



STREETLIGHT

InSight

WHY C/CAG  
WANTS BIG,  
GEOSPATIAL  
DATA

Local Interest	Received requests from Local Jurisdictions regarding procurement possibilities
Data Set	Provide robust and thorough data and analysis tools
Run Analyses	Ability to run traffic analyses multi-modally
Increase Efficiency	Such powerful tools can help save time and money
Opportunity	Utilize the technology available acting as a leader for innovation

## C/CAG's PROCUREMENT PROCESS

- Released RFP for Location Based Big Data and Services
- Received one proposal from StreetLight Data, with inquiries from one other company, Strava Metro
- Reviewed the proposal and it met the requirements set in the RFP
- Brought to committees for recommendation of approval

# WHAT MAKES UP STREETLIGHT?



Location-Based Services data  
from smartphone apps



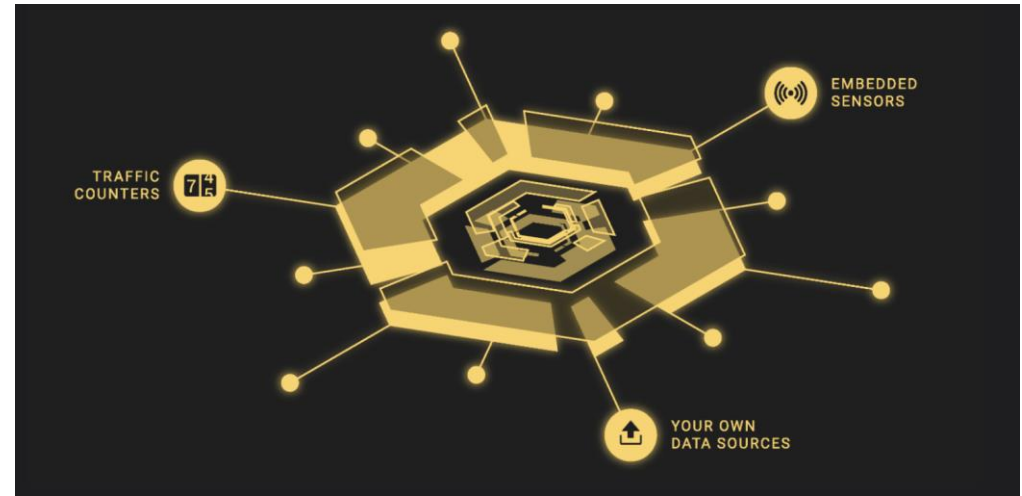
Navigation-GPS data from  
connected cars and trucks



Road network, census, parcel,  
and other contextual data

# STREETLIGHT'S PRIVACY POLICY

- Collects anonymized information
  - Requires suppliers to de-identify devices
- All data is archival
- Layered on top of publicly available U.S. Census 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

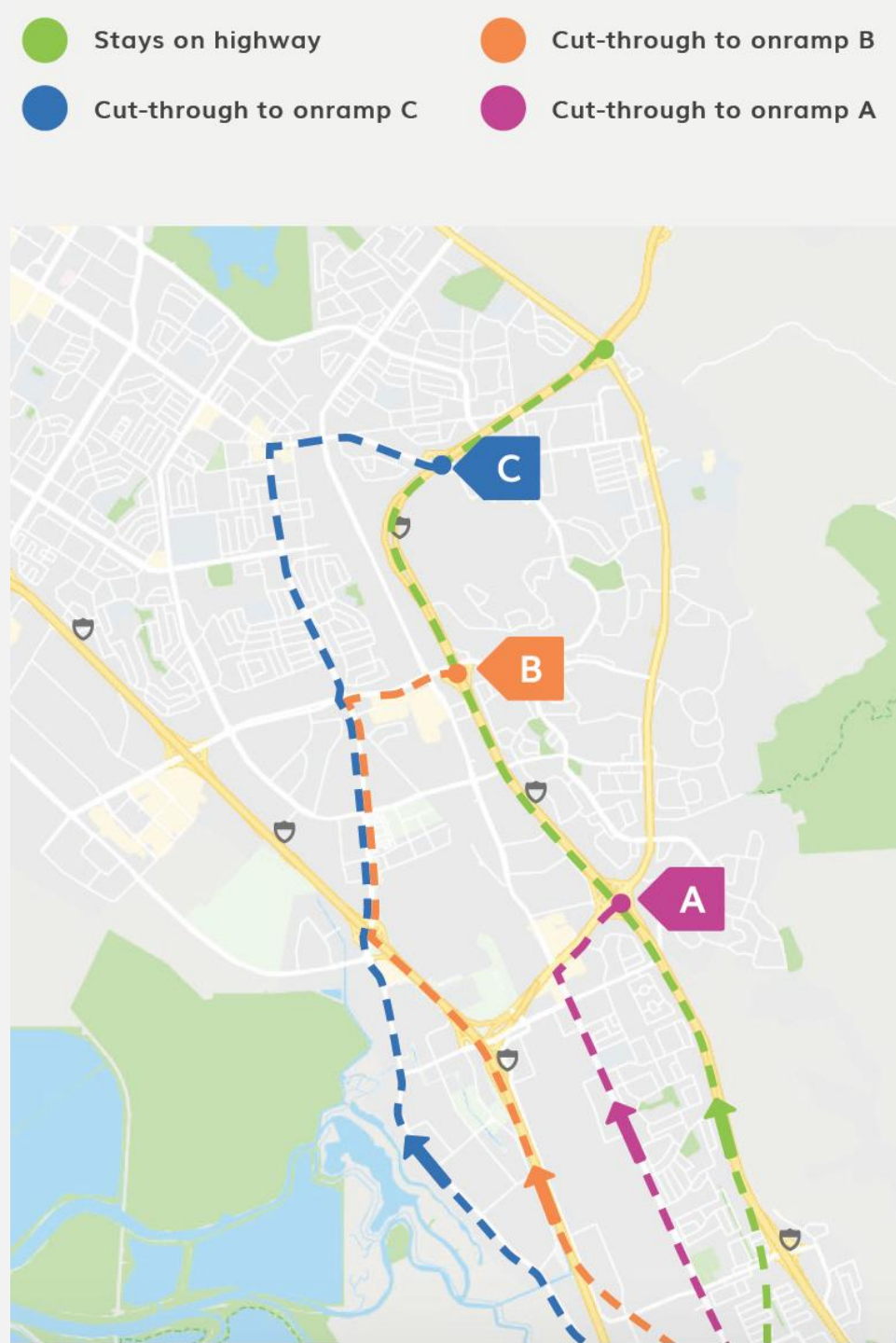
StreetLight AADT



Commercial & Personal  
Travel Vehicle Comparisons

## CASE STUDY: CUT THROUGH TRAFFIC MITIGATION ANALYSIS

- Problem with driver cut through traffic with GPS apps
- City implemented turn restrictions and ramp meters
- Goal: Evaluate effectiveness
- StreetLight was able to create before and after analysis using origin and destination data
- City discovered the results were effective



# SUBSCRIPTION MODELS



## **Single-Domain Regional Subscription:**

Limited Users at \$99,000/Agency with Population under 300,000.

Aggregate Cost for SMC Cities: ~\$2 million



## **Multi-Domain Regional Subscription:**

**Unlimited use for the users and consultants**  
**\$440,000 normal rate for San Mateo County population**



## **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  
50 zone analysis would cost about \$24,000+



# COST BREAKDOWN

- **First Trial Year** - Discounted at \$275,000
- **Second and Third Years Are Optional** – Discounted at \$363,000
- C/CAG and TA each to contribute \$50,000 in Local Funds
- Local Jurisdictions divide remaining cost proportionately
  - C/CAG place ceiling on each Member Agency's contribution amount
  - Cost per Agency decreases with more participation

MAXIMUM CONTRIBUTIONS	
Jurisdiction Size	Maximum 1 <sup>st</sup> Year Cost
Large (Population >50,000)	\$40,000
Medium (Population 15,000-50,000)	\$25,000
Small (Population <15,000)	\$10,000

THANK YOU! QUESTIONS?

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