

## **Minnesota Department of Transportation Taps StreetLight Data to Bring New Traffic Intelligence to Everything From The Super Bowl to The Minnesota State Fair**

*StreetLight Data, Inc., the mobility analytics company that brings real-world travel patterns to light, today announced the company has been selected by the Minnesota Department of Transportation (MnDOT) for a pilot subscription.*

San Francisco, CA ([PRWEB](#)) October 10, 2017 -- StreetLight Data, Inc., the mobility analytics company that brings real-world travel patterns to light, today announced the company has been selected by the Minnesota Department of Transportation (MnDOT) for a pilot subscription. MnDOT will utilize a Regional Subscription to the StreetLight InSight® platform to transform Big Data into useful mobility Metrics to tackle transportation, event and development projects statewide, including major events like the Minnesota State Fair, the Renaissance Festival and Super Bowl LII.

MnDOT's StreetLight InSight subscription will provide unlimited analyses of real-world travel patterns across Minnesota, such as origin-destination and select link studies. The platform is available to designated employees of MnDOT, the Metropolitan Council, which is the Metropolitan Planning Organization for Twins Cities (Minneapolis/St. Paul) region, the Minnesota Division of the Federal Highway Administration, and specified consulting firms that do work on behalf of these agencies.

“To the ultimate benefit of Minnesotans, StreetLight Data is bringing MnDOT Big Data insights into travel behavior that were impractical to get before,” offered Paul Czech, Planning Manager with MnDOT Metro District's office of Planning, Program Management, and Transit. “We are piloting a comprehensive Regional Subscription so that we can get travel data when and how we want. We also aim to save budget compared to collecting data for individual projects.”

Potential StreetLight InSight uses by MnDOT include:

- Super Bowl planning for Super Bowl LII, to be hosted by Minneapolis
- Renaissance Festival relocation
- General modeling, forecasting, and planning -- especially public transit planning and freight/commercial truck studies
- Performance measurement for major construction projects
- Public engagement

“It's exciting to be working with the MnDOT to bring greater visibility to travel patterns in the state,” said Laura Schewel, CEO and co-founder of StreetLight Data. “Like many states, Minnesota's transportation needs vary greatly from border to border, and the Regional Subscription to StreetLight InSight makes collecting mobility data for every project - no matter how big or how small - easy and cost-effective. This leaves transportation planners, engineers and modelers more time to focus on designing the policies and infrastructure the state needs.”

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>.

#### About Minnesota Department of Transportation

The Minnesota Department of Transportation is the state agency charged with building, maintaining and optimizing Minnesota's state multi-modal transportation system. It is intent is that this system will encourage and support the health, environment and economy for all Minnesotans.

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