



## Finance Department Purchasing Services

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**Internal Audit & Grants Manager**  
Kolawole Akintola

**Risk Manager**  
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**Treasury & Revenue Manager**  
Craig Franklin, CPA

## Non-Competitive Selection Request

Requisition Number

Fund  
3100 AGENCY FUND

Major  
543\*\* Software/Equipment Maintenance/Repair

Agency  
Planning

Total Purchase Amount  
\$ 131,456.00

Vendor Name  
Streetlight Data, Inc.

### Product/Service Description

Software as service (SAS) subscription for various transportation data and analysis including traffic volume, vehicle miles traveled (VMT), Vehicle Hours of Delay (VHD), travel time, turning movement counts, origin-destination, speed, trip attributes, travel time, travel time index and reliability, and routing. The subscription allows us to run an unlimited number of analysis within our region.

### Exception Criteria

2. The services or goods required are available from only one person or firm (i.e., true sole source).

### Reason For Request

StreetLight uses big data, (collects, indexes and processes vast amounts of location data from connected devices and connected vehicles, then adds context from numerous other sources like parcel data and digital road network data - to develop a view into a complex network of roads, bike lanes and sidewalks), and its proprietary data processing engine called Route Science, which algorithmically transforms trillions of location data points over time into contextualized, aggregated, and normalized travel patterns. Streetlight validates them using thousands of traffic counters and embedded sensors. Route Science then normalizes and aggregates the data into analytics that allows users to analyze, visualize, and compare travel patterns at multiple spacial levels. StreetLight is the only transportation analytics company to

provide both "big data" analytics and a self-serve cloud-based, interactive and a highly customizable web platform that allows us to zoom in and out to meet project needs, isolate any day of the week or time of day, and zone type (including custome zones), 15-inute granularity, run analyses for specific days, and conflate metrics to our Linear Referencing System (LRS). This is important for our needs because it gives us the ability to do a variety of analyses demanded by a region with a wide variety of needs (urban to rural, site specific to entire corridors, etc.). StreetLight is the only company that provides validated estimated empirical Annual Average Daily Traffic (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. Their 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 zones(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. In addition, Streetlight uniquely offers many ways of accessing key metrics (e.g. API, CSV downloads, ESRI ArcGIS integration) while other software providers only offer some.

Requestor

Andros, Alexandra

Comments

The City of Madison has paid Streetlight Data, Inc. a total of \$702,065 since 2020. Of that total, \$694,989 was non-competitively selected. The remaining \$7,076 was made up of small purchases under the threshold requiring competitive selection.