

StreetLight Data Advances Traffic Measurement Technology to Improve Private and Public Development Projects of All Kinds

StreetLight Data, Inc., announces a technology breakthrough for planning and development that redefines critical traffic data. More accurate and dynamic analytics at a fraction of traditional costs.

San Francisco, CA ([PRWEB](#)) June 06, 2017 -- StreetLight Data, Inc., the mobility analytics company that brings real-world travel patterns to light, today announced a breakthrough in urban, suburban, and rural planning which delivers dramatically more accurate, representative and dynamic traffic data. StreetLight Data's new Average Annual Daily Traffic (AADT) offering also cuts traditional measurement costs by more than 50%, saving local, state and federal agencies, as well as consultant planners hundreds of thousands to millions of dollars on critical programs.

The AADT number is an industry standard that estimates the average number of vehicles on a road per day. It is a crucial metric to planners looking at infrastructure, business, housing or even retail development. However, traditional solutions used to estimate AADT suffer from stale and static data, short measurement periods, mechanical failure, high costs and gross rather than granular estimates.

StreetLight Data's new AADT Metrics are:

Comprehensive

- Results based on a full year of travel data, not ~2 days.
- Uses multiple types of locational Big Data. These are run through StreetLight Data's proprietary algorithmic processing engine, Route Science®.

Economical

- 50% or greater savings over traditional AADT project costs.

Dynamic and easy to rollout

- No sensor deployment, maintenance, or operations.
- No extra analysis or scaling.
- With just a few mouse clicks, AADT data are available on the StreetLight InSight® platform.

"Traffic counts are critical to numerous decisions in transportation, from planning, designing, operating, managing, and monitoring performance," said Shawn Turner, Senior Research Engineer, Texas Transportation Institute, the largest transportation research institute in the U.S. "New mobile device-based approaches are poised to change the way we have collected traffic counts for the past 50-60 years. Soon, 1- or 2-day manual traffic counts may be as obsolete as hand-cranked car windows and bench seats."

"StreetLight Data is dedicated to providing government and private sector planners significantly more accurate information and analytics for both the large and small projects they are considering," offered Laura Schewel, CEO and co-founder of StreetLight Data. "With the release of our new AADT Metrics, we will save planners considerable time and money, while also better informing their vital development decisions."



At the center of StreetLight Data's offerings is StreetLight InSight, an easy-to-use online platform for running Metrics directly from a computer's Internet browser, in just a few mouse clicks. The StreetLight InSight platform lets customers ask and answer specific questions about travel patterns.

To learn more about StreetLight Data's new AADT Metrics, visit <https://www.streetlightdata.com/aadt-webinar> and join Laura Schewel, CEO and co-founder of StreetLight Data, for a dedicated webinar on June 16th at 12pm Pacific.

About StreetLight Data, Inc.

StreetLight Data is San Francisco-based technology firm that transforms the massive amount of geospatial data produced by mobile devices into useful transportation behavior information. Transportation experts, urban planners, and commercial property developers can access StreetLight Data's Metrics in minutes via an easy-to-use online platform, StreetLight InSight®. To learn more visit <http://www.streetlightdata.com>.

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