

Tulsa MPO Fills Traffic Count Gaps

Metropolitan Planning Organizations must ensure regional cooperation in transportation planning. When jurisdictions in an Oklahoma MPO's regions stopped collecting counts, StreetLight provided complete and reliable AADT metrics to help democratize data for the entire area.

EXECUTIVE SUMMARY

- An MPO in Tulsa, Oklahoma no longer had access to complete regional AADT traffic counts.
- StreetLight's AADT metrics provided accurate and thorough traffic counts for missing jurisdictions.
- The on-demand metrics, independently validated, helped the MPO fully map their area for all stakeholders.

Mission: Replace Missing Traffic Counts

INCOG, The Indian Nations Council of Governments, a Metropolitan Planning Organization (MPO) in Tulsa, Oklahoma, focuses on comprehensive planning, transportation, community and economic development, environmental quality and energy programs, and more.

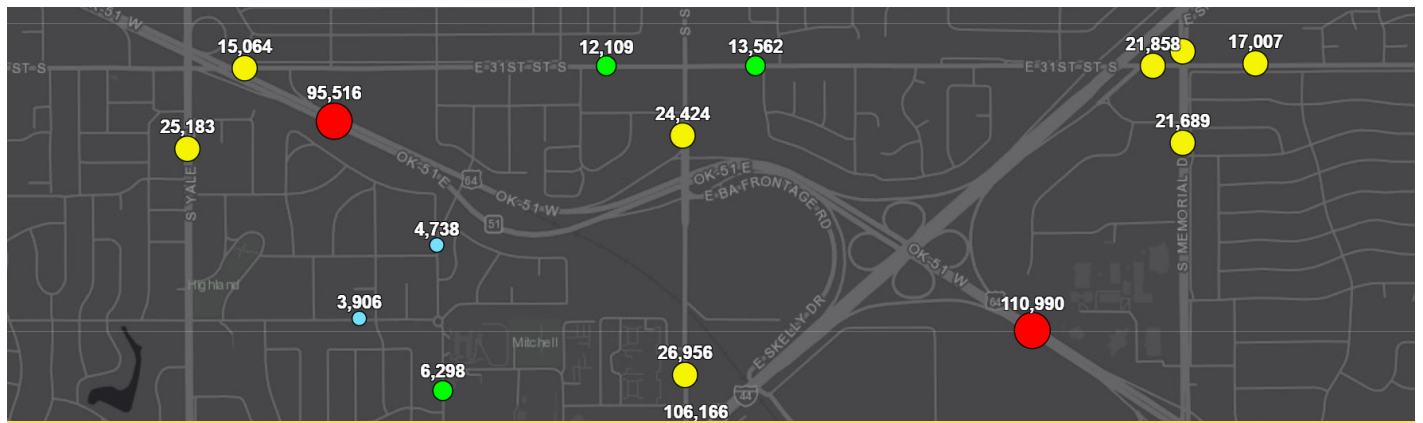
As part of their responsibilities, INCOG owns and maintains a publicly available digital map that provides AADT counts. Developers, business owners, county officials, city planning departments, and others access the map to obtain standard AADT traffic counts.

Historically, the various jurisdictions in the Tulsa area provided those numbers to INCOG. However, due to high costs, many jurisdictions stopped collecting traffic counts, creating data gaps. INCOG needed ongoing and accurate traffic counts to feed into the map repository.

"Without StreetLight's AADT metrics, we would have no arterial streets data."

NIMISH DHARMADHIKARI
INCOG

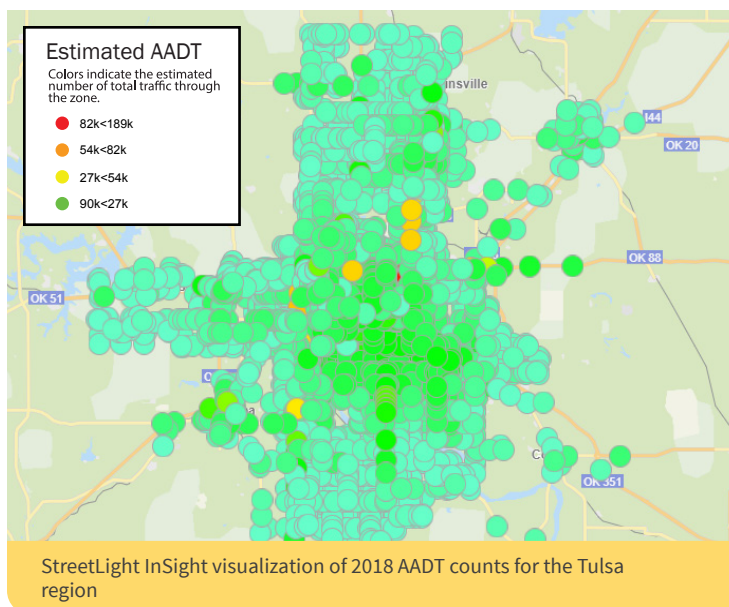




Analysis: Collect and Validate On-Demand AADT

INCOG imported 2,500+ zones into StreetLight Insight® and marked them as Bidirectional to measure traffic flow in both directions on the streets in each zone. The analysis ran in minutes, providing AADT counts for those specific roads and highways. INCOG was able to access a visualization, and also a CSV file format to download.

INCOG validated the StreetLight AADT counts with existing traffic count data. Only 2% of the zones had an error greater than 75%. This powerful validation spurred INCOG to move forward with StreetLight's AADT to populate the digital map.



Results: Metro-Wide AADT Counts Empower Many Users

With the refreshed data in the publicly available map, INCOG was able to:

- provide counts to county commissioners assessing traffic flow on roads in the unincorporated areas of their counties.
- help retailers and commercial real estate professionals consider traffic when evaluating sites for business.
- allow lawyers to use the AADT metrics in accident cases.
- help city engineers run traffic analyses.
- aid transportation planners with traffic safety studies.
- guide urban designers in identifying streets suitable for bike lanes.

Without StreetLight, INCOG would have needed to spend hundreds of thousands of dollars and many months of employee time and resources to collect thorough regional traffic counts.