

Streetlytics®

Smart Data Supporting Smart Decisions

Streetlytics is the digital twin of population movement throughout the United States and Canada. The Streetlytics analytics platform represents the total number of people and vehicles moving from place to place through the multimodal transportation system. This platform and the corresponding Streetlytics data are designed to respect historical data, such as traffic counts, and new mobility data sources, such as mobile device and vehicle probe data.

Some of the data elements currently produced by Streetlytics are vehicle and pedestrian volumes, vehicle speed, vehicle occupancy, traveler home neighborhood, and demographic characteristics by roadway segment. Additionally, Streetlytics provides travel flows and paths from place to place.

How is Streetlytics Developed?

The Streetlytics process combines Referenced, Sampled, and Modeled Movement source datasets to provide Optimized Movement data for the full population of the United States and Canada. Each of these steps leverage a wide variety of complementary source datasets. Here are a few examples for each category.

Sampled Movement:

Based on billions of GPS data points from mobile devices, vehicle probes and connected cars.

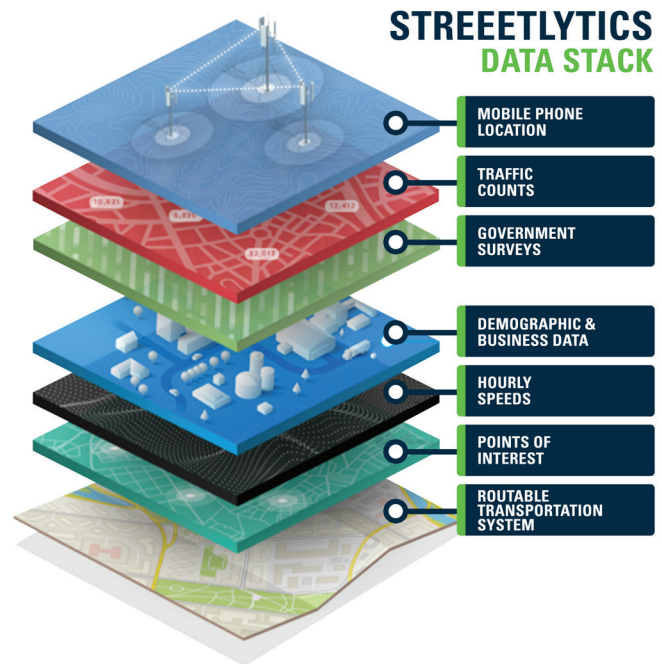
Referenced Movement:

Based on more than 2 million observed traffic counts from published government sources and toll road authorities. Travel speed data derived from vehicle probes.

Modeled Movement:

Based on a routable transportation network, government surveys, demographic, employment, student enrollment, airport enplanement, and point of interest data.

The specific sources vary by geographic location and are reviewed and updated as new datasets and technologies become available.



Streetlytics fills gaps in data by layering broad data sets

What is the Streetlytics Advantage?

The Streetlytics engine and source data combine with Bentley's expertise in transportation and mobility to provide a much more accurate mobility dataset than was possible with historical data collection methods. The following provides a list of primary advantages of the Streetlytics dataset compared to similar data sources in the marketplace.

- Superior Data Quality
- Conservation of Flow
- Comprehensive Data Coverage
- Multiple Independent Data Sources
- Data Availability



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What industries can benefit from Streetlytics?

Varied industries are finding value in Streetlytics' complete, high-quality data:

- Transportation planning and operations
- Air quality
- Advertising
- Insurance
- Real Estate

We are the standard population movement dataset for the U.S. Out of Home industry and are working closely with the Canadian Out of Home industry as well.

Streetlytics is the best data source for any problem that requires a complete and accurate understanding of population movement. A few examples of these problems include:

- How many people pass by my business or outdoor advertisement on average during a specific time of day or day of week?
- How can we accurately measure vehicular emissions by roadway segment and assess the impacts at a neighborhood level?
- What is the risk of a crash for traveling on this roadway segment?

What Streetlytics datasets are available today?

The Streetlytics dataset covers the United States and Canada. Two types of data are available:

Digital Twin of Network Utilization:

This dataset starts with a complete and accurate description of the existing transportation system. This segmented street and pedestrian trail layer includes a variety of attributes such as street name, number of lanes, permitted modes of travel, road elevation and road type. Additionally, many utilization attributes are available that describe how the segment was used during an average year, season, day of week or hour of the day. Some of our utilization attributes include:

- Total vehicular and pedestrian volumes
- Vehicular occupancy and speed
- Traveler income, age and demographic characteristics
- Traveler home neighborhood distribution

Digital Twin of Travel Flow:

The Streetlytics travel flow dataset provides the total number of vehicles moving from census block group to census block group in the U.S. and dissemination area to dissemination area in Canada during an average year, season, day of week, or part of the day. It also provides information about the average travel motivation and travel routes of each travel flow.

Contact us to see how Streetlytics can benefit your organization.