



# STREETLIGHTDATA

Expand the potential of data-driven transportation planning by turning Big Data into real-world transportation analyses. With StreetLight InSight<sup>®</sup>, our easy-to-use web app, you can accurately measure transportation behavior anywhere, for almost any project, in just a few minutes.

## How StreetLight Data Works

### Our Data Sources

We analyze trillions of GPS data points in North America to create Metrics. Our data are:

- **Precise**  
Spatially precise to five meters to track exact routes.
- **Comprehensive**  
Contains billions of trips from connected cars, cellphones, commercial fleet management systems, and other devices.
- **Archival and Up-to-Date**  
Database spans several years and is updated monthly.
- **Validated**  
Trusted in hundreds of projects and verified against traditional data sources.

### Our Processing Engine

Our algorithmic processing engine, RouteScience<sup>®</sup>, makes messy GPS data useful through the following steps:

- **Step 1: Anonymize**  
Ensure data is fully de-identified to protect individual privacy.
- **Step 2: Clean**  
Remove inaccurate and incomplete data points.
- **Step 3: Tripify**  
Algorithmically link data points into trips by determining origins, destinations, and routes.
- **Step 4: Contextualize**  
Normalize, aggregate, and integrate demographic and geographic data sets, such as parcel and census information.

### Your Project's Metrics

With *StreetLight InSight*, our web app, project-specific Metrics are ready in minutes:

- **Customized to Your Parameters**  
Choose the time of day, date range, trip type (personal or commercial), and analysis zones.
- **Integration-Ready**  
Plug your Metrics directly into transportation models.
- **Fast**  
Generating most Metrics takes minutes, so you can answer questions quickly.
- **Optimizable**  
Re-run projects and shift parameters to reveal nuances and trends in travel behavior.

# StreetLight Data for Transportation Planning

## Our Unique, Easy-to-Use Web App

*StreetLight InSight* is the only web app that makes using Big Data for transportation planning easy, intuitive, and cost-effective:

- It can quickly create origin/destination matrices, middle filter (select link) analyses, internal/external studies, and more.
- The outputs of *StreetLight InSight* include visualizations, shapefiles, and CSV files that enable you to manipulate the data independently.
- *StreetLight InSight* is available via your Internet browser without downloading or installing any software.
- *StreetLight InSight* creates a shared library of zone sets across your organization to facilitate collaboration and project creation.

## Using Big Data to Meet Key Objectives

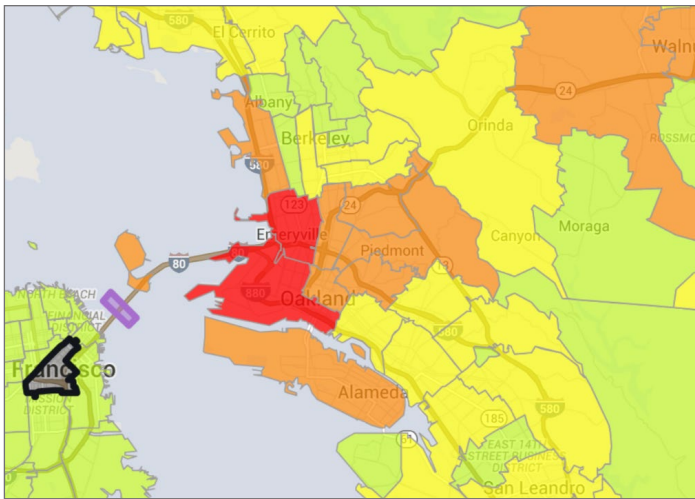
*StreetLight InSight* quickly provides the data that transportation planners, engineers, and modelers require for a broad range of activities and projects. Select examples include:

- Travel demand models
- Before and after studies
- Project prioritization
- Congestion busting
- Detour routing
- Public transit design
- Toll/signal changes
- Commute time measurement
- Public meetings and communications

## Inside a StreetLight InSight® Analysis

This *StreetLight InSight* origin-destination with middle filter analysis (similar to a select link) of the San Francisco Bay Bridge was processed in approximately 5 minutes.\* It includes 1 month of data from 381 analysis zones. While the heat map was generated in *StreetLight InSight*, the graphs of the top origin-destination (O/D) pairs were created with data exported from the app.

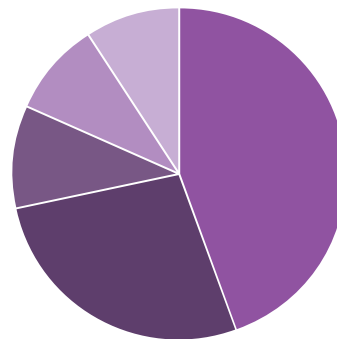
### Heat Map of Average Traveler Behavior



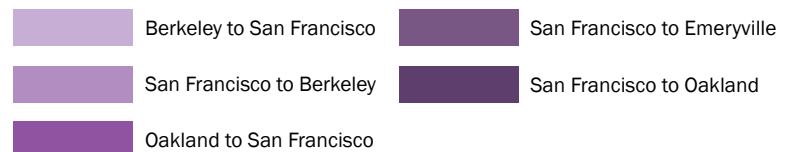
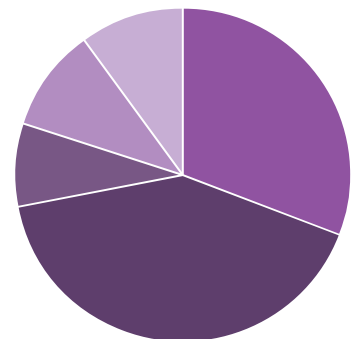
This heat map shows the relative volume of all types of trips (personal and commercial) that originated in downtown San Francisco and used the Bay Bridge. The heat map's values are based on the "average" trip volume during all day types (weekends and weekdays) and all times of day, or "day parts" (12am-12pm). The downtown San Francisco origin zone is outlined in black. The destination zones are shaded in varying colors to represent the relative volume of trips that originated in downtown San Francisco and used the Bay Bridge before ending in that particular destination zone.

### Top O/D Pairs on Average Weekdays

Relative Share of Trips  
AM Peak (6am-10am)



Relative Share of Trips  
PM Peak (3pm-7pm)



\* Most *StreetLight InSight* projects can be completed in minutes. Processing time varies according to the amount of data in the analysis and the number of projects in *StreetLight Data*'s processing queue.

## Contact Us to Schedule a Demo

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