StreetLight Contributes Vehicle Miles Traveled (VMT) Monitor, in Partnership with Cuebiq

Updated Every 48 Hours, Metrics Will Help Transportation Planners and States Adjust Budgets for Unprecedented Volatility in Travel During COVID-19 Response

SAN FRANCISCO ([PRWEB](#)) April 06, 2020 -- Transportation has changed drastically due to COVID-19 shelter-in-place programs across the U.S. For the transportation industry, the key metric for measuring this change is Vehicle Miles Traveled. Starting today, transportation planners can access VMT Metrics segmented by county, updated every 48 hours, using the new interactive VMT Monitor, delivered by StreetLight Data, Inc. in partnership with Cuebiq Inc.

StreetLight's VMT Monitor offers county-by-county VMT Metrics for America's more than 3,100 counties. The Metrics are updated and mapped three times weekly to provide near real-time VMT Metrics, at no cost. StreetLight, the leader in data analytics for mobility, and longtime location intelligence partner Cuebiq have joined forces to develop this resource. Cuebiq has also developed a near-real time Mobility Index, validated by a coalition of leading research organizations leveraging its insights to improve the outbreak forecast and response. To turn this Index into a daily VMT estimate, StreetLight fused Cuebiq's Index with its own algorithms that transform GPS data into contextualized, aggregated, and normalized travel patterns, as well as its deep repositories of data depicting historical VMT.

VMT data is critical to estimating and projecting gas tax and toll revenues (which feed budgets), pollution changes and more. StreetLight's map and downloadable Metrics allow planners to account for this unprecedented volatility in travel.

"Transportation professionals make critical budget and planning projections based on gas tax revenue and other factors derived from VMT," said Laura Schewel, CEO and co-founder of StreetLight. "The recent massive drop in travel is throwing off all those plans. This data-driven map gets the key Metrics out quickly, with local granularity, to those who need them. Planners, like everyone else, are adjusting to a new reality and we're here to help navigate it. We hope this, in some way, can help our transportation community in this difficult and unprecedented time."

The map and data will be accessible for free to all planners, researchers and engineers, as well as the general public and StreetLight's current customers, on the company's website at www.streetlightdata.com/VMT-monitor.

About StreetLight Data
StreetLight pioneered the use of data analytics to help transportation professionals solve their biggest problems. Applying proprietary machine-learning algorithms to over 100 billion spatial data points every month, StreetLight measures multimodal travel patterns and makes them available on-demand via the world's first SaaS platform for mobility, StreetLight InSight®. From identifying sources of congestion to optimizing new infrastructure to planning for autonomous vehicles, StreetLight powers more than 3,000 projects every month.

About Cuebiq
Cuebiq is a leading consumer insights and measurement company, providing clients a trusted, high quality, and transparent currency for offline visitation data to map and measure the consumer journey. Cuebiq is at the

forefront of industry privacy standards, follows a privacy compliant framework in its data collection, and is one of the very first location providers certified by leading privacy association, NAI.

Prioritizing the use of data to make the world a better place, Cuebiq's Data for Good program encourages top universities and nonprofit organizations across the globe to leverage Cuebiq's location insights to drive innovation in community causes such as: disaster relief, income inequality and urban development.

Contact Information
Michael Ingalls
Natron Communications for StreetLight Data
http://www.streetlightdata.com
+1 (917) 494-4909

Online Web 2.0 Version
You can read the online version of this press release here.