StreetLight Mobile Data Products

Functionality & Metrics	Description
Traffic Counts: StreetLight AADT 2019	An estimate of average annual daily traffic in 2020. (Note: This metric is provided as an estimated count based on 365 days of data. It is derived from multiple data sources, including both navigation-GPS and Location-Based Services data).
StreetLight Volume	Using StreetLight AADT combined with seasonal adjustment factors, the StreetLight volume represents an estimated trip count that can be compared across time to reflect monthly, seasonal or annual trends. For pass-through zones, these volume Metrics will resemble estimated MADT Metrics. For area zones, these volume Metrics will represent an estimated volume of monthly trips that start and stop in the zone and will be derived from MADT values on surrounding roads.
Segment Analysis	Provides the volume, average speed, duration of trips, and "Free Flow Factor" of trips through corridors. The Free Flow Factor represents a ratio of the average trip speed for the day part to the maximum average trip speed for the segment in any hour during the entire data period.
Top Routes Analysis	Identifies the road segments with the most traffic between selected origin and destination zones or traveling to or from a single zone.
Home and Work Locations	Home and Work Locations: Inferred probable home and work locations for composite groups of people aggregated to 1km X 1km grids, Census Block Groups, ZIP Codes, metropolitan areas, and states.
Zone Library	Includes standard zone areas to choose from such as TAZ, Census Block Groups, and ZIP Codes for the contiguous United States and OSM segments for both the United States and Canada.
Commercial Vehicle Segmentation	Medium-Duty Trucks = 14,000 – 26,000 lbs., Heavy-Duty Trucks > 26,000 lbs. (Light Trucks special product).
Traveler Attributes	Trip Purpose (Home-, Work-, or Other-based combinations). Demographics of Travelers (Household Income, Race, Education Level of Head of Household, and Family Status).
Transportation Mode	Personal | Commercial
Trip Attributes	Trip Circuity: The average and distribution of circuity for trips between zones, or at a zone. Circuity is defined as (length of trip) /(crow's f light distance between the start and end point). Trip Duration (seconds): The average and distribution trip time in seconds for trips between ones, or at a zone. Trip Length (miles): The average and distribution of trip length in miles for trips between zones, or at a zone. Trip Speed (mph): The average trip and distribution of speed in miles per hour for trips between zones, or at a zone.
Time/Day/Month Customization	Project Time Period: Analyses can be run using any range of data period from January 2016 (or January 2017 for Canada) to the prior 1-2 months depending on the mode of travel being analyzed. Day Part: Grouping of hours-of-the-day for an analysis. If defaults are not appropriate, users can customize these values. Day Type: Grouping of days-of-the-week for an analysis. If defaults are not appropriate, users can customize these values. Device Type: Type of vehicle analyzed – commercial or personal.
	The ability to run single days as an analysis or different "collections" of days as a new day type. Also allows the user to exclude certain days.
	The ability to split up Day Part ranges into 15-minute bins for more granularity.
Origin Destination Analysis (O-D)	The volume of commercial and personal trips between origin and destination zones provided with details on trip duration, trip length, and more.
O-D with Middle Filter Analysis	The volume of trips that pass through middle-filter zones, or links, when traveling between origin and destination zones, provided with details on trip duration, triplength, and more.
O-D with Preset Geography Analysis	Origin-Destination by ZIP Code, Census Block Group, or Census TAZs, to a corresponding set of zones. This analysis type is ideal if you don't know your full zone matrix, and instead want to see how a set of zones relates to standard geographies.
Zone Activity Analysis	The volume of trips that originate in, have destinations in, or pass through each zone analyzed.