



# Your Interactive Platform for Measuring Transportation

StreetLight is not a model, a report, or a static heatmap. It's a self-serve platform that lets users ask mobility questions and get the answers within minutes. We think it's revolutionary.

## Get instant access to traffic metrics for any road, without sensors.

Place a gate on any road — or 50,000 roads or more — and get accurate AADT and trip attributes for vehicles passing through each gate.

Select locations or draw your own “zones,” and analyze travel patterns between them. Visualize and solve complex transportation problems virtually on the fly.

### FUNDAMENTAL ANALYTICS

Origin Destination

Routing

Select Link

AADT, MADT, hourly traffic

Turning Movement Counts

VMT/VKT, VHD

### TRIP ATTRIBUTES

Trip speed, trip length

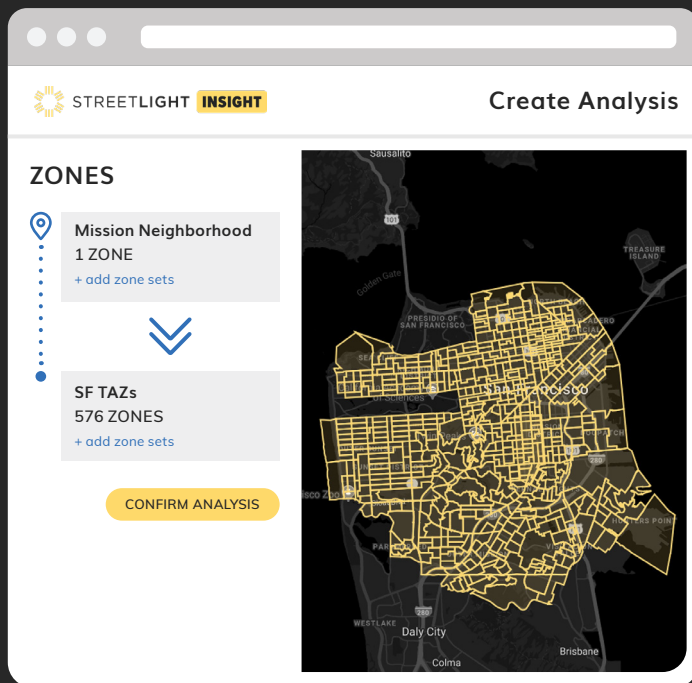
Travel time

Trip circuitry

### TRAVELER ATTRIBUTES

Inferred trip purpose

Demographics



### MODES



# Big Data powered answers to your biggest problems

## INDUSTRY USE CASES



### TRANSPORTATION PLANNING

- Active Transportation
- Before & After Studies
- Congestion Studies
- Emergency Response Planning
- Event & Tourism Studies
- Freight Studies
- Last Mile Studies
- Travel Demand Management



### TRAFFIC ENGINEERING & OPERATIONS

- Congestion Studies
- Corridor Studies
- Travel Time
- Turning Movements
- Safety
- Circuitry



### SMART CITIES & NEW MOBILITY

- Before & After Studies
- Greenhouse Gas Emissions & VMT
- EV Infrastructure Deployment
- New Mobility Deployment
- Ride Hailing & Delivery Studies
- Social Equity
- Travel Demand Management

## OUR PLATFORM



StreetLight's proprietary data processing engine, Route Science®, transforms trillions of mobility data points over time into standard transportation metrics for vehicular, transit, bicycling and pedestrian travel, available 24/7 via our interactive platform, StreetLight InSight®.



Can we help you achieve your mobility mission?

CONTACT US FOR A FREE DEMO: [INFO@STREETLIGHTDATA.COM](mailto:INFO@STREETLIGHTDATA.COM)