

7 November 2024

Dear Oklahoma City,

StreetLight Data, Inc. ("StreetLight") simplifies data-driven infrastructure and policy planning by providing the best Big Data resources and software together in our industry-leading on-demand transportation analytics platform, StreetLight InSight®. Due to limitations in scale, cost, and time, traditional data collection methods make it difficult for transportation professionals to keep up with the rapid pace of changes in mobility. Analytics compiled from a variety of sources such as connected vehicles, traffic sensors, other connected devices, and more is the best source of transportation analytics in our dynamic transportation world.

Trusted by transportation agencies since 2011, with projects in 48 U.S. states and all 10 Canadian provinces, our Metrics have been used and validated by hundreds of public agencies, transportation consulting firms, and private companies.

The StreetLight InSight® software platform allows users to independently run analytics on-demand with specific, customized parameters (i.e., type of day, time of day, commercial or personal vehicle trips, etc.) without downloading any software. Most analytics are ready in minutes, and more complex studies are available in hours.

StreetLight InSight® is the leading transportation analytics tool on the market today. Below is a summary of the **UNIQUE** capabilities that differentiate StreetLight InSight® from any other transportation analytics solution we have seen in the market today, to the best of our knowledge.



Sole Source Justification: StreetLight InSight® Software as a Service (SaaS)

StreetLight's unique Big Data transportation analytics solution, StreetLight InSight®, has many unmatched capabilities. And because we continue to enhance and improve the StreetLight InSight® platform quickly, its superiority in the market is expected to continue for the foreseeable future.



- **Run and interactively visualize unique customized projects in StreetLight InSight® and measure transportation at any level of spatial or temporal granularity.**

StreetLight is the only transportation analytics company to provide both Big Data analytics and a self-serve cloud-based, interactive, and highly customizable web platform that allows you to zoom in and out to meet project needs, isolate any day of week or time of day, any zone type (including custom zones), 15-minute granularity, run analyses for "specific days", and conflate metrics to your LRS with our Services team.

- **Take advantage of our 10+ year history of mobility patterns that make up the deepest repository of mobility data in the marketplace – and new data sources as they emerge.**

Our repository is an independent, industry-trusted data source with a long history of routinely evaluating, benchmarking, and picking the most reliable data sources, having built a repository of several hundred sources that contribute to our Route Science® engine. At this moment, major sources include Aggregated GPS data, Connected Vehicle Data, GPS data, Commercial truck data for a range of weight classes, LBS mobility data, thousands of vehicular, bicycle and pedestrian sensors, land use data, parcel data, and census characteristics (e.g., vehicle ownership, housing density).

- **Leverage our proprietary analytic processing engine for multiple modes of travel all in one platform.**

Every month, our proprietary data processing engine that powers the StreetLight InSight® product suite, Route Science®, algorithmically transforms billions of inputs into contextualized, aggregated, and normalized travel patterns. Access these travel patterns as standard transportation metrics for vehicle, medium, and/or heavy-duty trucks, bicycles, pedestrians, bus, and rail, available 24/7 all in one interactive platform.

Within minutes, get AADT derived from 365 days of 24-hour data in the U.S. for 2019 – 2023 for all roads.

StreetLight is the only company that provides validated estimated empirical AADT counts for almost all roadways in the U.S. leveraging the deepest repository of mobility data in the marketplace, Census data, and thousands of validated continuous count stations (used for calibration & machine learning). StreetLight uses propriety data science and technology to provide the most comprehensive Big Data-based AADT solution in the industry. StreetLight's AADT Metric is based on 365 days of data versus the 1 or 2 days from "loop counters" commonly used in the industry. In a few minutes, users can run StreetLight AADT analysis for unique zone(s) in the on-demand platform and get AADT for a few, or hundreds of AADT locations. StreetLight InSight® functionality also includes the ability to obtain monthly and hourly volumes for nearly every roadway in the U.S., along with prediction intervals in the CSV downloads.

- **Turnkey analysis for validated turning movement counts for all intersections, signalized or not.** Includes metrics for any hour of day with 15-minute granularity and peak hour factor for both signalized and non-signalized intersections. Includes visualizations and charts in the platform and exportable outputs aligned with industry standards that don't require post-processing.
- **Access unique use-case focused products, purpose-built by transportation experts and tested by your agency peers.** Customize parameters in the platform to get the right set of data analytics for many different use cases. From congestion to corridor studies to intersection studies, access immediate analytics with unique capabilities that move your agency's mission



forward including Network Performance, Top Routes, Origin-Destination (O-D), Origin-Destination through Middle Filters (Select Link), Turning Movement Counts (TMC), and many more. **Get access to four unique QuickView tools** - Congestion Management QuickView, Roadway Volumes QuickView, Corridor Studies QuickView and Active Transportation Monitor — **that deliver at-scale analysis for an entire region in just a few clicks.** These tools allows organizations to empower decision making with impactful macro-level roadway, congestion, and active transportation trends and showcase visualizations to stakeholders with an easily sharable output.

- **Corridor Studies QuickView** - Compare corridor segments with macro-level traffic trends to prioritize focus areas for targeted measures.
 - **Congestion Management QuickView** - Solve bottlenecks with quick access to multi-year traffic insights for all your roads in one easy-to-use platform.
 - **Roadway Volume QuickView** - Accelerate your infrastructure projects with trusted quality traffic counts available for all roads, in just a few clicks.
 - **Active Transportation Monitor** - See the impact of biking and walking activity in seconds with mode share insights for your entire region across time.
- **Access analytics, charts and visualizations in formats that meet your workflow needs.** Includes API, CSV downloads (metrics downloads, O-D matrixes, industry-standard TMC tables), Esri ArcGIS integration, 3D visualizations, custom dashboards, and more. StreetLight uniquely offers all of those ways to access key metrics, while some software providers only offer some.

Additional unique benefits available with a subscription to StreetLight:

- **Leverage StreetLight Services experts** for solutions that require custom implementation support or analysis with customized parameters not available in the StreetLight InSight® platform. Work with our Services team to get powerful custom transportation analytics or implementation services to support your staff or uplevel your project reports. Unique Services include LRS conflation, Regionwide Metrics (e.g., regionwide segment speed, nationwide traffic counts, statewide O-D), Custom Visualizations & Dashboards.
- **StreetLight provides unparalleled customer training and support resources.** These include a Training portal with self-paced on-demand eLearning courses and live training sessions, a Help Center with 250+ articles, a dedicated Customer Success team, a Support Team available to answer questions daily, access to an annual StreetLight Summit event for customers, and more. In addition, the StreetLight InSight® platform has in-product product feature walkthroughs, step-by-step guided tours, and a sandbox to test out the platform while onboarding.

Sincerely,

Laura Schewel
CEO, StreetLight Data, Inc.