

StreetLight Data to Transform Transportation Infrastructure Planning with New Online Tool

Transportation experts can analyze unlimited mobility data cost-effectively with StreetLight InSight® Regional Subscriptions

San Francisco, CA ([PRWEB](#)) August 15, 2016 -- Today, StreetLight Data, Inc., a mobility analytics company, launched its Regional Subscription to StreetLight InSight®, an easy-to-use web application that transforms “Big Data” from mobile devices’ anonymous geospatial records into useful Metrics. The subscription allows government agencies and contractors to run unlimited regional transportation analyses.

Today, the transportation industry standard is to collect mobility data infrequently, build travel demand models based on that data, then rely on those models to describe community travel patterns for a year or a decade – even as policies are passed and infrastructure is built. For core activities such as forecasting travel behavior, designing projects, and evaluating decisions, most agencies use surveys, license plate photography, and sensors to collect data. Due to these studies’ expense and complexity, sample sizes are usually small, data collection is skipped entirely for some projects, and major regional studies are conducted very infrequently. For example, the California Household Transportation Survey is conducted once per decade and takes three years to complete.

In contrast, StreetLight InSight quickly generates comparable Metrics such as select link and origin-destination analyses for any size region that are based on current travel patterns. Engineers can access most Metrics from their computers in minutes, and typically for a fraction of the cost.

“Historically, data collection costs made it difficult for our partners to conduct performance-based project evaluations, despite strong interest in their work’s impact on the communities they serve,” said Catherine Manzo, StreetLight Data’s Senior Director of Sales and Customer Engagement. “Our Regional Subscriptions are the first product to meet public sector demand for a simple, cost-effective, and objective transportation assessment tool.”

The Regional Subscription is transformative because users can conduct an unlimited number of StreetLight InSight analyses independently, as needed, and with just a few mouse clicks – all for one fixed annual cost that is based on population and Metric type. There are three core benefits:

- **Data for Every Project:** Agencies can use up-to-date, real-world mobility data to guide any proposed infrastructure improvement or policy, even those that would typically skip data collection due to expense or complexity.
- **Evaluate Trends Over Time:** Planners, modelers, and engineers can run analyses for different date ranges, conduct “before and after studies” to assess performance, and even “go back in time” to collect data.
- **Time and Cost Savings:** All consulting firms and transportation planning organizations, even the leading agencies that are able to supplement traditional studies with mobile data for key initiatives, can realize significant cost and time savings by running an unlimited number of analyses.

“We launched this product to empower the transportation industry to easily evaluate every project empirically. Spending less time wrangling data will enable engineers and planners to focus their expertise on addressing the many transportation challenges our communities face, from safety to congestion to emissions reduction,” commented Laura Schewel, CEO and co-founder of StreetLight Data.



About StreetLight Data, Inc.

StreetLight Data is San Francisco-based technology firm that transforms the massive amount of geospatial data produced by mobile devices into useful transportation behavior information. Transportation experts, urban planners, and commercial property developers can access StreetLight Data's Metrics in minutes via an easy-to-use web application, StreetLight InSight®. To learn more visit www.streetlightdata.com.



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Online Web 2.0 Version

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