

Making Room for Innovation on City Streets

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Agenda

1. StreetLight Overview
2. Three Case Studies from Pasadena
3. Q&A



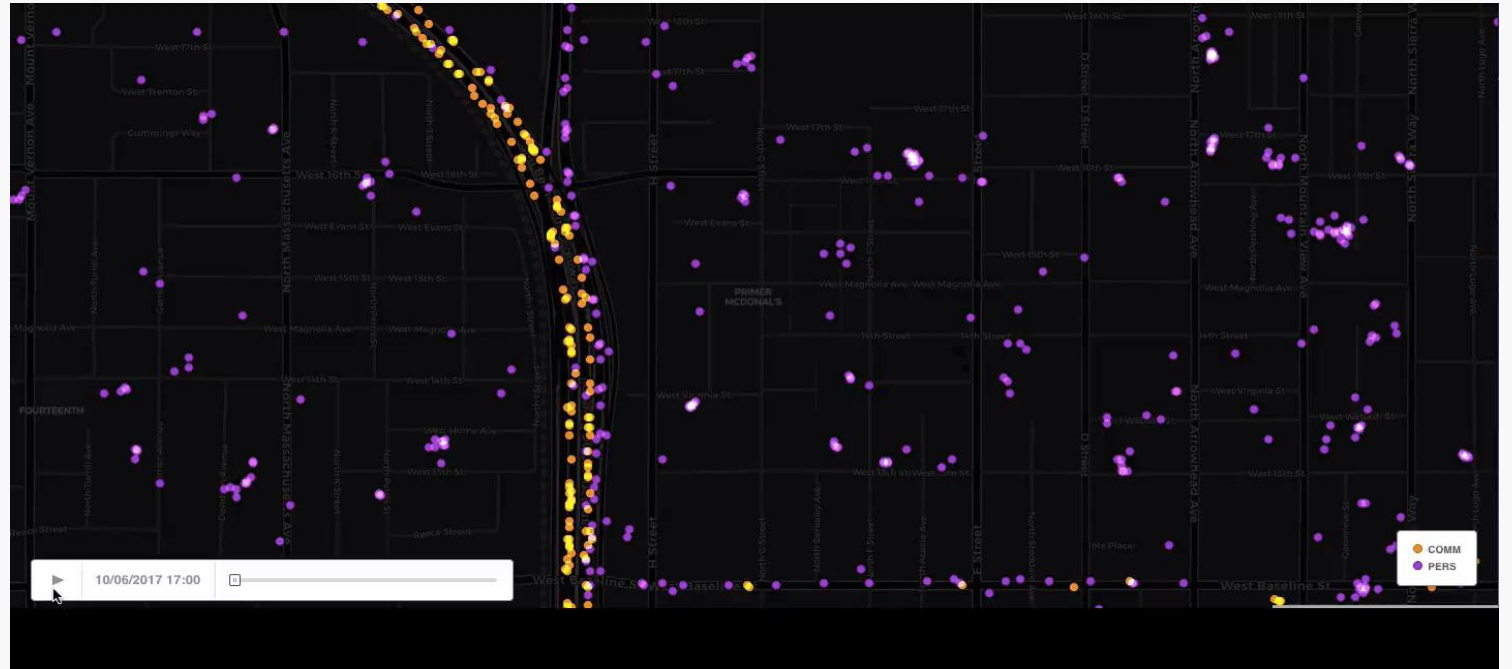


Put Big Data to Work with StreetLight Data

We simplify data-driven infrastructure and policy planning by providing the best Big Data resources and software together.



What Big Data are we working with?



Mobile device data from ~23% of US and Canadian adults and ~12% of commercial truck trips.

Video shows a subset from Oct 8th, 2017
San Bernardino, California.

in



Data is just a cost until you put it to work.

StreetLight InSight[®],
the only on-demand platform for
Running Actionable
Transportation Analytics


2000+

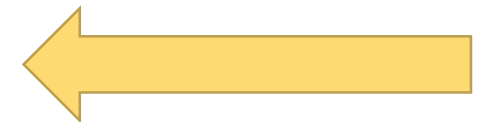
Transportation Analyses
Supported Each Month



New This Week – MULTIMODAL!

Analysis to support project types:

	ESSENTIALS	ADVANCED ANALYTICS	MULTI-MODE
Core Transportation Behavior Origin-Destination, Select Link, Demographics, Home/Work, Trip Purpose	✓	✓	✓
Traffic Analysis Corridor Analysis, Turning Movement, travel time, speed, distance, circuitry	✓	✓	✓
Traffic Count ^{NE} _W StreetLight AADT for any roads in the U.S	✓	✓	✓
Project Time Period Settings Hourly, daily or monthly break out. Seasonality and before/after analysis	✓	✓	✓
Operations and Congestion Management Segment congestion, travel time, speed, distance and circuitry	✗	✓	✓
Special Events Analyze one or a combination of specific dates	✗	✓	✓
Project Prioritization ^{NE} _W Scan region to identify bottlenecks, causes of congestion and provide solutions	✗	✓	✓
Commercial Vehicle Segmentation Break out of commercial medium and heavy duty trucks	✗	✓	✓
Multi-Mode of Travel ^{NE} _W Bike, Ped	✗	✗	



Putting Big Data to work: a three step process for addressing transportation challenges

1

Save Time and Money

Overcome budget constraints and do more with less

2

Go Bigger

Inform all your decisions with real-world data

3

Go Beyond

Monitor and plan proactively in a Dynamic Mobility World



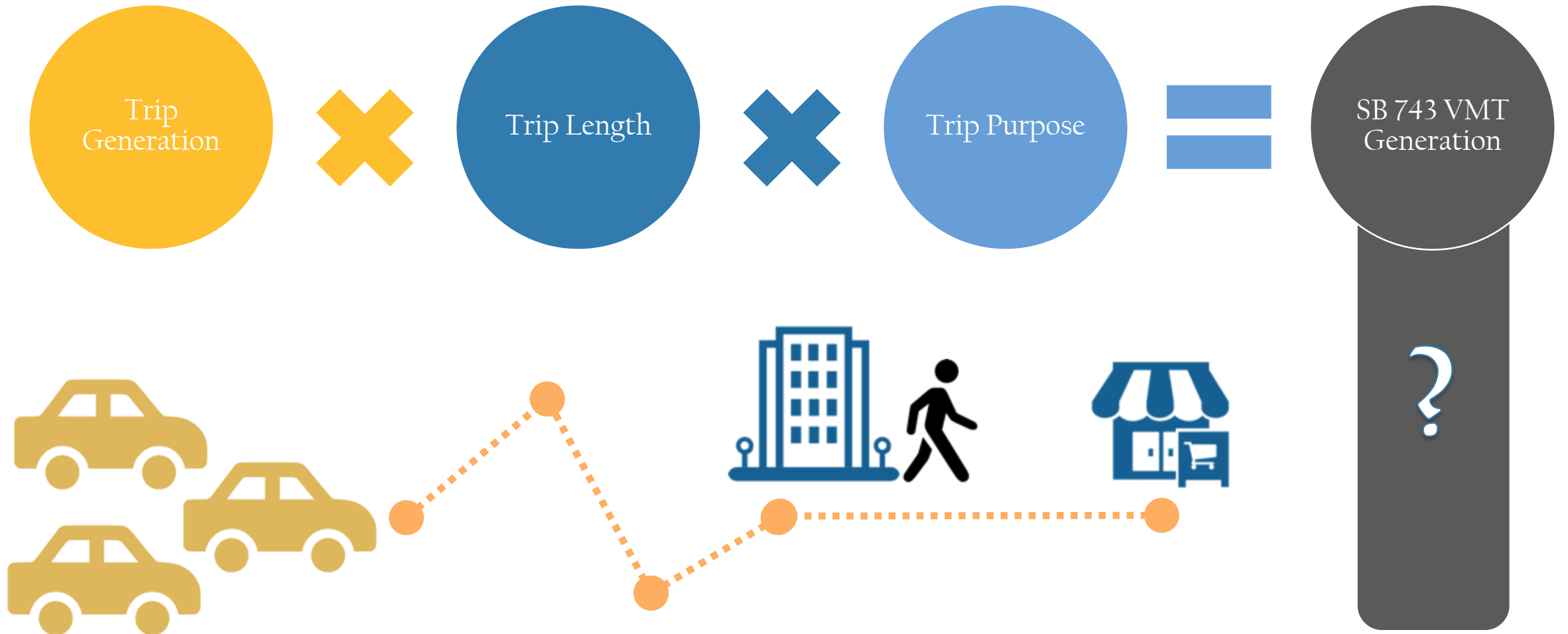
City of Pasadena's Big Data Initiatives



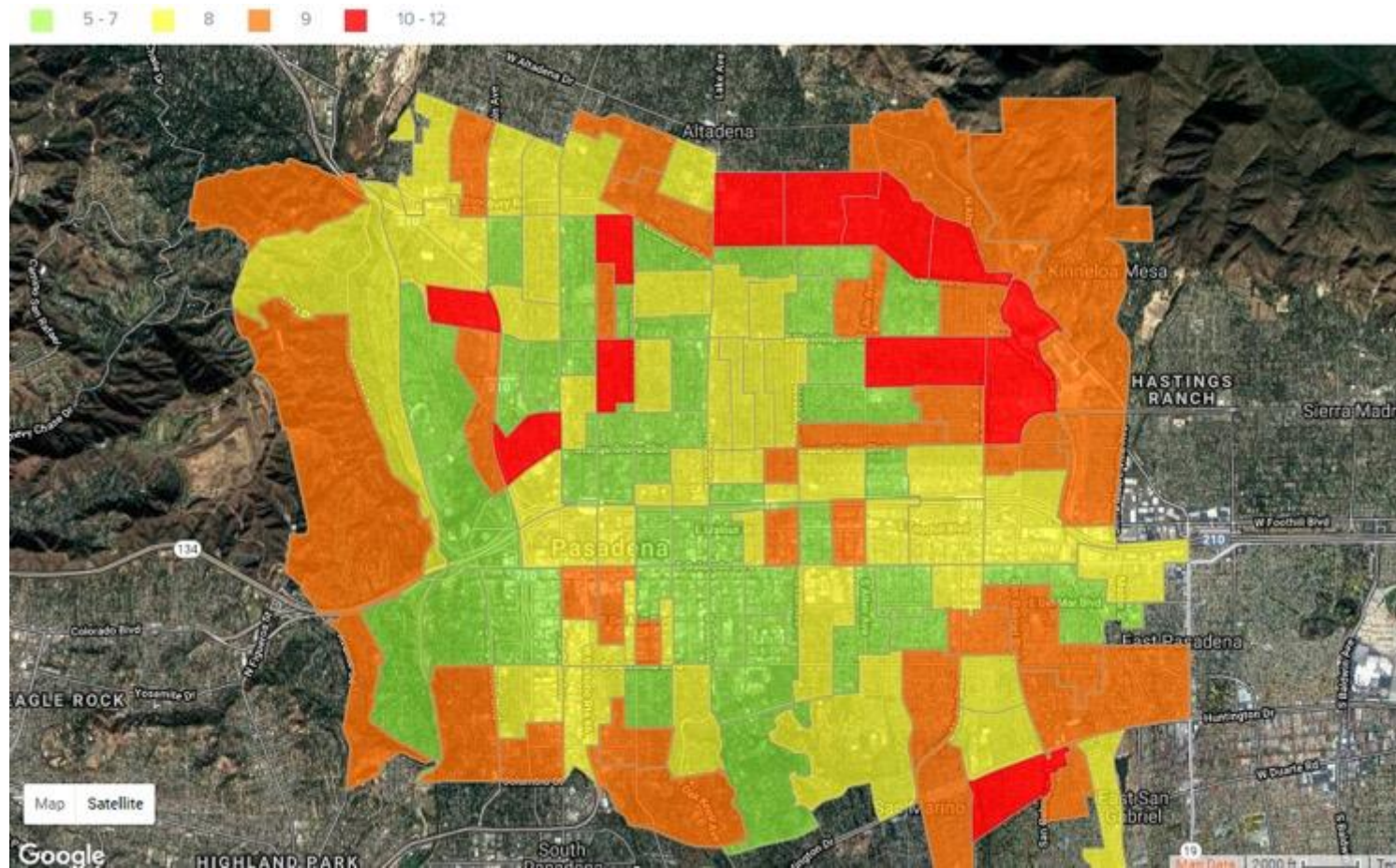
Making our City Streets Safer with Big Data



Big Data helps us measure Vehicle Miles Traveled (VMT), a key measure of environmental impact



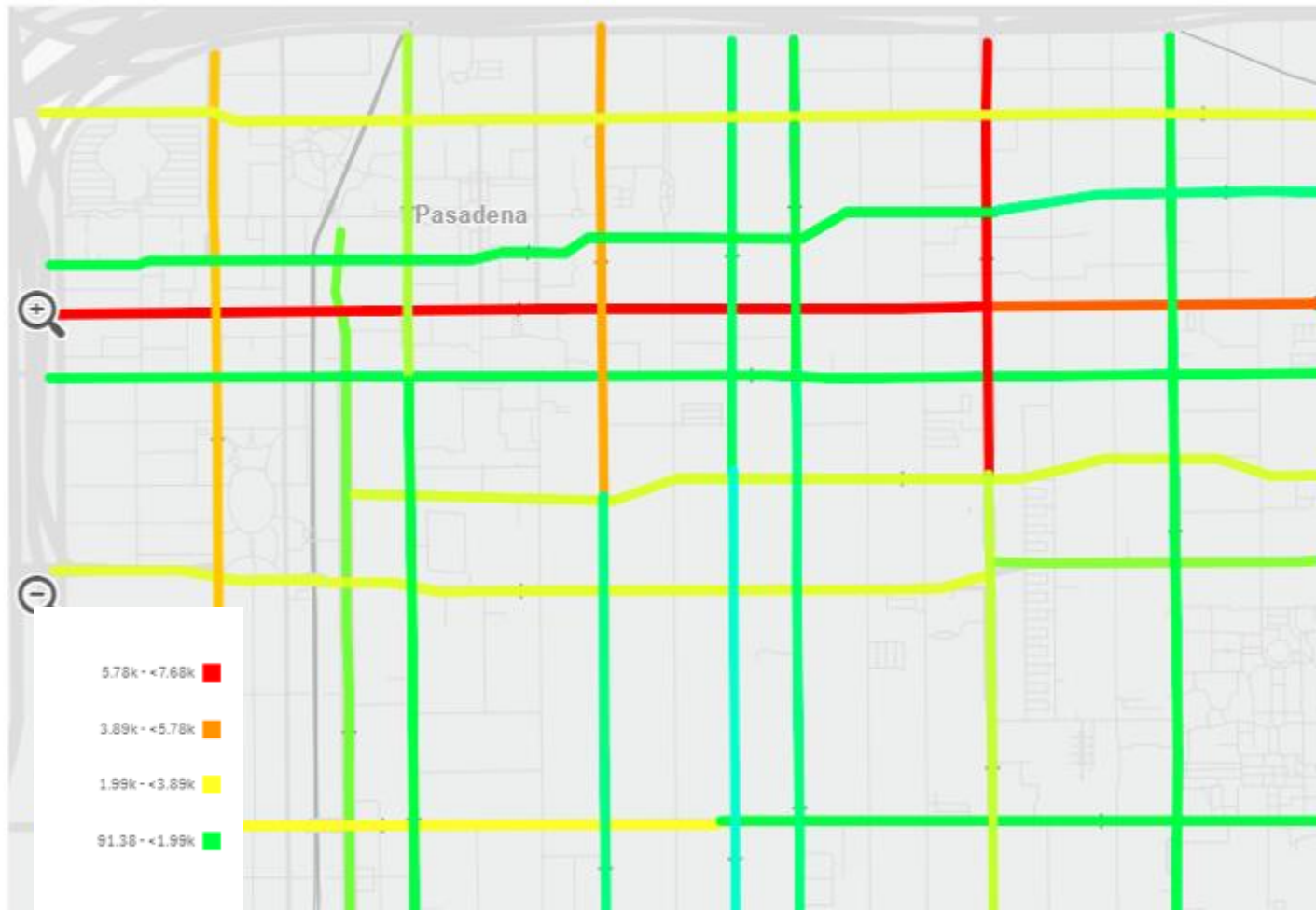
Our Denser Neighborhoods Take Shorter Trips



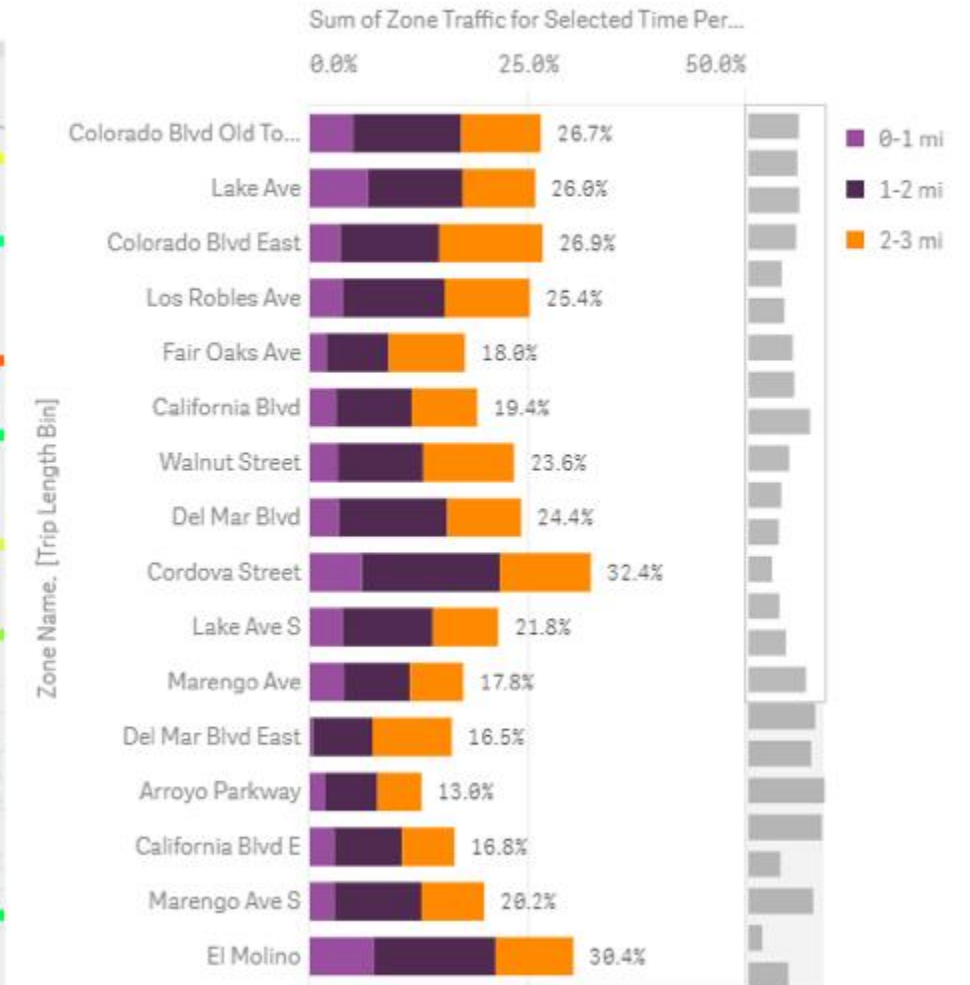
Data-Driven Policy Decisions About our Network

Heatmap of Zone Traffic

Colors indicate the Zone Traffic to and from each Zone during the selected time period.



Zone Traffic % by Trip Length



Q&A

