



Leveraging Big Data Analytics

to Advance Regional and State Goals using the Streetlight Insight Tool

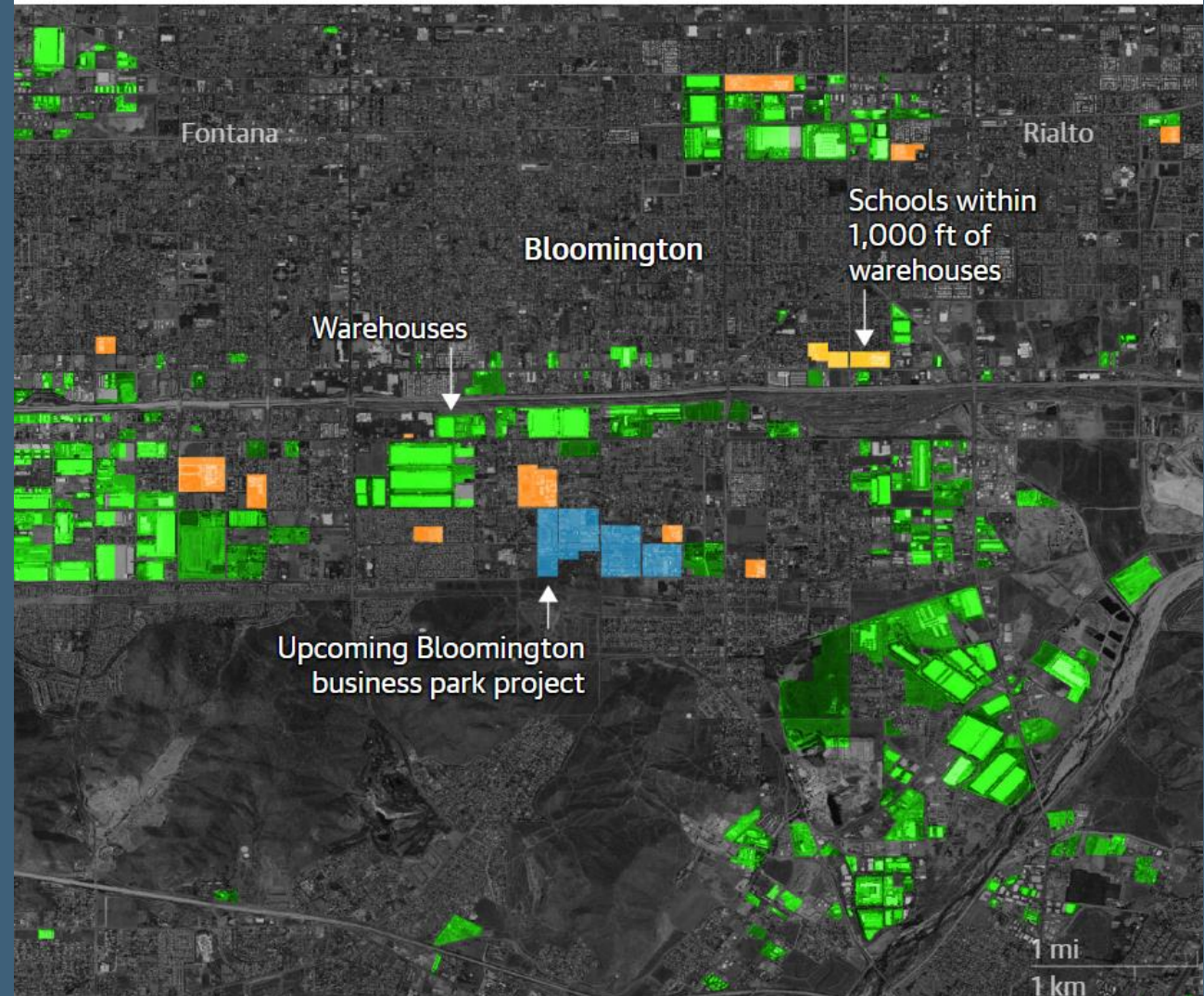
March 29, 2023

WWW.SCAG.CA.GOV

Presentation Overview

- Big Data Analytics
- Connection to Regional Early Action Planning (REAP) 2.0 Program
- Access to Streetlight Insight

Bloomington, and the surrounding area, is now dominated by warehouses





BIG DATA ANALYTICS

Describing Big Data and the Streetlight Insight Tool

WHAT IS BIG DATA ANALYTICS

Translating large datasets into usable information

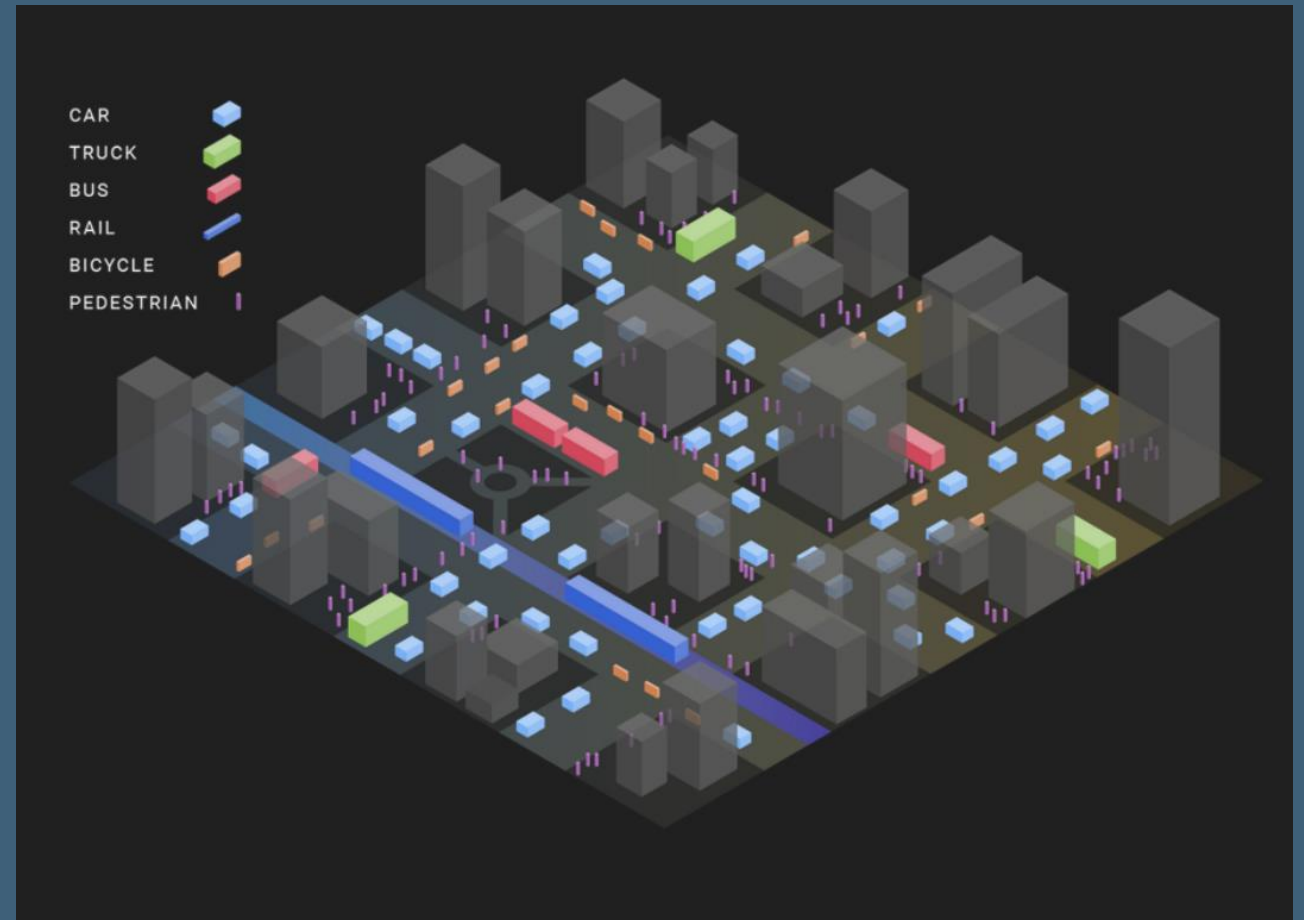
'Big data uses mathematical analysis, optimization, inductive statistics, and concepts from nonlinear system identification to infer laws (regressions, nonlinear relationships, and causal effects) from large sets of data with low information density to reveal relationships and dependencies, or to perform predictions of outcomes and behaviors.'



STREETLIGHT INSIGHT

Streetlight's Insight Web App platform provides users access to real-time, anonymized, and aggregated travel and safety information, sourced from mobile data and sensors.

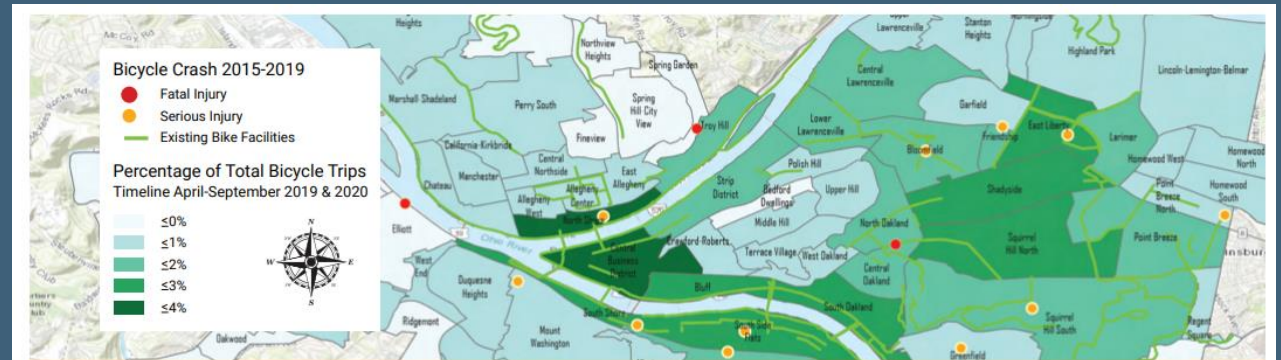
- historic and real-time travel counts for vehicle, truck, transit, rideshare (Uber & Lyft), bike and pedestrian travel modes,
- trip origin, destination, purpose, distance, route, and travel time,
- vehicle speeds,
- transportation safety, and
- linked origin and destination trip information with relevant built environment, demographics and socio-economics information.



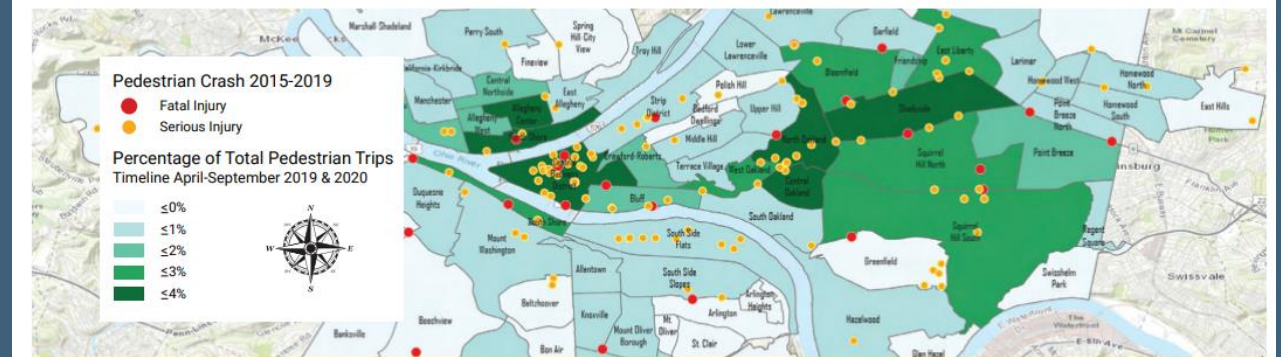
USE CASE EXAMPLE

Evaluating Bike/Ped Ridership and Crash Data

- Optimizing Placement for Electric Vehicle Charging Stations
- Cost-Effective Congestion Analysis for Fort Lauderdale



Pittsburgh divided into zones by relative bicycle activity, and overlaid with bicycle crash data.



Relative pedestrian activity combined with pedestrian crash data for Pittsburgh.



CONNECTION TO REAP 2.0 PROGRAM

Big Data's connection to the REAP 2.0 Program

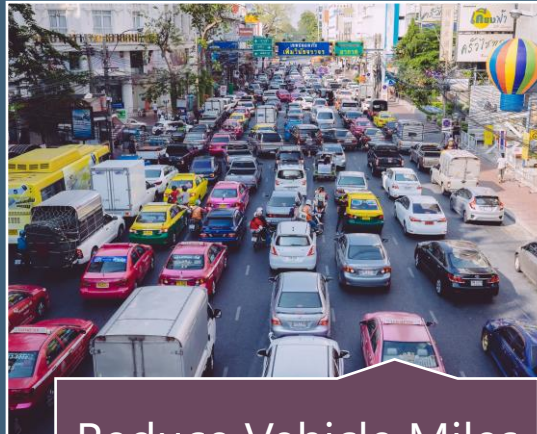
REAP 2.0 Objectives

Transformative planning and implementation activities which implement the regional Sustainable Communities Strategy (SCS)

REAP 2.0 Objectives



Promote infill housing development AND

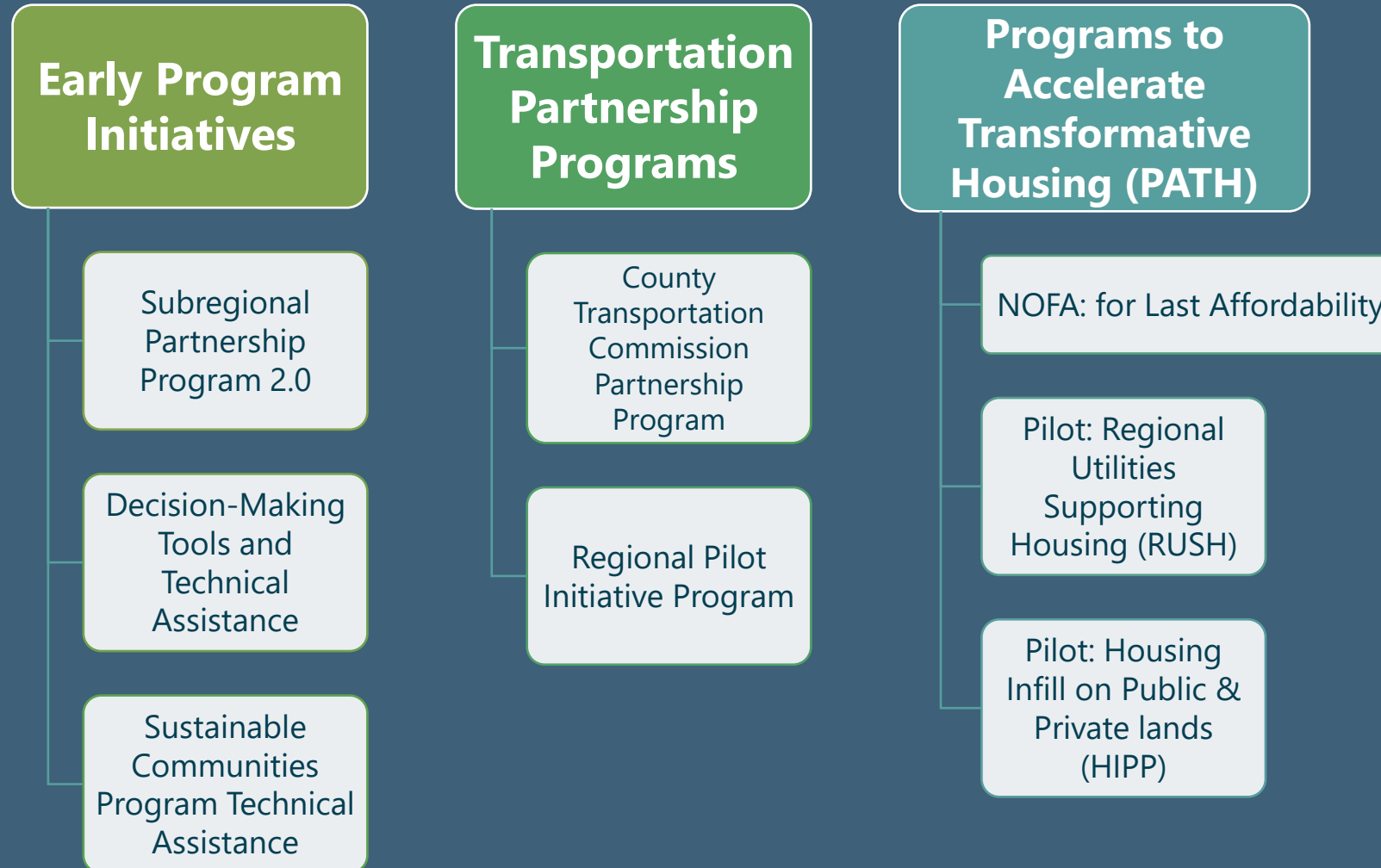


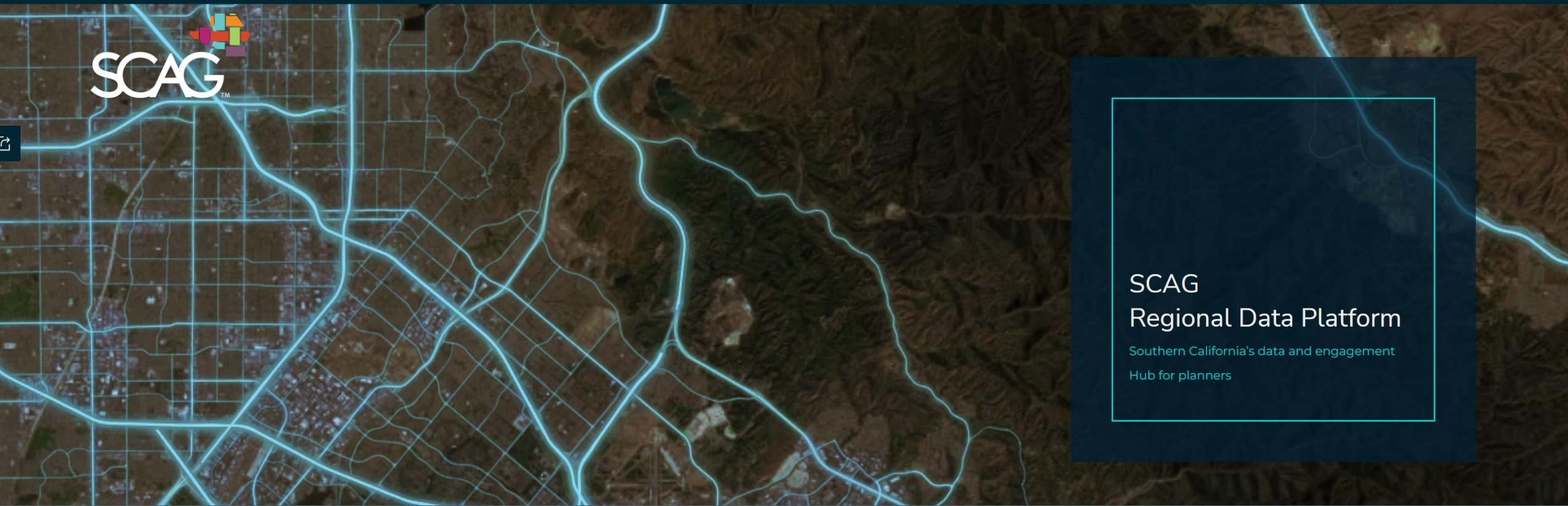
Reduce Vehicle Miles Travelled AND



Affirmatively Further Fair Housing

SCAG's REAP 2.0 Program Areas





SCAG
Regional Data Platform
Southern California's data and engagement
Hub for planners

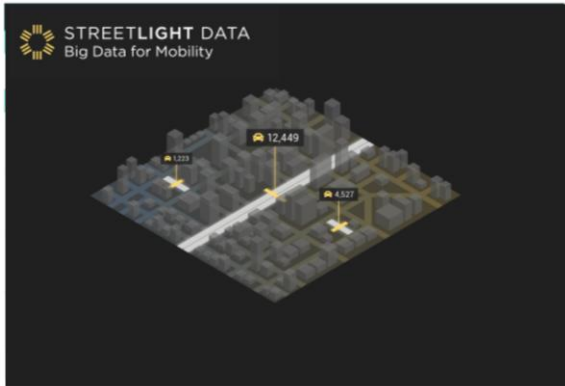
ACCESS TO STREETLIGHT INSIGHT



How to get access and training options

USER SIGNUP

- Key Users: SCAG Staff, CTCs, COGs, Academic Institutions, and other public entities
- Must be used in alignment REAP 2.0 Objectives
- Interested in Access Email list@scag.ca.gov (Website and Info/Sign-up Forms Coming Soon)



Streetlight Insight Big Data Platform

Streetlight's Insight Web App big data platform provides users access to real-time, anonymized, and aggregated travel and safety information, sourced from mobile data and sensors. Uses include analyzing changes in walking, biking, vehicle, and truck volumes, estimating vehicle miles traveled impacts of development projects, evaluating transportation safety changes, and determining changes in local and regional travel patterns. To access this platform, users must request a license at the link below and agree to the license's terms and conditions. Note, due to funding restrictions, there are only a limited number of licenses available, and access will only be given for uses that advance the REAP 2.0 program objectives to accelerate infill housing, affirmatively further fair housing, and reduce vehicle miles traveled.

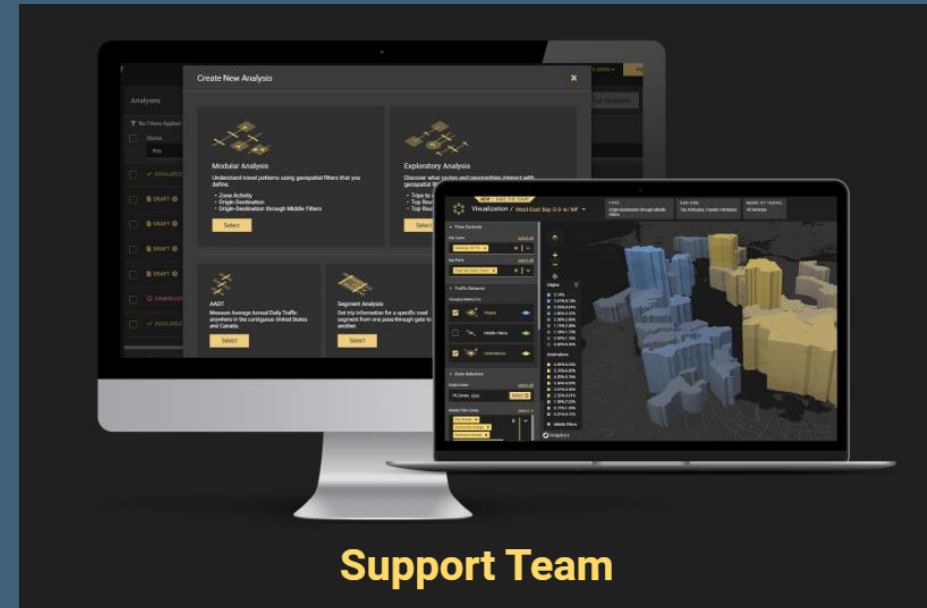
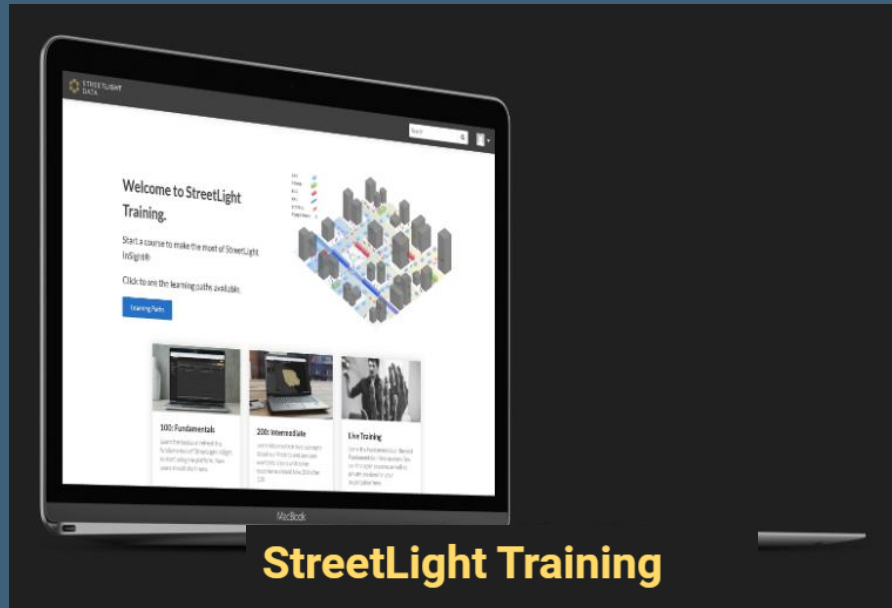
[Launch the Application*](#)

[Request License](#)

[Training](#)

TRAINING SCHEDULE

April 2023	May 2023	Summer 2023	2023-2026
Intro	Intermediate	Intro (tailored)	9 Trainings



NEXT STEPS

- Email list@scag.ca.gov if interested in getting access
- Coming Soon - Access via Regional Data Platform
- Upcoming training schedule

Questions?