

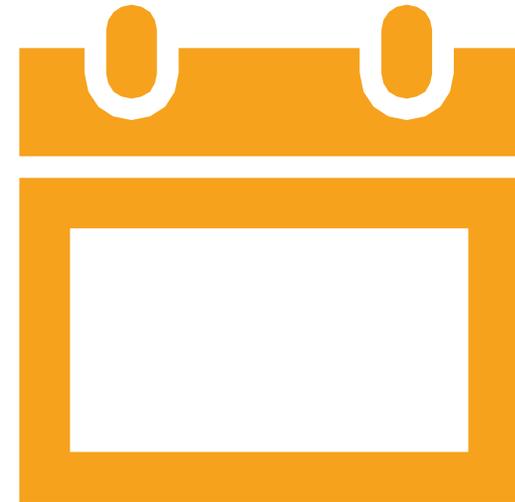


STREETLIGHT

InSight

TIMELINE TO DATE

- Oct. 17, 2019 – TAC item
- Dec. 13, 2019 – C/CAG release RFP
- Jan. 3, 2020 – RFP deadline
 - Received 1 application from StreetLight Data
- Jan. 16, 2020 – TAC item
 - Member Agency participation



WHAT MAKES UP STREETLIGHT?



Location-Based Services data
from smartphone apps



Navigation-GPS data from
connected cars and trucks



Road network, census, parcel,
and other contextual data

WHAT DOES STREETLIGHT DO?

Set up & run transportation studies on your desktop.

On-demand.

- Design and run your own analyses. No software installation, sensor deployment, or survey design required.
- Choose specific dates, hours of the day, and even the types of trips you want to study.
- *StreetLight InSight* Metrics are more comprehensive, precise, and up-to-date than most traditional data resources.

No sensor deployment or survey collection



Origin-Destination Matrices



Trip Purpose



Select Link Analyses



Avg Travel Times &
Travel Time Distributions

AADT

StreetLight AADT



Commercial & Personal
Travel Vehicle Comparisons

WHY C/CAG
WANTS
STREETLIGHT

Local Interest	Received inquiries from Local Jurisdictions regarding procurement possibilities
Run Analyses	Ability to run traffic analyses multi-modally
Provide	Provide robust and thorough data and analysis tools to Member Agencies
Increase Efficiency	With such robust data and powerful analysis tools, could increase efficiency
Opportunity	Utilize the technology available acting as a leader for innovation

BREAKDOWN OF STREETLIGHT PROPOSAL



Access to StreetLight
InSight platform including
necessary trainings



Customer support and
training for the platform



Access to FAQ's, Step by
Step tutorials, and a
Community Forum

SUBSCRIPTION BREAKDOWN

- **Single-Domain Regional Subscription:** Unlimited use with access to the users and [limited] consultants of the contracting agency.
- **Multi-Domain Regional Subscription:** Unlimited use with access to the users and [limited] consultants of the lead contracting agency and it's partner (or constituent) agencies.
 - Proposed to C/CAG by StreetLight. Each Member Agency would have two domains.
- **Pay-Per-Use (PPU) or Project Based Subscription:** Restricted use only to the project study area and number of unique analysis zones in that study area (to be scoped out by a StreetLight engineer).

COST BREAKDOWN

- **First Trial Year** - Discounted \$275,000
- **Second and Third Years** - \$363,000
- C/CAG and TA each to contribute \$50,000 in Local Funds
- Local Jurisdictions divide remaining cost equally
 - C/CAG place ceiling on how much each Member Agency would need to contribute

COST BREAKDOWN

MAXIMUM CONTRIBUTIONS		
Jurisdiction Size	Maximum 1 st Year Cost	Maximum 2 nd and Third Year Cost
Large	\$40,000	\$50,000
Medium	\$25,000	\$30,000
Small	\$8,000	\$10,000

COST BREAKDOWN SAMPLE

Cost Breakdown Example – Full Participation

	Jurisdiction	Population	Percentage of Population	Cost without C/CAG and TA participation	1st Year Cost with C/CAG and TA	2nd and 3rd Year Cost with C/CAG and TA	Percentage of Cost Share
	TOTAL for SMC	774,155	100.0%	\$ 2,079,000	\$175,000	\$263,000	100%
Large Cities	Daly City	107,864	13.9%	\$ 99,000.00	\$15,000.00	\$ 22,542.86	8.6%
	San Mateo	104,490	13.5%	\$ 99,000.00	\$15,000.00	\$ 22,542.86	8.6%
	Redwood City	86,380	11.2%	\$ 99,000.00	\$15,000.00	\$ 22,542.86	8.6%
	South San Francisco	67,082	8.7%	\$ 99,000.00	\$15,000.00	\$ 22,542.86	8.6%
	County of San Mateo	65,828	8.5%	\$ 99,000.00	\$15,000.00	\$ 22,542.86	8.6%
Medium Cities	San Bruno	46,085	6.0%	\$ 99,000.00	\$8,000.00	\$ 12,022.86	4.6%
	Pacifica	38,418	5.0%	\$ 99,000.00	\$8,000.00	\$ 12,022.86	4.6%
	Menlo Park	35,268	4.6%	\$ 99,000.00	\$8,000.00	\$ 12,022.86	4.6%
	Foster City	33,490	4.3%	\$ 99,000.00	\$8,000.00	\$ 12,022.86	4.6%
	East Palo Alto	30,917	4.0%	\$ 99,000.00	\$8,000.00	\$ 12,022.86	4.6%
	Burlingame	30,294	3.9%	\$ 99,000.00	\$8,000.00	\$ 12,022.86	4.6%
	San Carlos	29,897	3.9%	\$ 99,000.00	\$8,000.00	\$ 12,022.86	4.6%
	Belmont	27,388	3.5%	\$ 99,000.00	\$8,000.00	\$ 12,022.86	4.6%
	Millbrae	22,854	3.0%	\$ 99,000.00	\$8,000.00	\$ 12,022.86	4.6%
Small Cities	Half Moon Bay	12,639	1.6%	\$ 99,000.00	\$4,000.00	\$ 6,011.43	2.3%
	Hillsborough	11,543	1.5%	\$ 99,000.00	\$4,000.00	\$ 6,011.43	2.3%
	Atherton	7,135	0.9%	\$ 99,000.00	\$4,000.00	\$ 6,011.43	2.3%
	Woodside	5,623	0.7%	\$ 99,000.00	\$4,000.00	\$ 6,011.43	2.3%
	Portola Valley	4,767	0.6%	\$ 99,000.00	\$4,000.00	\$ 6,011.43	2.3%
	Brisbane	4,692	0.6%	\$ 99,000.00	\$4,000.00	\$ 6,011.43	2.3%
	Colma	1,501	0.2%	\$ 99,000.00	\$4,000.00	\$ 6,011.43	2.3%

QUESTIONS?