

# Better Data for Better Transportation Decisions

C/CAG and StreetLight Data

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STREETLIGHT



# Agenda

1. StreetLight - Better Data for Better Transportation
2. C/CAG – Concrete examples of “better”
3. Wrap up / Q&A



**Why StreetLight:** It is fundamentally absurd to make decisions about something as important as transportation with extremely limited data



**Measure what you want to manage**



- (1) International Data Corporation, 2019.
- (2) Traditional costs compared to StreetLight InSight® subscriptions.

STREETLIGHT DATA PROPRIETARY & CONFIDENTIAL



# We Leverage New and Emerging Sources of Data

\*all CCPA compliant

## LOCATION DATA

CELL PHONES

IN-CAR  
NAVIGATION

COMMERCIAL  
FLEETS

OTHER  
LOCATION DATA

## CONTEXTUAL DATA

SAFETY,  
CRASH DATA

LAND USE, POI DATA

EMBEDDED  
SENSORS

DEMOGRAPHICS

WEATHER DATA

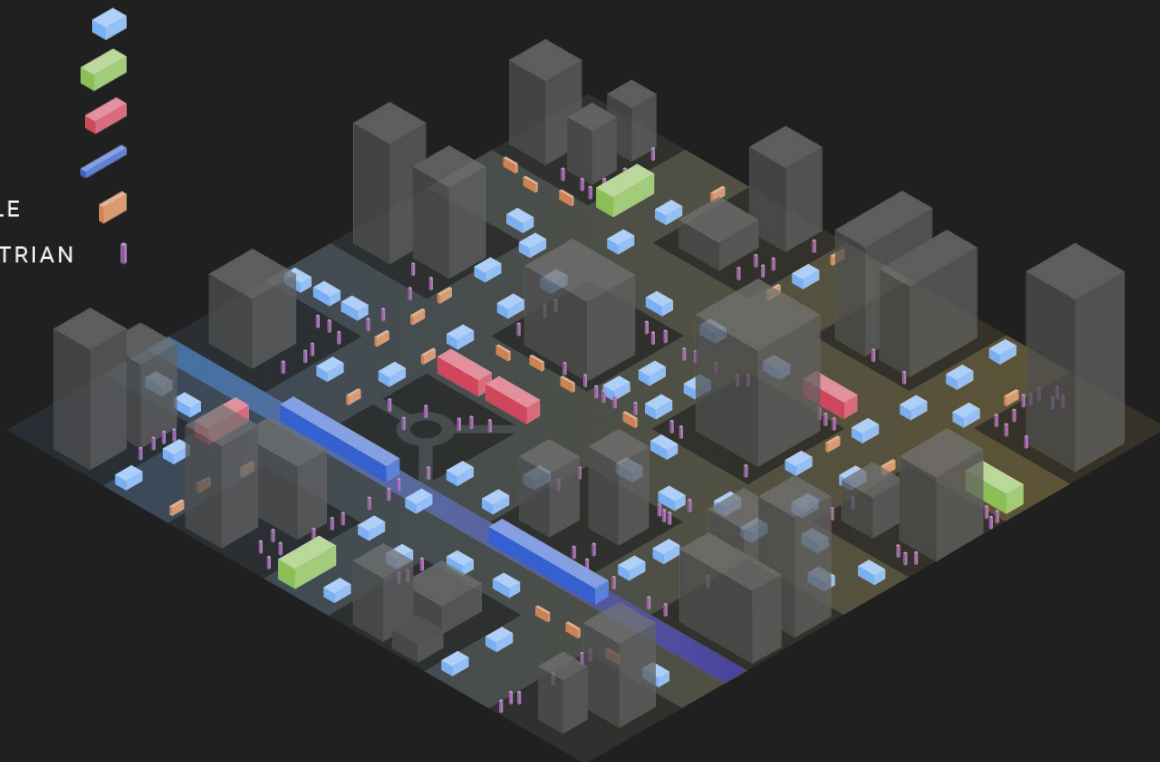
CUSTOMER DATA

MACHINE LEARNING  
TRAINING DATA

# We give practitioners access to analytics about **any road, any mode, any region**

## MODES:

- CAR
- TRUCK
- BUS
- RAIL
- BICYCLE
- PEDESTRIAN



## FUNDAMENTAL ANALYTICS:

Origin Destination

Routing

Zone Activity

Select Link

AADT, MADT, hourly traffic

Turning Movement Counts

VMT

## TRIP ATTRIBUTES:

Trip speed, duration, length

Travel time

Trip circuitry

Emissions

## TRAVELER ATTRIBUTES:

Inferred trip purpose

Demographics



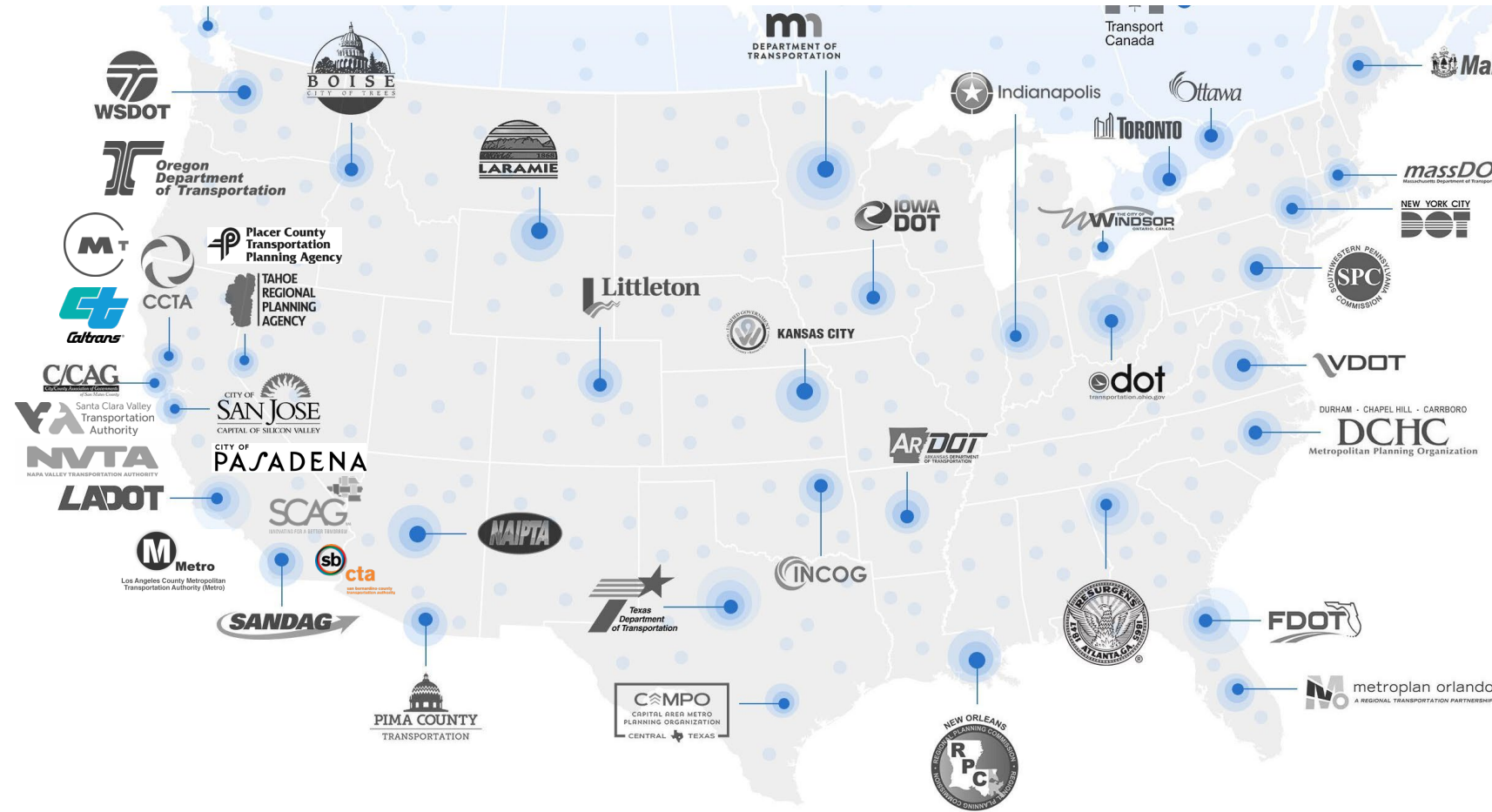
# Practitioners need on-demand access to unlimited data to tackle dynamic challenges



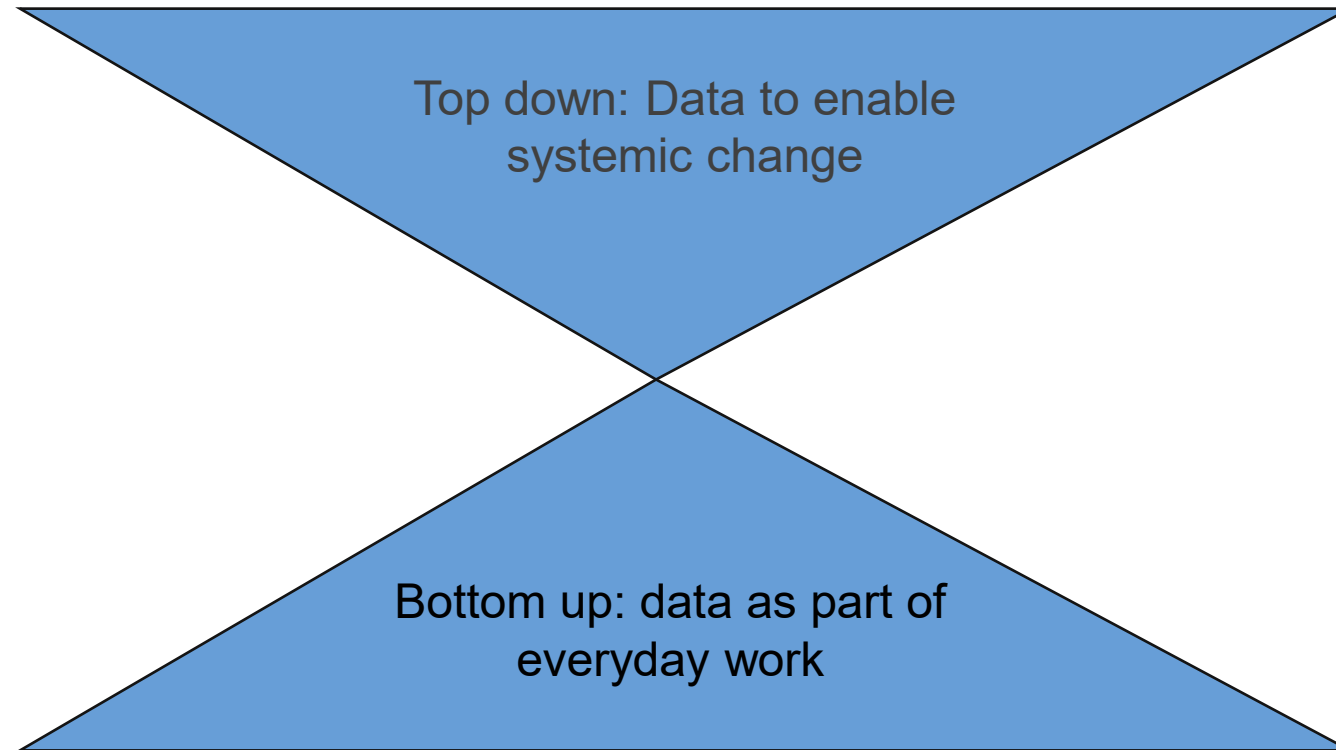
# StreetLight has deep insight into data adoption across North America and in California

- Transportation analytic software vendor based in San Francisco
- 477 contracts in California (for agencies and engineering firms). Customers include:
- 27,200 analyses run in-app in past 2 years
- Use cases range from corridor planning, SB743 studies, transit and bike infrastructure, port truck analytics, and more.

Key: ● Select locations of StreetLight InSight® projects

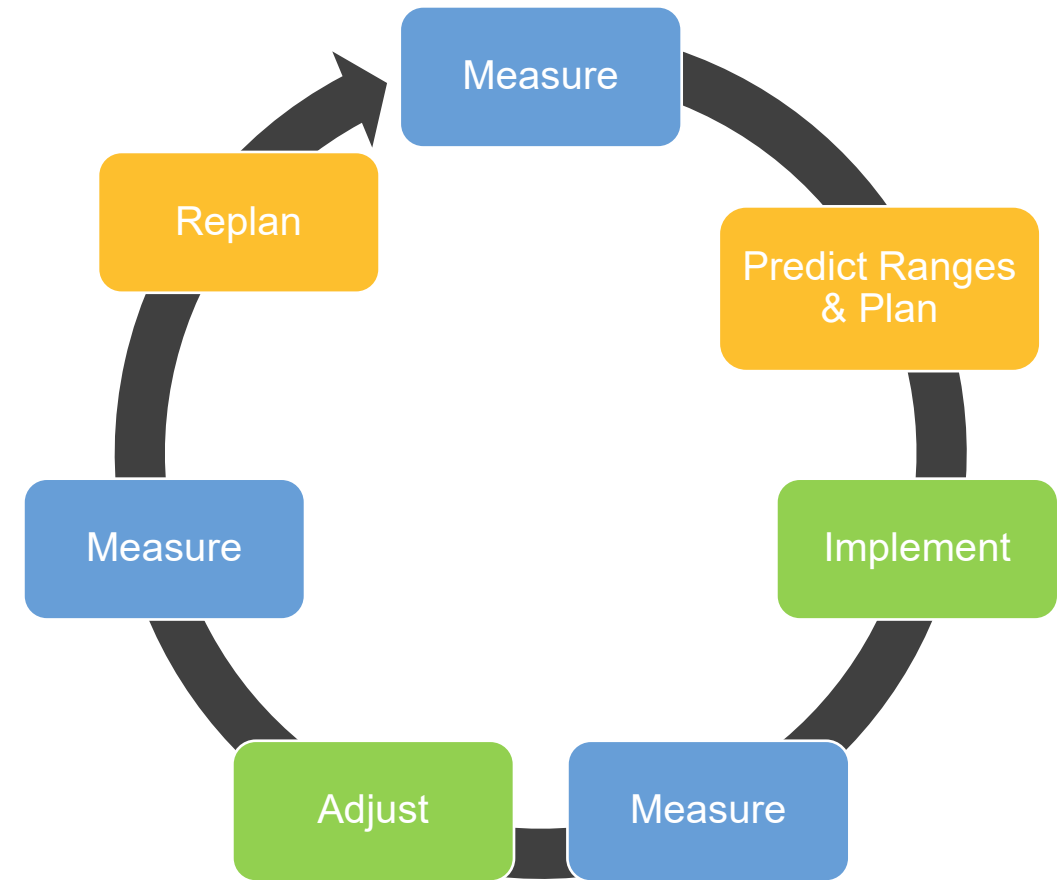
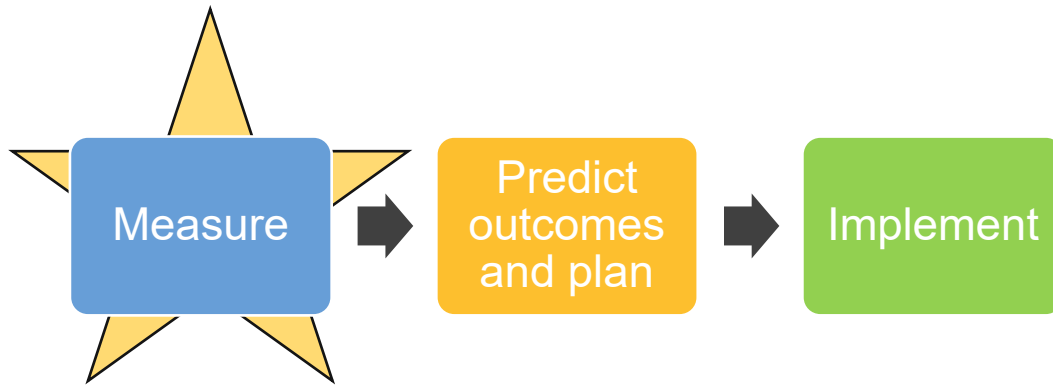


# How to get to better transportation decisions with data





# Top down – reframe how we “predict” and plan in a dynamic world



# About C/CAG

- City/County Association of Governments (C/CAG) of San Mateo County
  - CMA / County Transportation Agency
  - 21 Member Agency
  - Over 760,000 people
  - Several major state highways



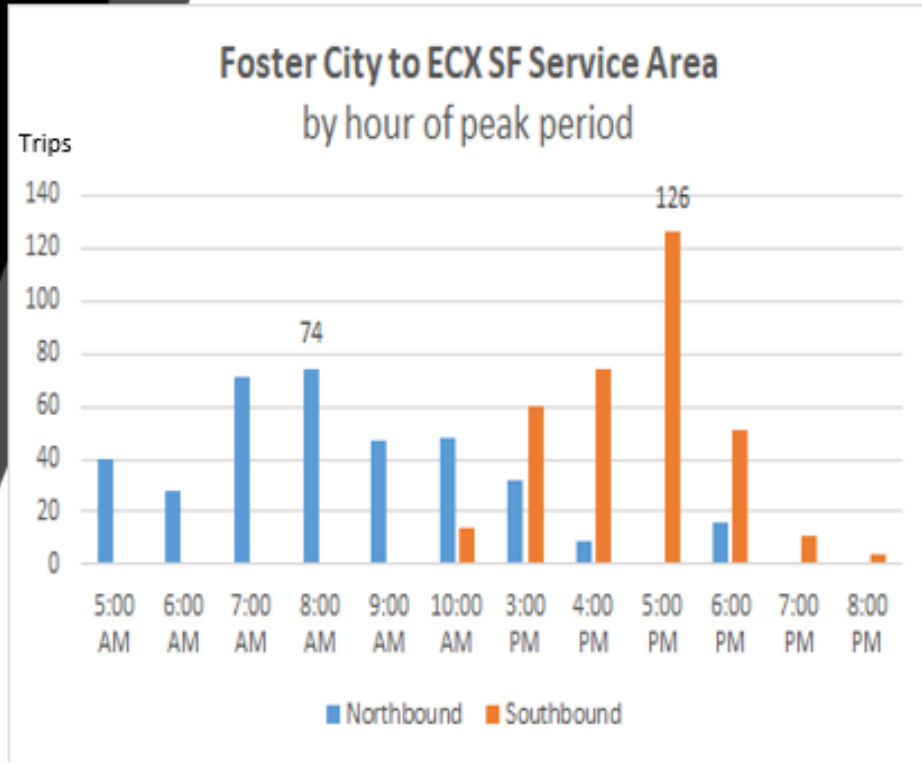
# Joint Subscription Model



- 18 Agencies participated including C/CAG
- Contribution amount based on population size
- Countywide savings of over \$1.2 million

# SamTrans Bus Route Study

- **Question:** Given changing travel behavior, should SamTrans adjust the Foster City to San Francisco (FCX) bus schedule to account for changing demand?
- **Result:** Shift in bus route timing resulted in a 30% increase in ridership.



# City of San Mateo Cut Through Traffic Study

- **Question:** How did COVID-19 impact cut through traffic in the City of San Mateo?
- **Result:** COVID-19 created a 40-60% decrease in cut through traffic, giving the City time to plan appropriate mitigations.



# City of Belmont Traffic Impact Analysis

- **Question:** How would a proposed affordable housing development impact traffic?
- **Result:** Large, historical dataset helped better inform appropriate mitigation measures.



- 125 All Affordable Housing Units
- Use StreetLight to capture historical data for traffic impact study
  - Larger dataset than in person counts
- Propose appropriate mitigation measures



# STREETLIGHT DATA

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