

ITEM #: 18
 DATE: 09-26-23
 DEPT: PW

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, 2023. This service provides the City and Ames Area Metropolitan Planning Organization (AAMPO) with transportation data and analytical capabilities across the Ames regional area. The subscription 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, vehicle route choices, and multi-modal data. Data is sourced primarily from mobile devices, fleet/navigational devices, and connected vehicles and is completely anonymized.

The annual cost of the current contract (expiring in October) is \$99,000. This cost included Streetlight’s multi-modal data and analytics. Staff has frequently been utilizing this subscription for various purposes such as speed studies, traffic studies, and transportation planning activities. **However, with the data collection and analysis process of the Ames Bicycle-Pedestrian Master Plan (Walk Bike Roll Ames) being complete along with the increasing delay in multi-modal data availability and lack of high sample rate of multi-modal data in our region, staff believes that it is no longer cost effective to include multi-modal data and analytics within the new subscription agreement.**

Streetlight is proposing a three-year renewal of our subscription with an option to opt out annually. The annual cost of this new agreement is \$65,000. Funding in the amount of \$52,000 was included in the FY 2024 Transportation Planning Work Program as approved by the AAMPO Transportation Policy Committee. Local match (\$13,000) comes from the Regional Transportation Count Program of the City’s CIP (see tables below). Although the new agreement does not include multi-modal data or analytics, the services do encompass all the other data and analytics that the previous subscription included.

<u>Annual Expenses</u>		<u>Annual Revenues</u>	
Streetlight Subscription	\$65,000.00	AAMPO PL Funds	\$52,000.00
		Road Use Tax Funds	\$13,000.00
Total	\$65,000.00	Total	\$65,000.00

ALTERNATIVES:

1. Approve the agreement for the Transportation Data & Analytics Subscription Service with StreetLight Data, Inc., of San Francisco, California, for 11/1/23 to 10/31/26, in an annual amount not to exceed \$65,000.
2. 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 and AAMPO's transportation studies and planning efforts. Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, as noted above.