STREETLIGHTDATA

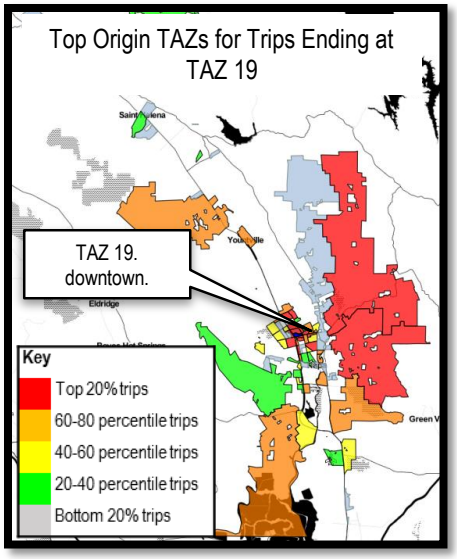
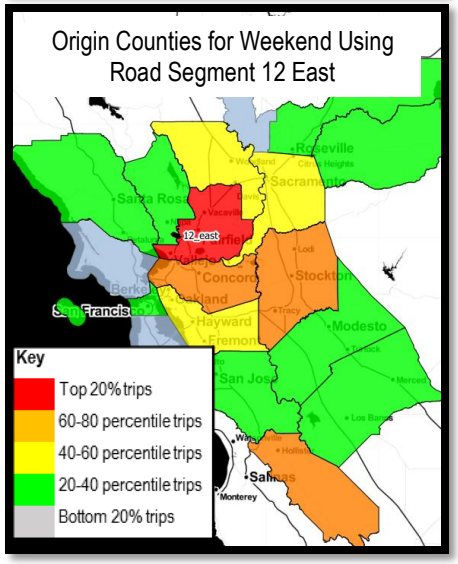
STREETLIGHT INSIGHT™ EXPERT METRICS

These metrics are intended for transportation planning experts to understand movements of populations around cities and regions. StreetLight creates these metrics through interpreting data from millions of GPS devices, including smart phone navigation applications, in-car navigation systems, navigation hardware devices and vehicle management devices. All analyses are done for groups of people, never for individuals.

Data can be pulled for a specific month or a longer period of time during the year, from the present dating back to 2012.

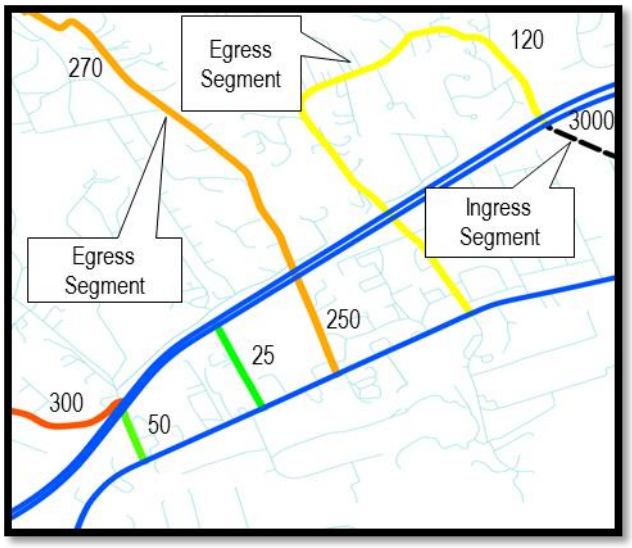
All metrics are provided for an average day, average weekday and average weekend day. The metrics are further broken down by day part: morning, mid-day, afternoon, evening and all-day. Metric reports also include device count used in the analyses, notes on possible unusual biases in the data and consulting time from StreetLight to help interpret the metrics.

Custom metrics are available. Please contact StreetLight for more information.

Metric Name	Description	Thumbnail
Origin/Destination Matrix (Zone to Zone)	This metric is used to measure transportation behavior between particular "zones". A zone can be a zip code, TAZ, county, or custom geospatial shape. The output matrix will show all possible Origin/Destination pairs and the trip indices for each pair to illustrate how they compare.	
Origin/Destination (Road Segment to Zone)	This metric is used to measure transportation behavior between particular "zones" in regards to the road segments used during the trip. A zone can be a zip code, TAZ, county, or custom geospatial shape. A road segment can be a customer geospatial shape or INRIX standard segment. The output matrix will show all possible Origin/Destination pairs with corresponding road segments and the trip indices for each pair to illustrate how they compare.	

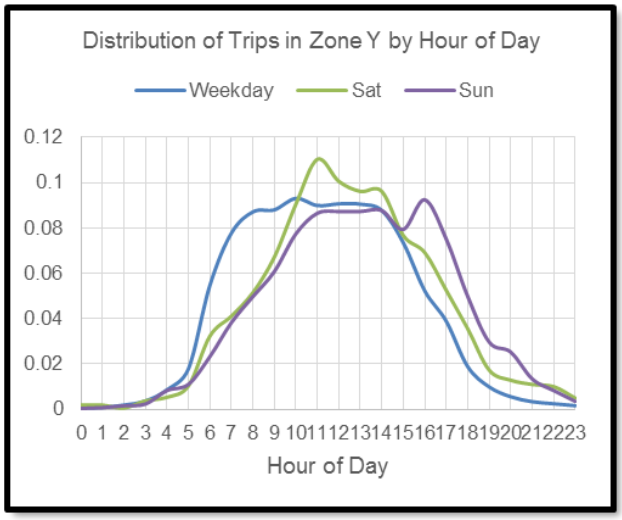
Ingress/Egress Matrix

This metric describes transportation behavior between particular road segments. For example, how traffic that enters a highway via a specific onramp and exits via a specific off-ramp compares to other onramp/off ramp pairs. A road segment can be a customer geospatial shape or INRIX standard segment. The output matrix will show all possible Ingress/Egress pairs and the trip indices for each pair to illustrate how they compare.



Activity Indices

This metric describes the overall transportation activity in particular zones or road segments. As with the metrics above, a zone can be a TAZ, Zip Code or custom geospatial shape. A road segment can be an INRIX standard segment or a custom geospatial shape. The output matrix shows each zone/road segment and the distribution of its activity index over different day types (standard day, weekday, and weekend day) and times of day. The indices are not absolute numbers but rather allow for relative comparison between the different zones/road segments

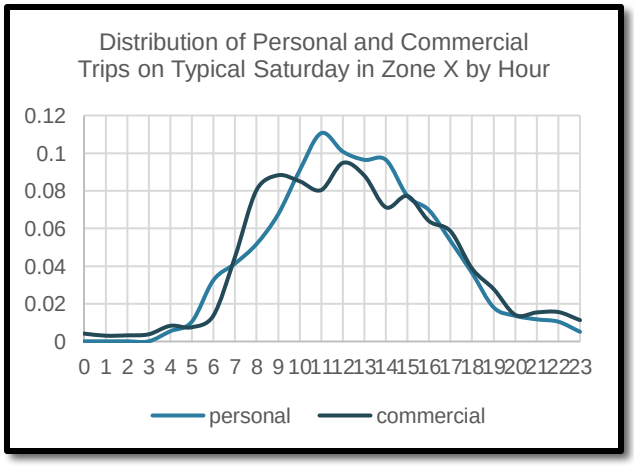


Add-On Name	Description	Thumbnail

Personal vs Commercial Vehicles

This add-on can be applied to any of the 4 expert metrics. It describes the the relative distribution of personal vehicle trips versus commercial vehicle trips.

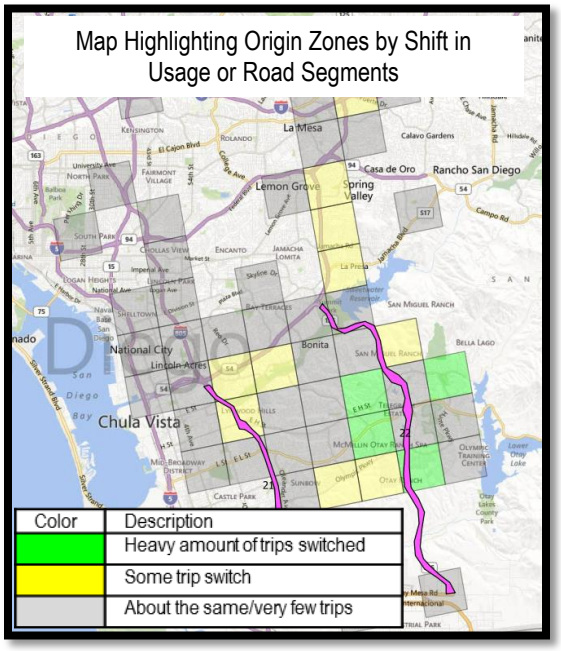
The output is two versions of the matrix or index for the expert metric – one for personal vehicles and the other for commercial vehicles.



Before/After Comparisons

This add-on can be applied to any of the 4 expert metrics. It enables a comparison of the same metric for the same inputs at different time periods. This add-on is very useful to see how behavior has shifted after a particular intervention, such as a toll reduction.

The output is two versions of the matrix or index for the expert metric – one for each time period - and a delta report highlighting key difference between the two time periods



Routing between Zones/Road Segments

This add-on can only be applied to the origin/destination expert metrics. It describes which routes people traveled people to move between two locations. In addition to the O/D zone or road segment inputs, this add-on also requires input on the routes of interest.

The output is modified version of the O/D matrix that contains relative distribution of the routes used for each O/D pair.