

ITEM #: 20
DATE: 08-10-21

COUNCIL ACTION FORM

SUBJECT: UPDATE TO STREETLIGHT DATA SUBSCRIPTION SERVICE FOR TRAFFIC NETWORK DATA

BACKGROUND:

The City currently has a subscription contract with StreetLight Data, Inc., which expires on October 31, 2021. This service provides the City with transportation data and analytical capabilities across the entire Ames regional area. The subscription's data and analyses include vehicle origin/destination data, trip attributes (including socioeconomic data), segment travel times and speeds, segment traffic volumes, intersection traffic volumes, truck/commercial truck data, and vehicle route choices. Data is sourced primarily from mobile devices and fleet/navigational devices and is completely anonymized.

The cost of the base contract expiring in October is \$64,900. Staff has frequently been utilizing this subscription for various purposes such as speed studies, traffic studies, and transportation planning activities. Staff feels this will continue to be a valuable resource for transportation studies and planning efforts. Funding in the amount of \$48,000 for the Streetlight Data (base) subscription was included in the FY 2021/22 Transportation Planning Work Program as approved by the AAMPO Transportation Policy Committee. Local match (\$16,900) comes from the Regional Count Program of the City's CIP.

StreetLight offers another tier to its subscription services, including multi-modal data & analytics for pedestrians, bicycles, and transit. Staff feels this would be extremely valuable data to have for multi-modal planning efforts, including the development of an Ames Bike-Ped Master Plan and Wayfinding implementation.

StreetLight is proposing a three-year renewal to our subscription with an option to opt out annually. The agreement allows the MPO/City to lock in the price for the contract term. This renewal would include an upgrade to the multi-modal tier for the remainder of the existing subscription and through the next three years. Payments would be made annually.

The cost to add the upgraded multi-modal capabilities will be initially funded from the wayfinding project, which has \$250,000 from General Fund savings. The ongoing annual costs for the base and multi-modal licenses will be programmed in the MPO's budget, with the local match paid for with budgeted Road Use Tax Funds.

The following is the budget for the first year of this subscription update/renewal:

Expenses		Revenues	
Vehicles Analytics Sub.	\$64,900.00	AAMPO PL Funds	\$ 48,000.00
		Road Use Tax Funds	16,900.00
Multi-Modal Upgrade/Sub.	40,766.67	General Fund Savings	40,766.67
Total	\$105,666.67	Total	\$105,666.67

The budget for the last two years of the contract is as follows:

Expenses		Revenues	
Vehicles Analytics Sub.	\$64,900.00	AAMPO PL Funds	\$ 84,333.00
		Road Use Tax Funds	21,333.67
Multi-Modal Upgrade/Sub.	40,766.67		
Total	\$105,666.67	Total	\$105,666.67

ALTERNATIVES:

1. Approve the agreement for the Transportation Data & Analytics Subscription Service with StreetLight Data, Inc., of San Francisco, California, for 8/30/31 to 10/31/24, in an annual amount not to exceed \$105,666.67.
2. Direct staff to negotiate an agreement with StreetLight Data, Inc., that does not include the multi-modal capabilities.
3. Do not pursue another agreement with StreetLight Data, Inc.

CITY MANAGER'S RECOMMENDED ACTION:

The existing subscription to StreetLight has been a very valuable resource for the City's transportation studies and planning efforts. The multi-modal portion of the subscription renewal will be beneficial for multi-modal planning efforts, including developing the Ames Bike-Ped Master Plan and Wayfinding implementation.

Therefore, the City Manager recommends that the City Council adopt Alternative No. 1 as noted above.