polygon product).
02	OVERALL_RT	INTEGER	Overall score (0.0 – 5.0). The higher the rating, the more walkable the neighborhood.
03	AMEN_RT	INTEGER	Amenity score (0.0 – 5.0). The higher the rating, the more walkable the neighborhood.
04	LEISURE_RT	INTEGER	Leisure score (0.0 – 5.0). The higher the rating, the more walkable the neighborhood.
05	CXT_RELVER or CXTRELDATE	CHAR (7)	Context release version.
06	RELVER or RELDATE	CHAR (6) or CHAR (8)	Boundary product version.

Feedback and Technical Support

Pitney Bowes welcomes your feedback to help us continue to improve this product. As a licensee of Pitney Bowes data, you are welcome to use the Pitney Bowes® Feedback Platform, which allows you to input updates, suggestions, and corrections. This input will be reviewed by our production teams and utilized as appropriate for product maintenance, with the results being communicated back to you.

Please register to use the Pitney Bowes Feedback Platform by visiting <http://feedback.maponics.com>.

To learn how Pitney Bowes Location Intelligence products and solutions can support your business, please visit <http://www.pitneybowes.com/us/location-intelligence.html>.

Technical Support

If you have any questions or concerns, you may contact our support team directly by calling **800 762 5158** or by emailing software.support@pb.com.

Notices

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