STREETLIGHT
A Jacobs Company

StreetLight Data Overview

Transportation intelligence for infrastructure that **thrives**

Conor Emser
Director, Public Sector East

Ted Reinhold
Senior Solution Engineer

Danny Yoder
Customer Success Manager for NCDOT

Trusted across North America

steer · AECOM · CDM Smith · Kimley»Horn · FEHR & PEERS · Stantec · HDR · PARSONS · FHWA

FORD MOBILITY · Uber · SIEMENS · SPIN · BCG · Bloomberg NEW ENERGY FINANCE · Alaska AIRLINES · MACQUARIE · CBRE · ooo

Most widely adopted transportation data platform

100s of public agencies

100,000+ of projects and counting

Validated exhaustively against permanent counters and transportation survey

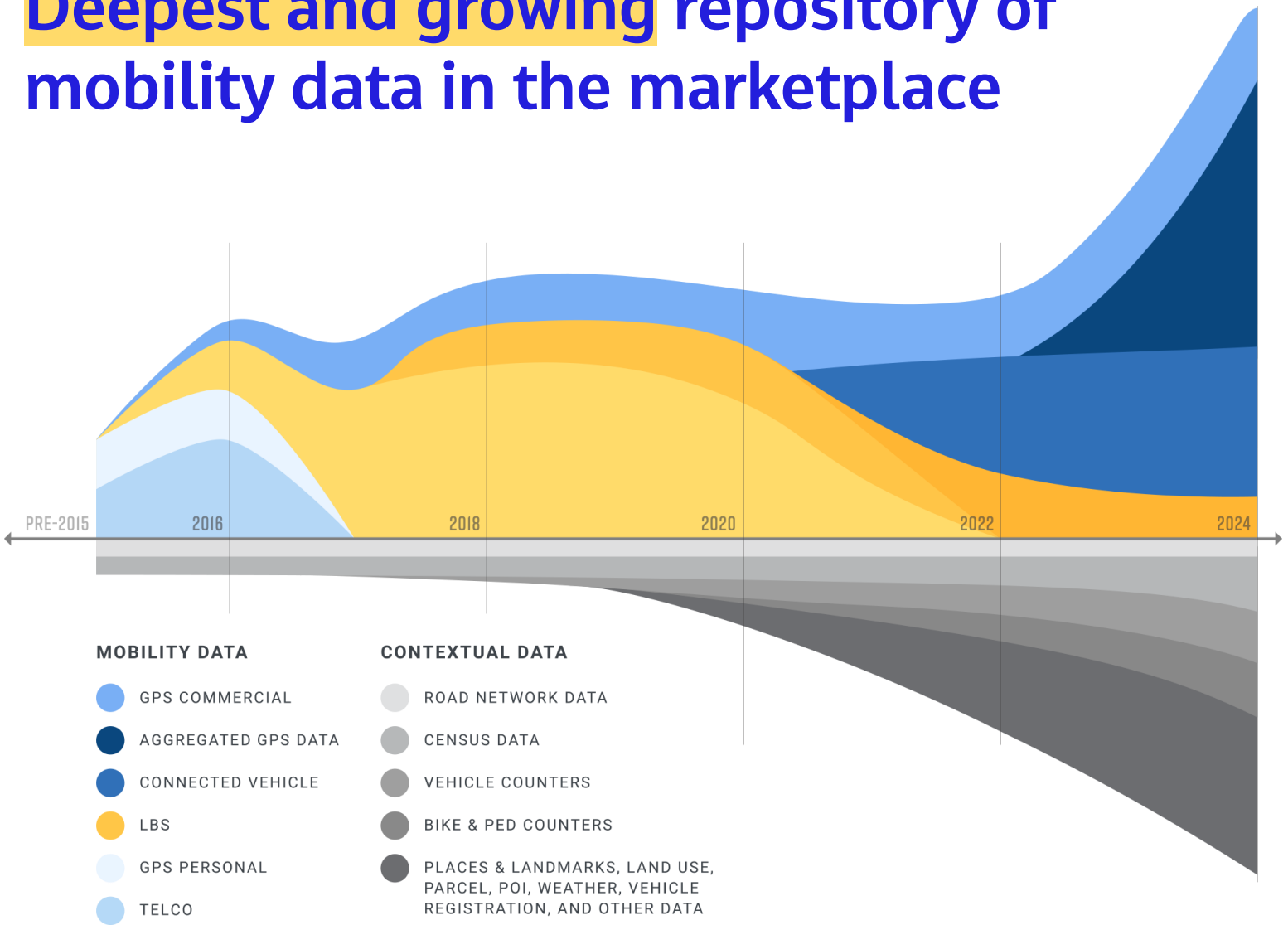
[streetlightdata.com/case-studies →](streetlightdata.com/case-studies)

©Jacobs 2024 | ©StreetLight Data, Inc. 2024

STREETLIGHT
A Jacobs Company

Transportation intelligence for infrastructure that thrives

Deepest and growing repository of mobility data in the marketplace



Unmatched insights into how North America moves

Empirical data, tested vs. permanent counters and transportation surveys

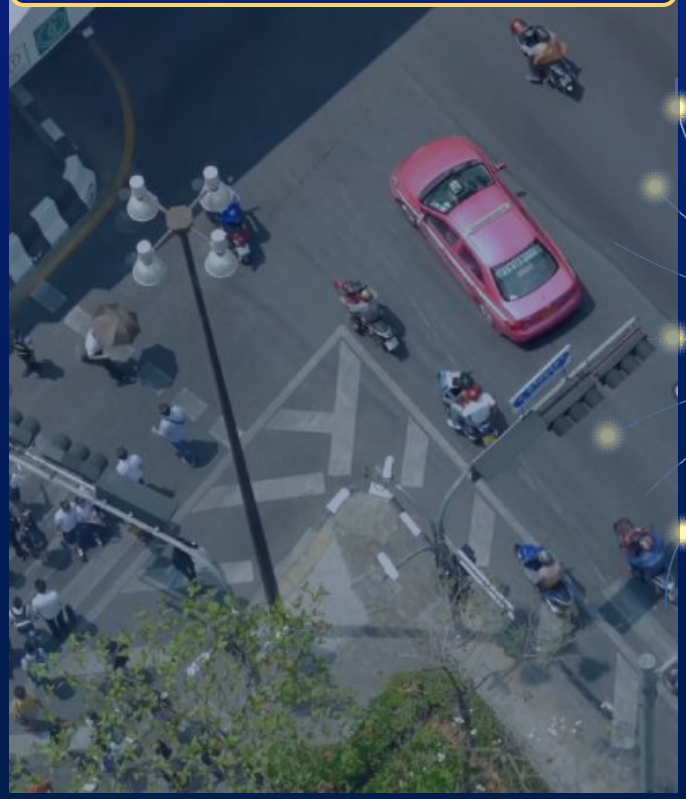
100s of historical data sources feeding our Route Science® engine

Frequently adding new sources and new modes to capture changes in travel patterns

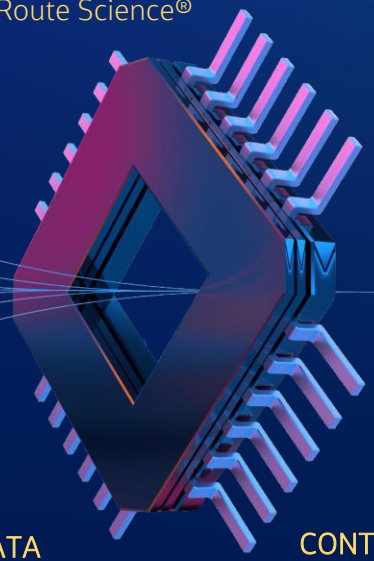
©Jacobs 2024 | ©StreetLight Data, Inc. 2024

Big data intelligence means accurate insights without months of data collection

BIG MOBILITY DATA → MACHINE LEARNING & ALGORITHMIC PROCESSING → INSIGHTS AT YOUR FINGERTIPS



Route Science®



MOBILITY DATA

Aggregated GPS Data
Connected Vehicles
GPS Commercial
LBS
•••

CONTEXTUAL DATA

Road network data
Counters
Census
POI, Land use & other data
•••

Car
Truck
Bus
Rail
Bicycle
Pedestrian

©Jacobs 2024 | ©StreetLight Data, Inc. 2024

Why StreetLight

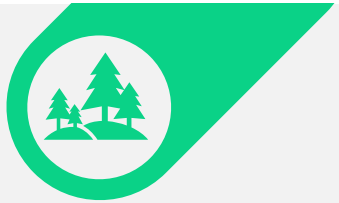
More than data: StreetLight tackles a wide array of transportation challenges with the most complete portfolio in the industry

PLANNING

- Traffic & Intersections
- Transportation Modeling
- Transportation Planning
- Truck Traffic
- Truck Modeling
- Freight Planning
- Active Transportation
- Safety Prioritize

OPERATIONS

- Traffic Monitor
- Real-Time Traffic Monitor
- Operational Performance Analytics



CLIMATE

- VMT Analytics
- GHG Analytics
- Vehicle Electrification Analytics
- Evacuation Analytics

MOBILITY DATA

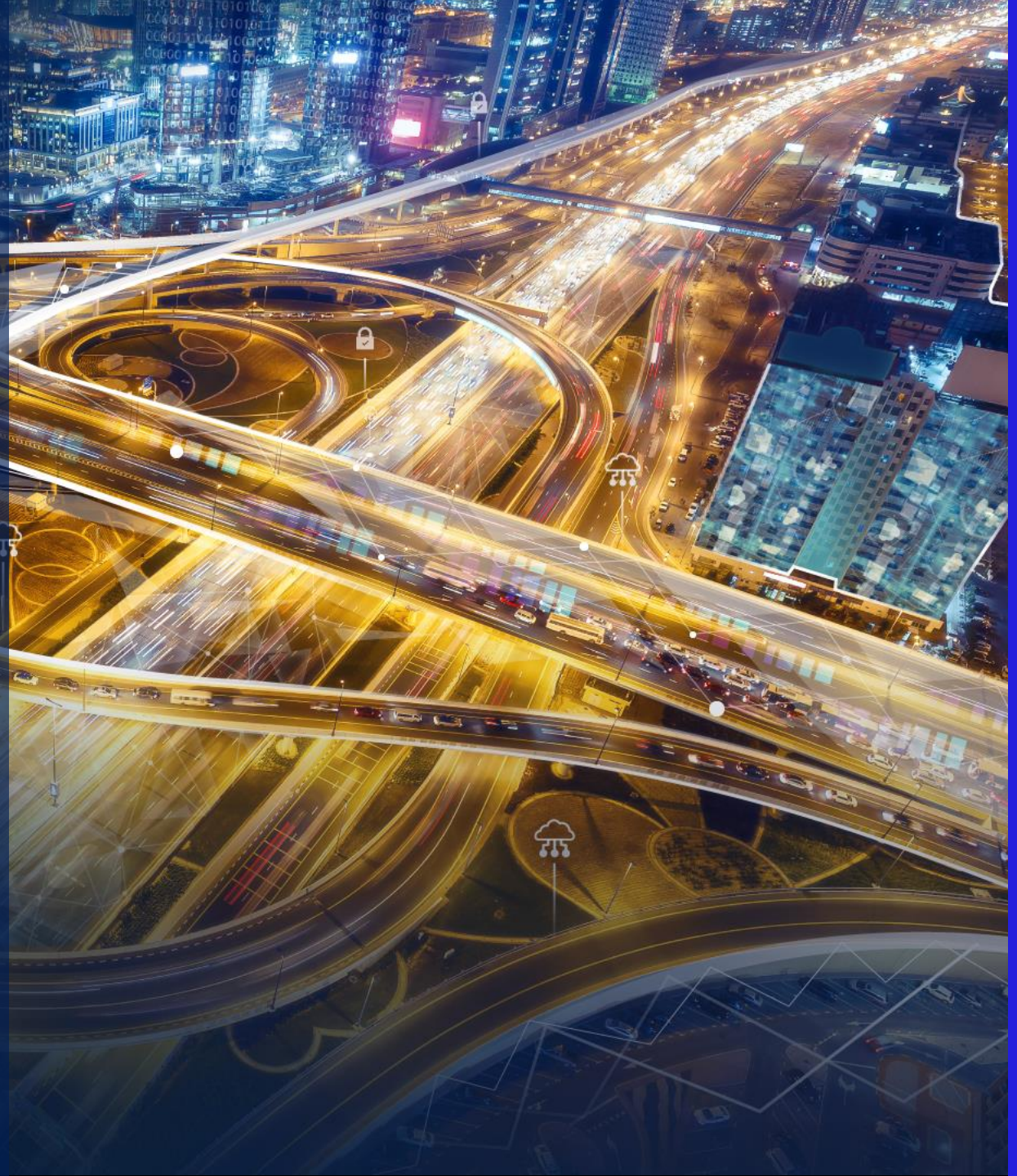
- Connected Vehicle Journeys
- Connected Vehicle Hard Braking

COMMERCIAL

- Advanced Traffic Counts
- Advanced Truck Counts
- Transportation Planning
- Trucking & Logistics
- Active Transportation
- Visitation & Site Selection Analytics
- Multi-Trip Analytics

STREETLIGHT
A Jacobs Company

How can NCARPO get started using StreetLight Data?



NCDOT *can provide StreetLight metrics to Rural Planning Organizations for projects and initiatives that are undertaken in coordination with NCDOT.*

Self-serve, user-login access is currently unavailable for NCARPO members.

Project examples include:

- *Long Range Transportation plans*
- *Local and regional planning initiatives*
- *Development and prioritization of projects for the state transportation improvement program.*

STREETLIGHT

STATE OF NORTH CAROLINA
DEPARTMENT OF TRANSPORTATION