StreetLight Insight Big Data Program Updates

SCAG Modeling Task Force

March 25, 2025

WWW.SCAG.CA.GOV

AGENDA

1. AI/Big Data Research Project Introduction

2. SCAG StreetLight Insight Updates

3. Biannual Usage Assessment Recap

AI/BIG DATA RESEARCH PROJECT

Introduction, timeline, and deliverables

AI/Big Data Research Project

- **Objectives:** explore and leverage AI and Big Data analytic methods and techniques for regional planning and decision-making

- **Tasks:** literature review, internal survey, whitepaper

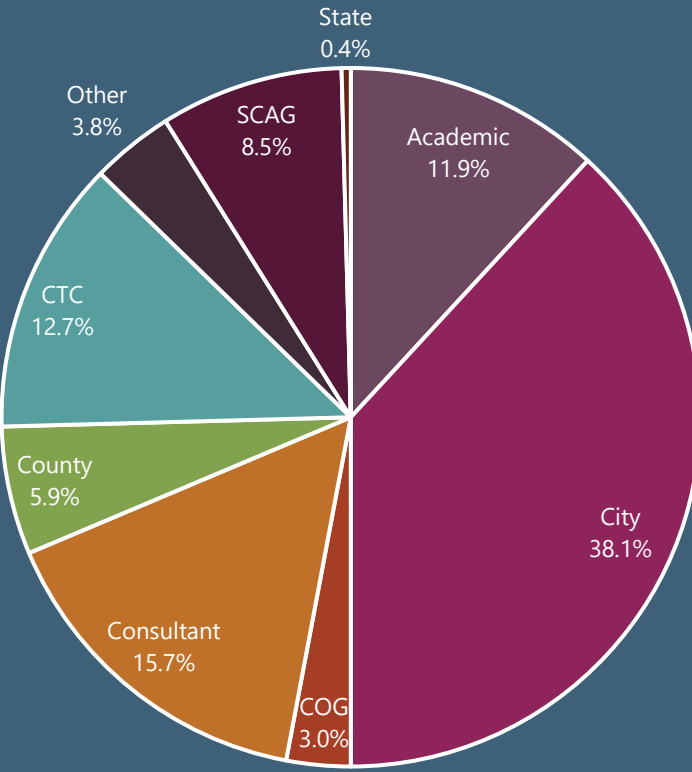- **Deliverables:** research materials and literature review, whitepaper

SCAG STREETLIGHT INSIGHT®: UPDATES

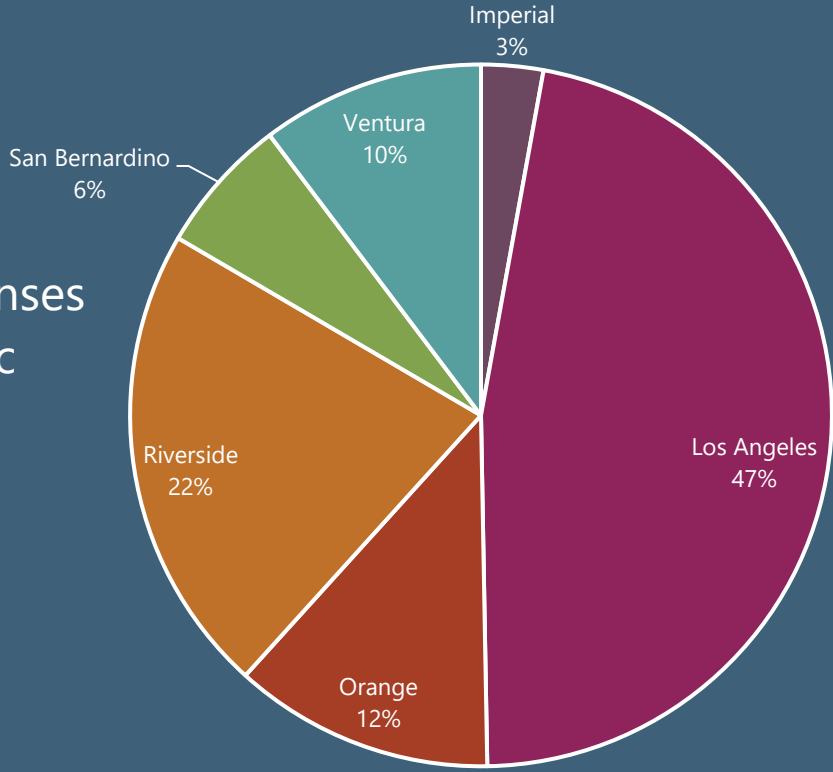**Updates on the Platform's Usage, Trends, and Use Cases**

SCAG StreetLight Insight User Updates

Users by Agency Type

State 0.4%

Other 3.8%

SCAG 8.5%

Academic 11.9%

CTC 12.7%

County 5.9%

Consultant 15.7%

COG 3.0%

City 38.1%

- **210/210** General Licenses
- **29** Academic Licenses (unlimited)

License Allocation Across the Region

Imperial 3%

Ventura 10%

San Bernardino 6%

Riverside 22%
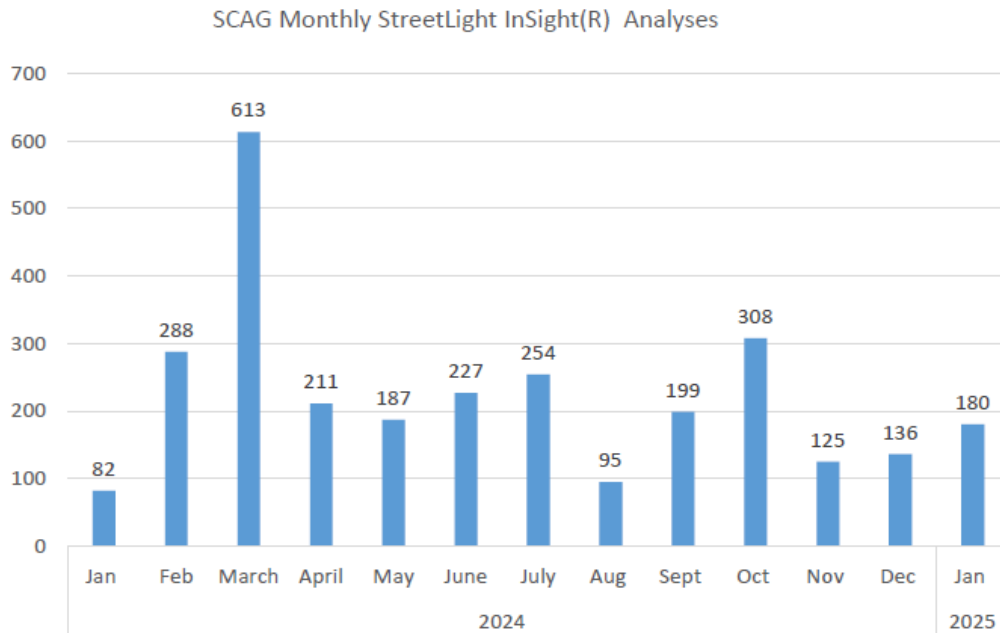
Orange 12%

Los Angeles 47%

Newly Onboarded:

- South Bay COG
- LA County Public Works
- City of Burbank
- LA Metro
- Port of Long Beach
- UC Irvine
- USC
- SBCTA
- Omnitrans
- Long Beach Transit

Analysis Summary Highlights

SCAG StreetLight InSight® Summary

SCAG Monthly StreetLight InSight(R) Analyses

Month	Value
Jan	82
Feb	288
March	613
April	211
May	187
June	227
July	254
Aug	95
Sept	199
Oct	308
Nov	125
Dec	136
Jan 2025	180

2024

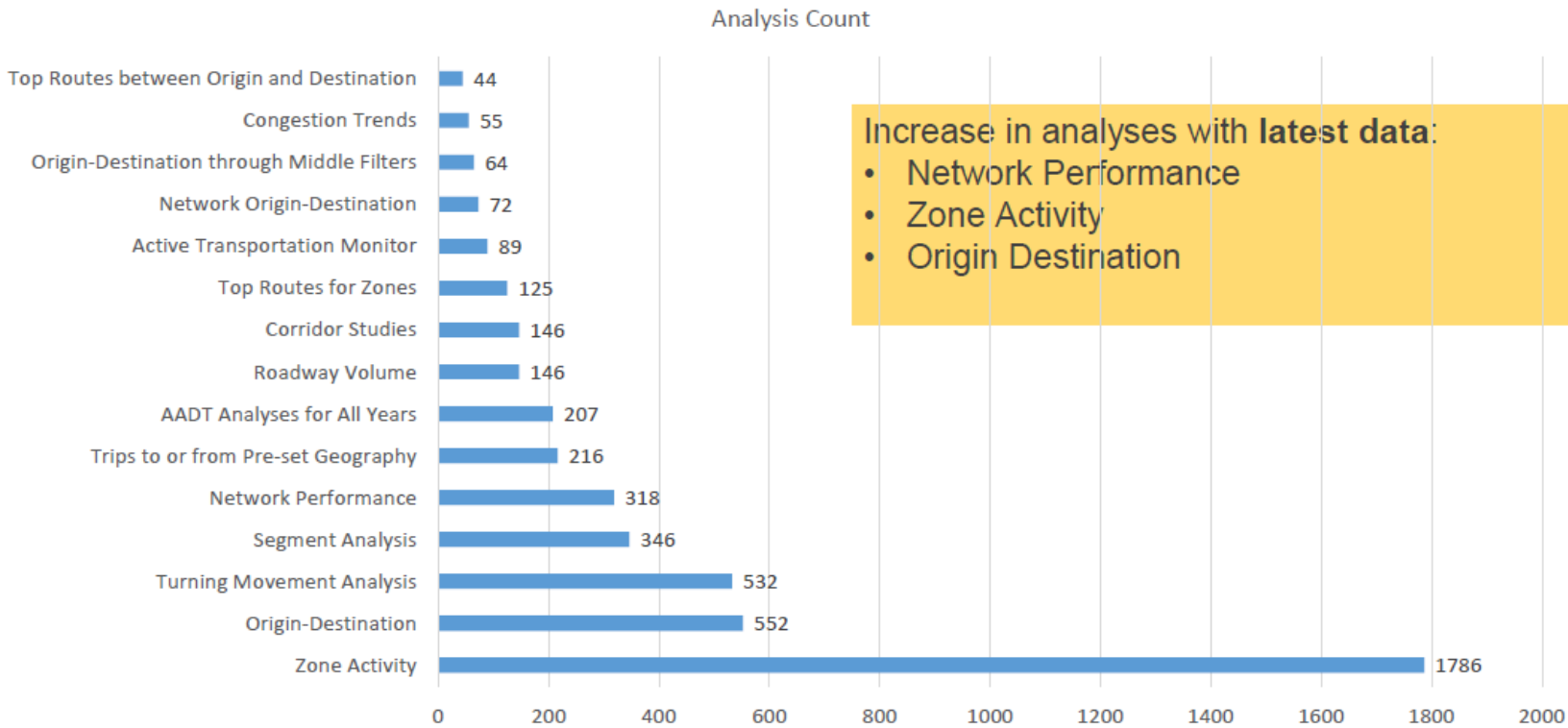### January 2025 Example Projects/Analyses:

- Truck ODs by County – SCAG
- Corridor Studies.
  - OCTA – 405
  - Burbank – Olive Ave Bridge
  - Snyder Rd @ 115 – Imperial County
- AADT
- Intersection Studies/TMC – Riverside, Amarillo
  - New multi TMC - OCTA
- Speed & Volumes – LA (city), Temecula
- Vehicle Trips - Camarillo

Users have conducted **4,698** analyses since contract began

Usage by Analysis Type

StreetLight InSight® Usage by Analysis Type

End of January 2025

Analysis Count

Analysis Type	Count
Top Routes between Origin and Destination	44
Congestion Trends	55
Origin-Destination through Middle Filters	64
Network Origin-Destination	72
Active Transportation Monitor	89
Top Routes for Zones	125
Corridor Studies	146
Roadway Volume	146
AADT Analyses for All Years	207
Trips to or from Pre-set Geography	216
Network Performance	318
Segment Analysis	346
Turning Movement Analysis	532
Origin-Destination	552
Zone Activity	1786

Increase in analyses with **latest data**:
- Network Performance
- Zone Activity
- Origin Destination

Zone activity, **origin-destination**, and **turning movement analysis** are top 3 analysis types

BIANNUAL USAGE ASSESSMENT SUMMARY

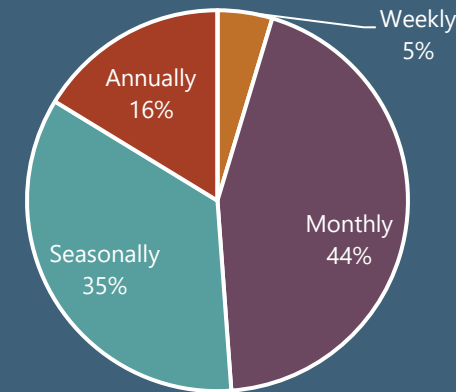**January 2025 StreetLight Usage Assessment**

Biannual Usage Assessment

- **Purpose**: to maximize engagement and use of the platform, SCAG's StreetLight Insight Usage Policy was enacted in July 2024 with the goal of identifying inactive users to allow staff to open licenses for new stakeholders

- Assessment takes place every **July** and **January** through end of contract

- To maintain active status, users must complete **2** of the following over the past 6-month period:
    - Conduct a minimum of **1 analysis** on the platform
    - Log into the platform at least **2 times**
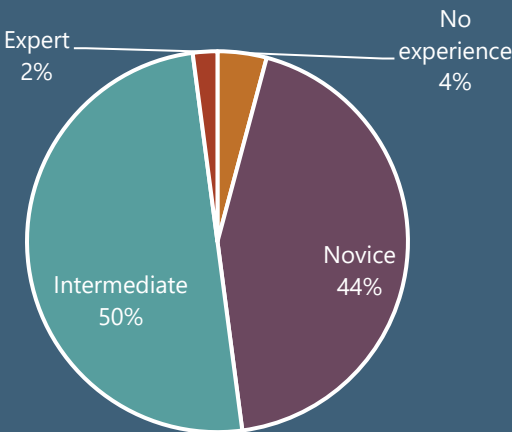   - Complete **1 biannual usage survey**

Biannual Usage Assessment Survey

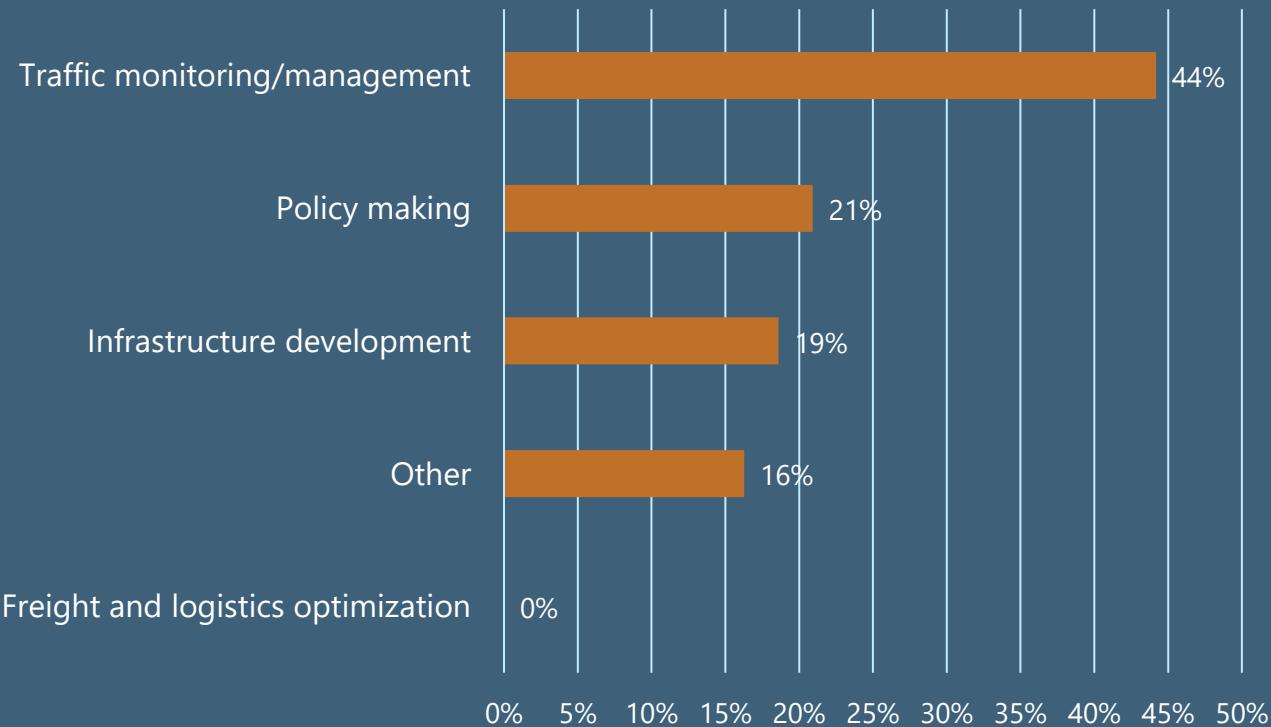- Distributed January 13-31, 2025, to all active StreetLight users

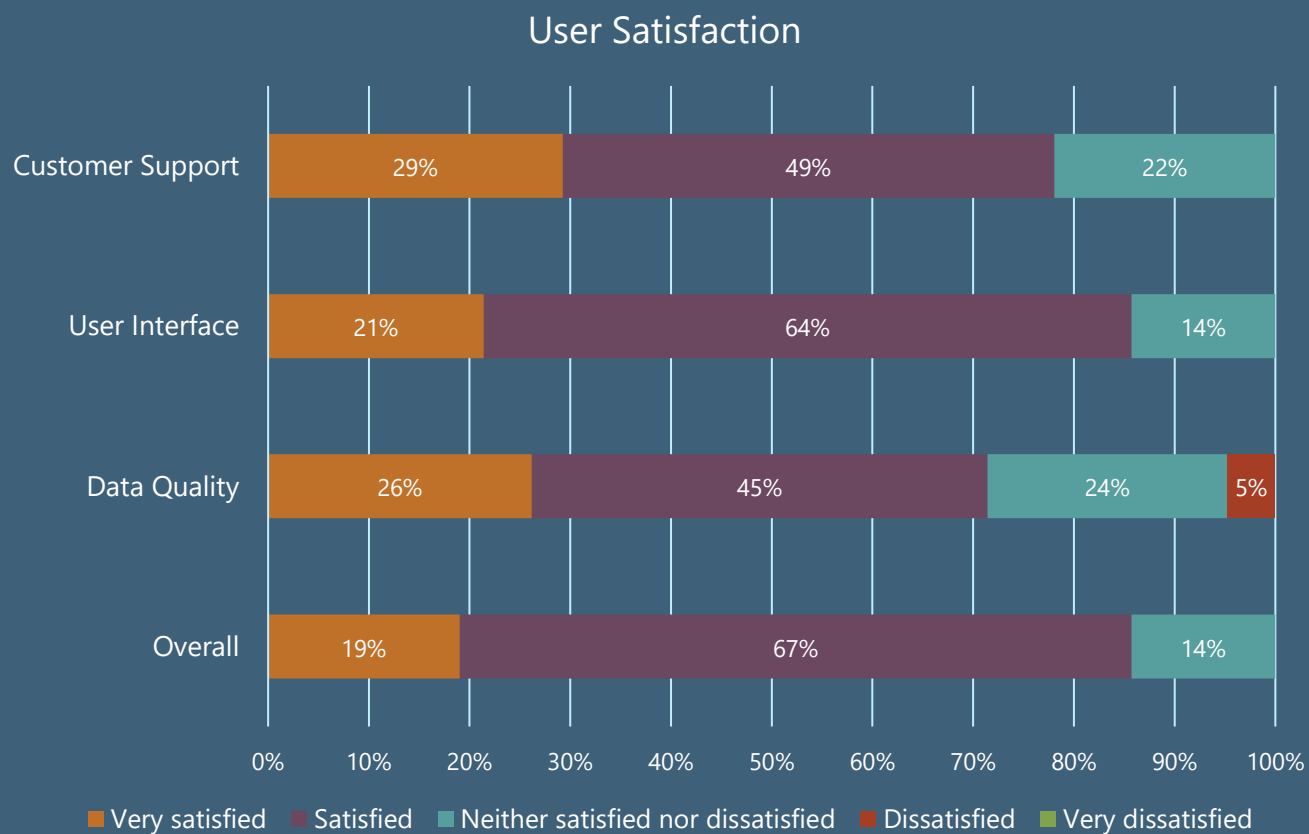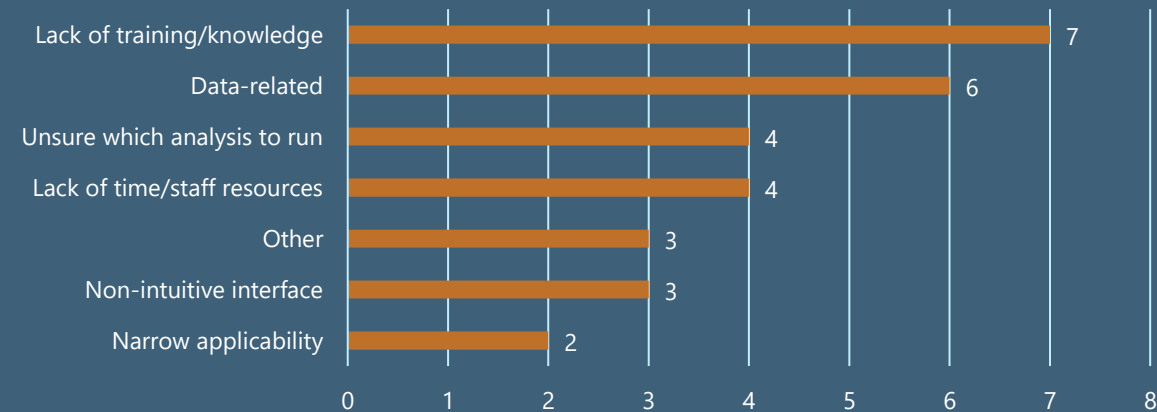- 48 responses

Frequency of Platform Use

Weekly 5%
Annually 16%
Monthly 44%
Seasonally 35%

Level of Experience

Expert 2%
No experience 4%
Intermediate 50%
Novice 44%

Primary Purpose

Traffic monitoring/management — 44%
Policy making — 21%
Infrastructure development — 19%
Other — 16%
Freight and logistics optimization — 0%

0% 5% 10% 15% 20% 25% 30% 35% 40% 45% 50%

Usage Information

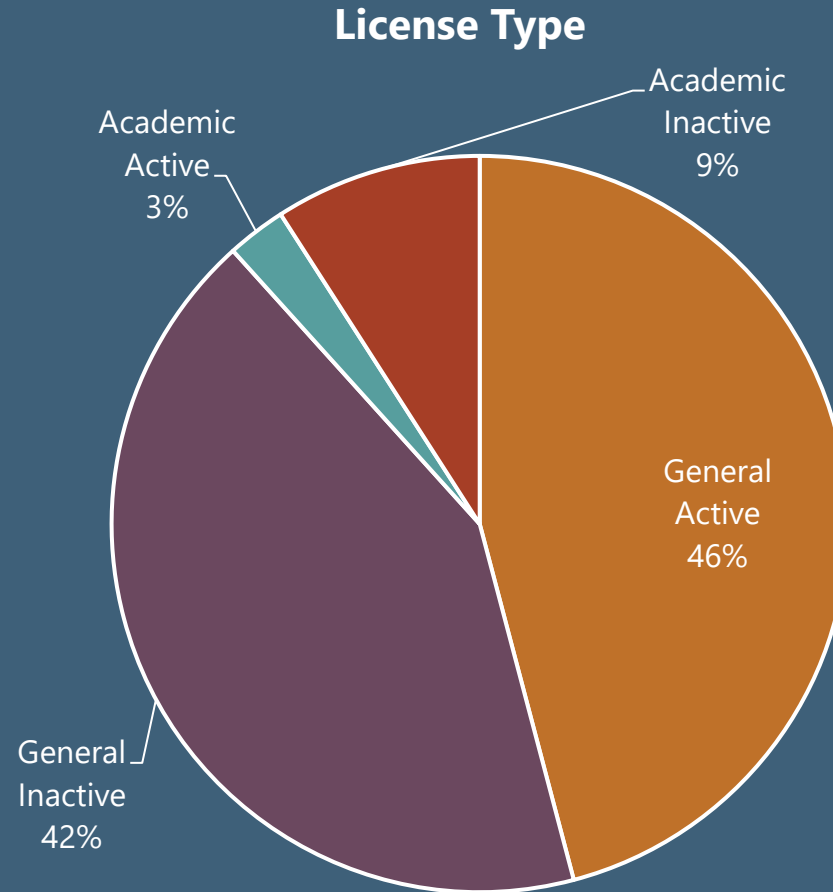- **User Status Summary**
  - 52% inactive
  - 48% active

- **Log Ins**
  - Median: 12
  - Max: 190
  - 9% zero logins
  - 70% logged in at least once

- **Analyses**
  - Median: 2
  - Max: 887
  - 37% zero analyses
  - 43% ran at least one analysis

License Type

Academic Active 3%

Academic Inactive 9%

General Active 46%

General Inactive 42%

Contact Information

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- LIST@scag.ca.gov

SURVEY ON USE OF AI IN TRANSPORTATION MODELING AND PLANNING

Thank you for your participation!

Survey on Use of AI in Transportation Modeling and Planning

- Contact information
  - Name
  - Organization
  - Email address

Survey on Use of AI in Transportation Modeling and Planning

- How familiar are you with AI applications in transportation modeling and planning?
  - Very familiar – I actively use AI in my work
  - Somewhat familiar – I have explored AI but do not use it regularly
  - Not very familiar – I know about AI but have not used it
  - Not familiar at all

Survey on Use of AI in Transportation Modeling and Planning

- In what areas of transportation modeling and planning do you currently use or see AI being most beneficial? Select all that apply.
  - Travel demand modeling and forecasting
  - Traffic operations and congestion management
  - Automated data processing and analytics
  - Public transit service optimization
  - Land use and scenario planning
  - AI-driven visualization and reporting
  - Other (please specify)

Survey on Use of AI in Transportation Modeling and Planning

- What are the biggest barriers to adopting AI for your agency or firm? Select up to three.
    - Lack of technical expertise or training
    - Limited access to high-quality data
    - Budget or resource constraints
    - Concerns about AI model transparency and reliability
    - Institutional or regulatory challenges
    - No clear use case for AI in our work

Survey on Use of AI in Transportation Modeling and Planning

- How would you describe your agency's or firm's overall stance on AI adoption?
    - Actively using and integrating AI into workflows
    - Exploring AI but not yet implementing it
    - Monitoring AI developments but hesitant to adopt
    - No active interest in AI adoption

Survey on Use of AI in Transportation Modeling and Planning

- Have you received any formal training on the use of AI in regional modeling and/or planning?

    - Yes

    - No

    - If yes, please specify the name of the training you received

Survey on Use of AI in Transportation Modeling and Planning

- Does your agency have an adopted AI policy?
  - Yes
  - No
  - Not sure