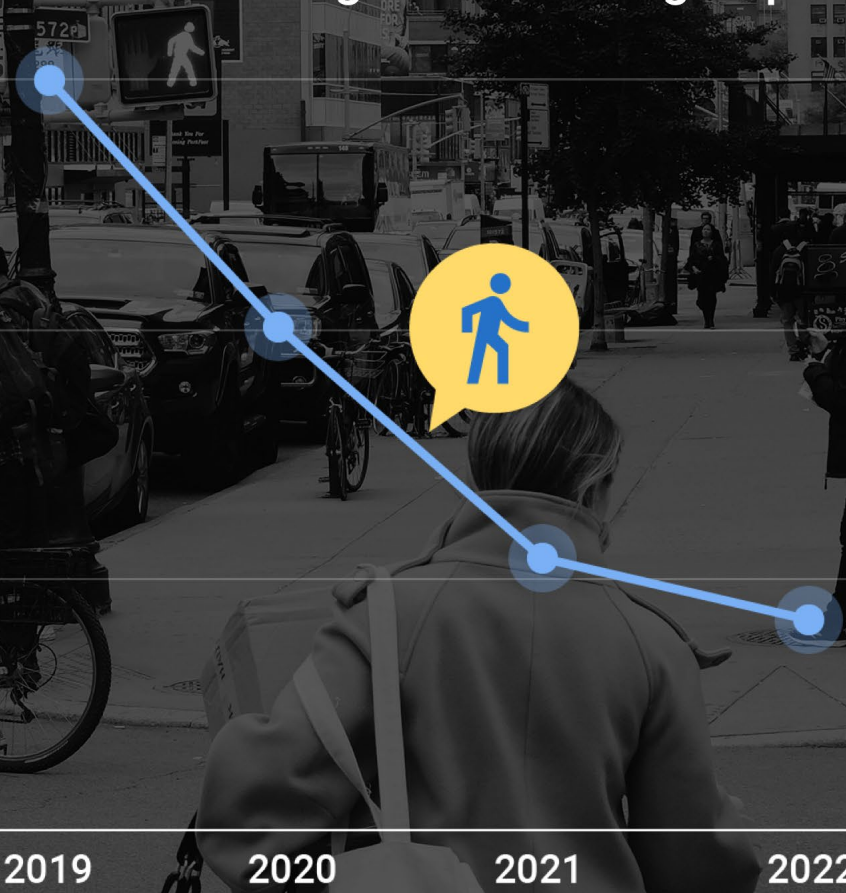


LIVE WEBINAR

U.S. Walking and Mode Share Trends

Annual Average U.S. Walking Trips



CASEY LEWIS



ERIN O'HIGGINS



EMILY ADLER



NOVEMBER 9 | 2PM ET / 11AM PT

Introductions



Emily Adler
Director of Content



Erin O'Higgins
Solutions Engineer



Casey Lewis
Product Marketing
Manager



Alice Friedman
Product Manager

Today's Agenda

1

Introduction to
StreetLight

2

U.S. Pedestrian and Mode
Share Trends Report

3



New modes and new behaviors have raised the bar on the data you need to help your region **move better**.



Big Data

Data Processing

Metrics & Modes

App Experience



Big Data

Data Processing

Metrics & Modes

App Experience



Big Data

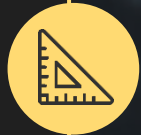
Data Processing

Metrics & Modes

App Experience



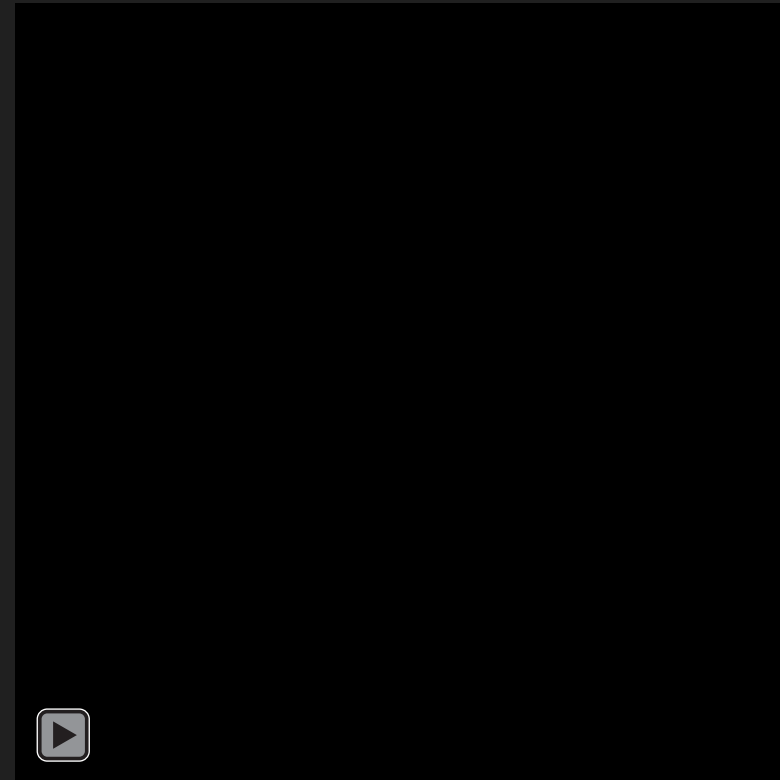
StreetLight distills massive amounts of transportation data into the **actionable insights** you need to make decisions.



It's not just about the **data**.



It's about the **decisions** it enables.





It is critical to address pedestrian safety to ensure safe roads for all and create healthier, greener communities

How can a **Big Data approach** support mode shift toward active transportation?

Build and communicate critical plans

Inform planning and respond to constituent concerns about active transportation without the time, cost, and coverage limitations of traditional data collection efforts.

Win and deploy funding with confidence

Quickly access active transportation data to secure federal funding and maximize the impact of grant dollars to support the multimodal transition.

Include all travelers in safety studies

Overlay active transportation activity with vehicle activity and crash data to paint a comprehensive picture of safety risk near biking and walking hot spots.



STREETLIGHT

WALKING IN AMERICA

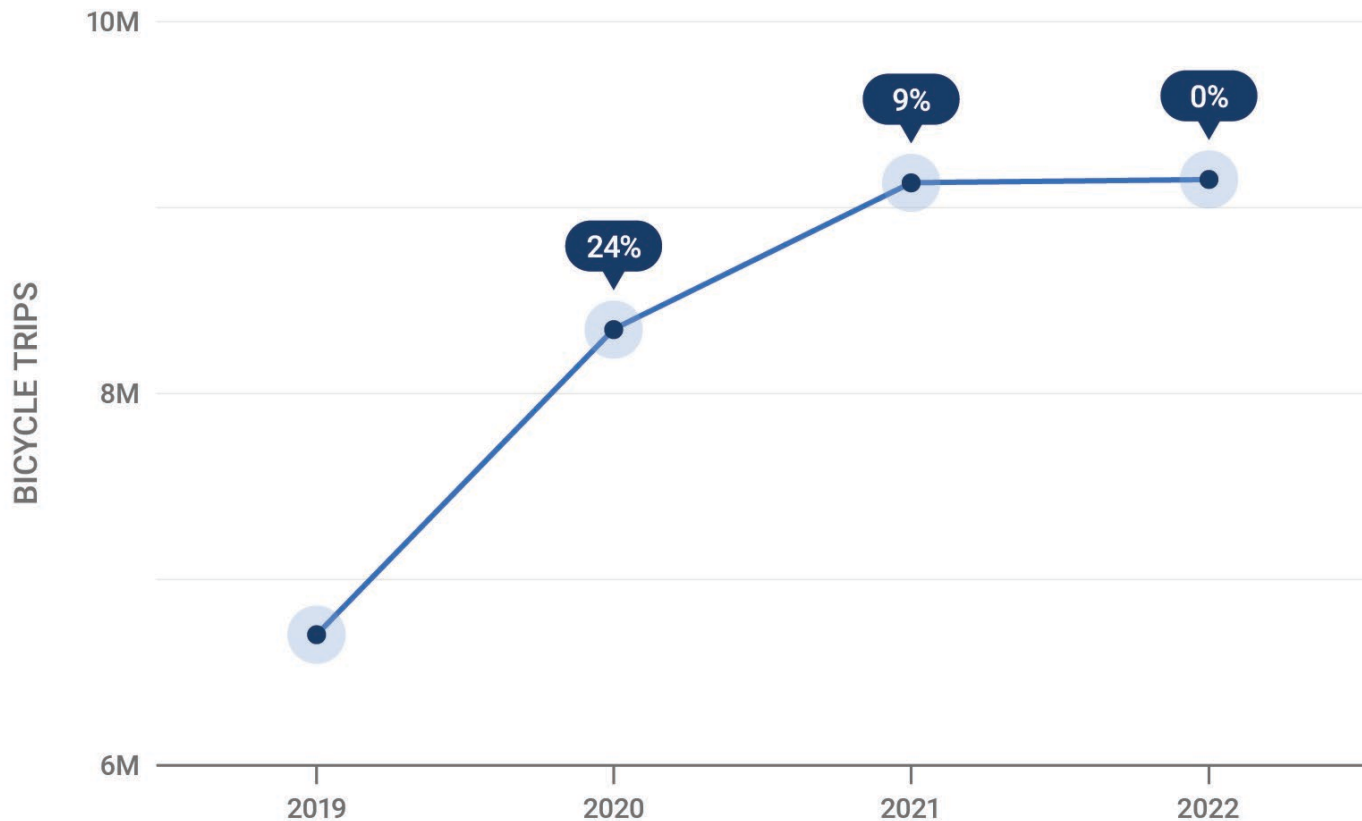
Metro & Statewide
Pedestrian & Mode
Share Trends



Explore the report at
streetlightdata.com/walking-trends-report

In 2022, U.S. bike activity holds steady after big pandemic jumps

Annual Average Daily U.S. Bicycle Trips, 2019-2022



Read our report or watch the accompanying webinar to learn more!



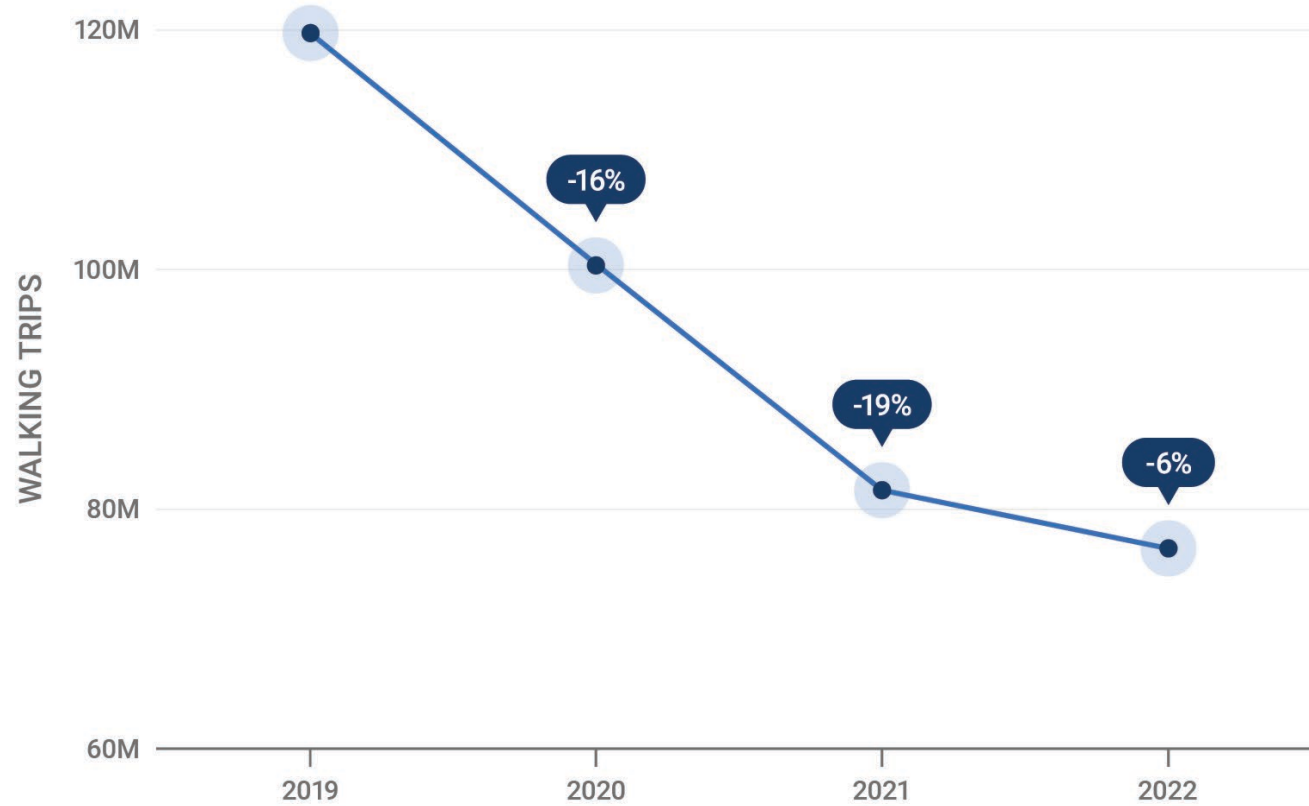
streetlightdata.com/us-bike-trends-report



streetlightdata.com/bike-trends-webinar

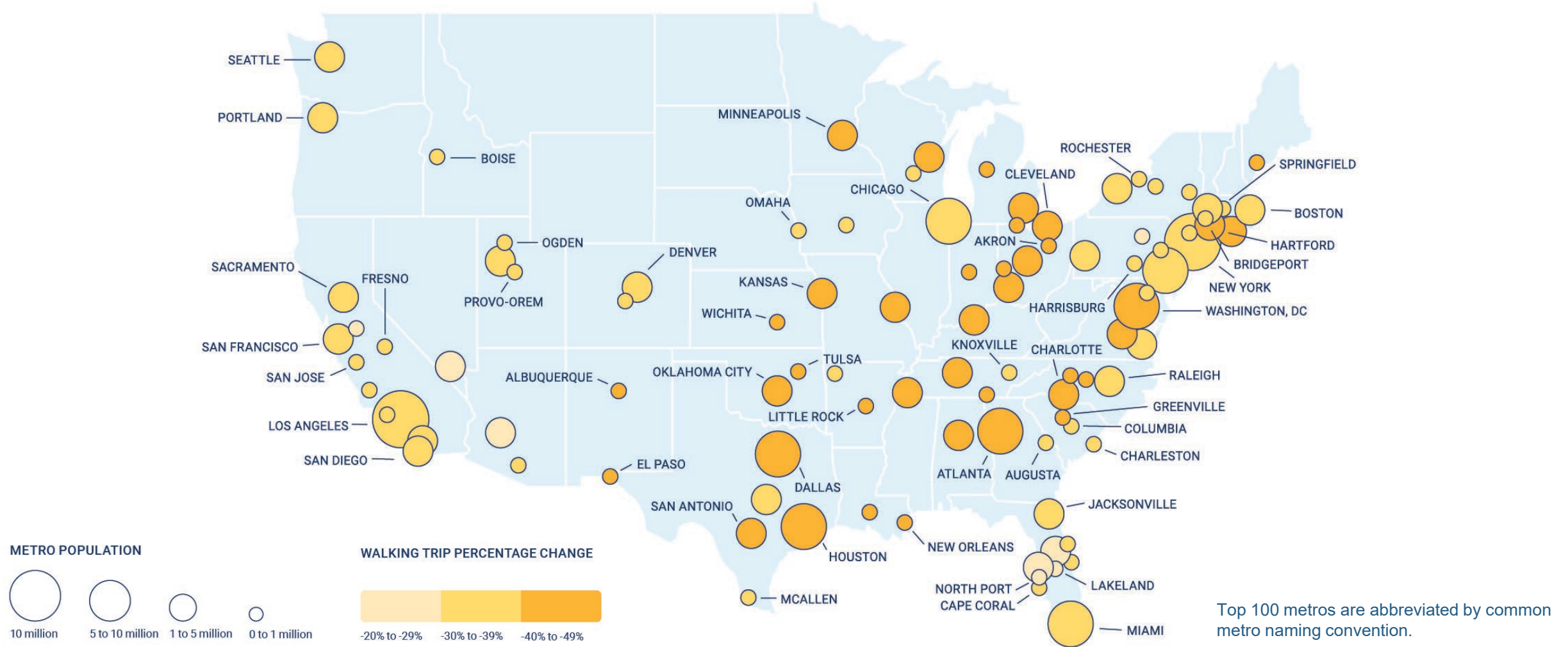
U.S. walking trips are down substantially compared to 2019

Annual Average Daily Walking Trips, 2019-2022



Changes in walking trips in the top 100 metros

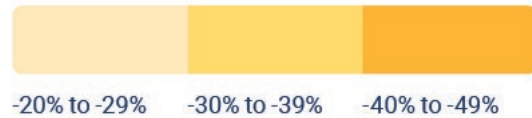
Percent Change in Annual Average Daily Walking Trips, 2019-2022



Metro Rankings

Top 50 U.S. metros ordered by change in walking trips since 2019

WALKING TRIP PERCENTAGE CHANGE



NUMBER INSIDE EACH CELL INDICATES THE METRO'S NATIONAL RANK

11

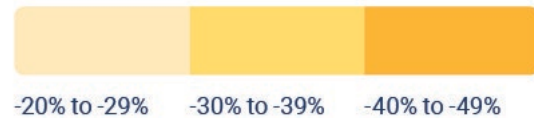
	RANK	% CHANGE
North Port-Bradenton-Sarasota, FL	1	-23%
Modesto, CA	2	-26%
Stockton, CA	3	-27%
Scranton--Wilkes-Barre, PA	4	-27%
Phoenix-Mesa-Glendale, AZ	5	-27%
Las Vegas-Paradise, NV	6	-29%
Orlando-Kissimmee-Sanford, FL	7	-29%
Lakeland-Winter Haven, FL	8	-29%
Tampa-St. Petersburg-Clearwater, FL	9	-29%
San Diego-Carlsbad-San Marcos, CA	10	-30%
Allentown-Bethlehem-Easton, PA-NJ	11	-30%
New York-Northern New Jersey-Long Island, NY-NJ-PA	12	-30%
Sacramento-Arden-Arcade-Roseville, CA	13	-30%
Deltona-Daytona Beach-Ormond Beach, FL	14	-30%
Palm Bay-Melbourne-Titusville, FL	15	-31%
Salt Lake City, UT	16	-31%
McAllen-Edinburg-Mission, TX	17	-31%
Denver-Aurora-Broomfield, CO	18	-31%
Los Angeles-Long Beach-Santa Ana, CA	19	-31%
Cape Coral-Fort Myers, FL	20	-32%
Syracuse, NY	21	-32%
Oxnard-Thousand Oaks-Ventura, CA	22	-32%
Fresno, CA	23	-32%
Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	24	-32%
Ogden-Clearfield, UT	25	-32%

	RANK	% CHANGE
Bakersfield-Delano, CA	26	-32%
Albany-Schenectady-Troy, NY	27	-33%
San Francisco-Oakland-Fremont, CA	28	-33%
Boise City-Nampa, ID	29	-33%
Augusta-Richmond County, GA-SC	30	-33%
Miami-Fort Lauderdale-Pompano Beach, FL	31	-33%
Tucson, AZ	32	-33%
Buffalo-Niagara Falls, NY	33	-33%
San Jose-Sunnyvale-Santa Clara, CA	34	-33%
Baltimore-Towson, MD	35	-33%
Poughkeepsie-Newburgh-Middletown, NY	36	-34%
Rochester, NY	37	-34%
Pittsburgh, PA	38	-34%
Provo-Orem, UT	39	-34%
Jacksonville, FL	40	-35%
Charleston-North Charleston-Summerville, SC	41	-35%
Boston-Cambridge-Quincy, MA-NH	42	-35%
Providence-New Bedford-Fall River, RI-MA	43	-35%
Riverside-San Bernardino-Ontario, CA	44	-35%
Fayetteville-Springdale-Rogers, AR-MO	45	-36%
Portland-Vancouver-Hillsboro, OR-WA	46	-36%
Des Moines-West Des Moines, IA	47	-36%
Columbia, SC	48	-36%
Omaha-Council Bluffs, NE-IA	49	-36%
Colorado Springs, CO	50	-37%

Metro Rankings

Bottom 50 U.S. metros ordered by change in walking trips since 2019

WALKING TRIP PERCENTAGE CHANGE



NUMBER INSIDE EACH CELL INDICATES THE METRO'S NATIONAL RANK

11

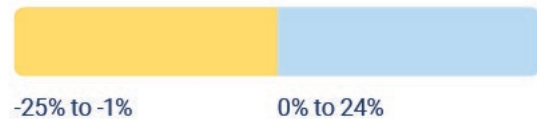
	RANK	% CHANGE
Worcester, MA	51	-37%
Austin-Round Rock-San Marcos, TX	52	-37%
Seattle-Tacoma-Bellevue, WA	53	-38%
Bridgeport-Stamford-Norwalk, CT	54	-38%
Madison, WI	55	-38%
Wichita, KS	56	-38%
Chicago-Joliet-Naperville, IL-IN-WI	57	-39%
Milwaukee-Waukesha-West Allis, WI	58	-39%
Springfield, MA	59	-39%
Harrisburg-Carlisle, PA	60	-39%
El Paso, TX	61	-39%
Virginia Beach-Norfolk-Newport News, VA-NC	62	-39%
New Haven-Milford, CT	63	-39%
Knoxville, TN	64	-39%
Tulsa, OK	65	-39%
Raleigh-Cary, NC	66	-39%
Washington-Arlington-Alexandria, DC-VA-MD-WV	67	-40%
Greenville-Mauldin-Easley, SC	68	-40%
Albuquerque, NM	69	-40%
Houston-Sugar Land-Baytown, TX	70	-40%
Hartford-West Hartford-East Hartford, CT	71	-40%
Oklahoma City, OK	72	-40%
Richmond, VA	73	-40%
San Antonio-New Braunfels, TX	74	-41%
Durham-Chapel Hill, NC	75	-42%

	RANK	% CHANGE
Dallas-Fort Worth-Arlington, TX	76	-42%
Atlanta-Sandy Springs-Marietta, GA	77	-43%
Portland-South Portland-Biddeford, ME	78	-43%
Kansas City, MO-KS	79	-43%
Chattanooga, TN-GA	80	-43%
Detroit-Warren-Livonia, MI	81	-44%
Charlotte-Gastonia-Rock Hill, NC-SC	82	-44%
Cincinnati-Middletown, OH-KY-IN	83	-45%
Toledo, OH	84	-45%
Nashville-Davidson-Murfreesboro-Franklin, TN	85	-45%
Greensboro-High Point, NC	86	-46%
Baton Rouge, LA	87	-46%
New Orleans-Metairie-Kenner, LA	88	-46%
Cleveland-Elyria-Mentor, OH	89	-46%
Birmingham-Hoover, AL	90	-46%
Minneapolis-St. Paul-Bloomington, MN-WI	91	-47%
Grand Rapids-Wyoming, MI	92	-47%
Memphis, TN-MS-AR	93	-47%
Columbus, OH	94	-47%
Little Rock-North Little Rock-Conway, AR	95	-47%
Indianapolis-Carmel, IN	96	-47%
St. Louis, MO-IL	97	-47%
Dayton, OH	98	-47%
Louisville/Jefferson County, KY-IN	99	-48%
Akron, OH	100	-49%

Metro Rankings

Top 50 U.S. metros ordered by change in walking trips year-over-year 2022 vs. 2021

WALKING TRIP PERCENTAGE CHANGE



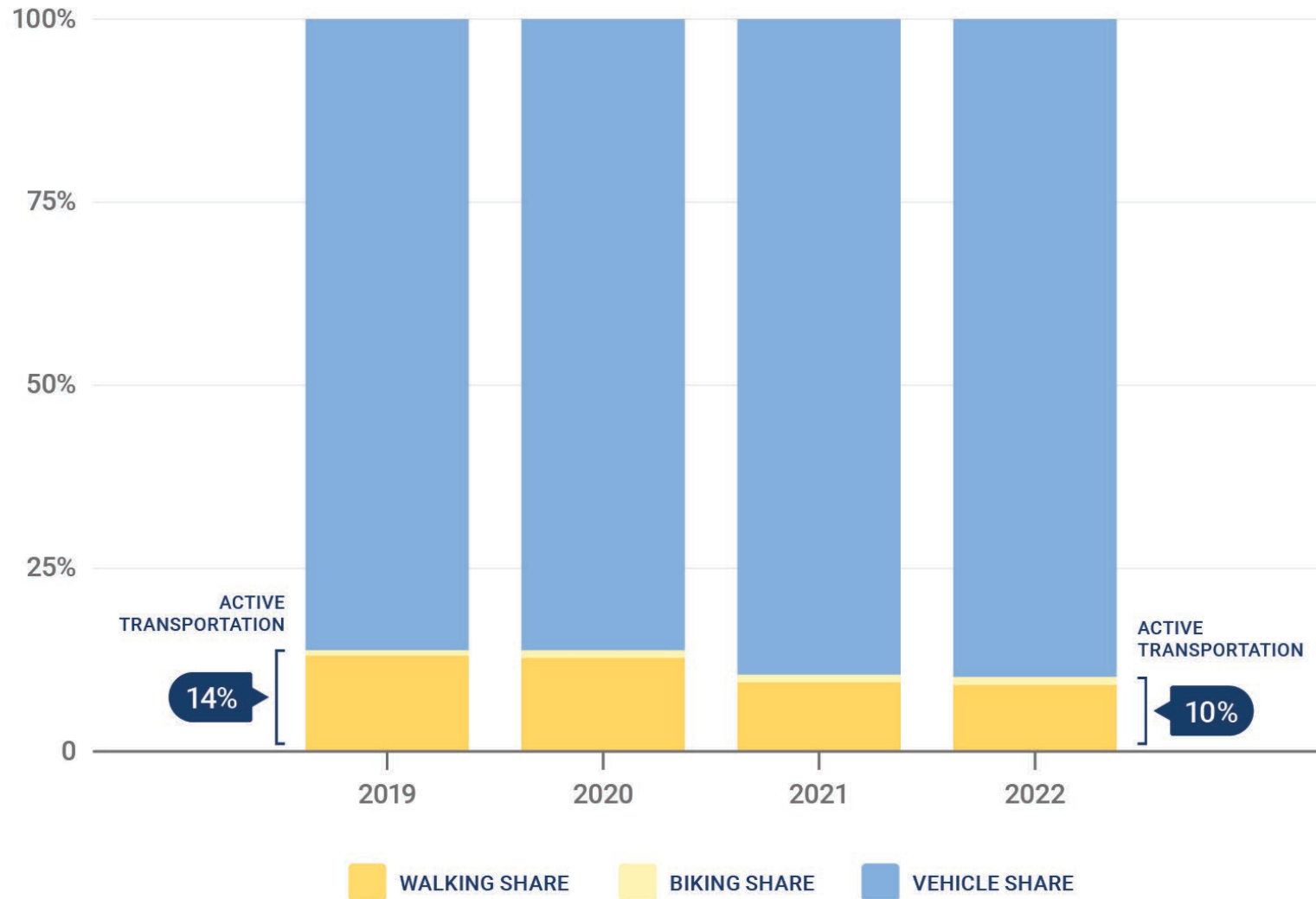
NUMBER INSIDE EACH CELL INDICATES THE METRO'S NATIONAL RANK

11

	RANK	% CHANGE
Los Angeles-Long Beach-Santa Ana, CA	1	+19%
San Diego-Carlsbad-San Marcos, CA	2	+14%
Modesto, CA	3	+13%
San Francisco-Oakland-Fremont, CA	4	+11%
San Jose-Sunnyvale-Santa Clara, CA	5	+10%
Fresno, CA	6	+10%
Bakersfield-Delano, CA	7	+10%
Oxnard-Thousand Oaks-Ventura, CA	8	+9%
Stockton, CA	9	+8%
New York-Northern New Jersey-Long Island, NY-NJ-PA	10	+7%
Riverside-San Bernardino-Ontario, CA	11	+5%
Sacramento-Arden-Arcade-Roseville, CA	12	+5%
Las Vegas-Paradise, NV	13	+2%
Phoenix-Mesa-Glendale, AZ	14	+2%
Tucson, AZ	15	+2%
Washington-Arlington-Alexandria, DC-VA-MD-WV	16	+2%
Orlando-Kissimmee-Sanford, FL	17	+2%
Baltimore-Towson, MD	18	+1%
Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	19	0%
Deltona-Daytona Beach-Ormond Beach, FL	20	-1%
Miami-Fort Lauderdale-Pompano Beach, FL	21	-2%
Tampa-St. Petersburg-Clearwater, FL	22	-3%
Boston-Cambridge-Quincy, MA-NH	23	-3%
Albuquerque, NM	24	-3%
Salt Lake City, UT	25	-3%

	RANK	% CHANGE
North Port-Bradenton-Sarasota, FL	26	-4%
Palm Bay-Melbourne-Titusville, FL	27	-4%
Austin-Round Rock-San Marcos, TX	28	-4%
Denver-Aurora-Broomfield, CO	29	-5%
Albany-Schenectady-Troy, NY	30	-5%
Pittsburgh, PA	31	-5%
Buffalo-Niagara Falls, NY	32	-5%
Portland-Vancouver-Hillsboro, OR-WA	33	-5%
Allentown-Bethlehem-Easton, PA-NJ	34	-5%
Provo-Orem, UT	35	-6%
Scranton-Wilkes-Barre, PA	36	-6%
Chicago-Joliet-Naperville, IL-IN-WI	37	-6%
Cape Coral-Fort Myers, FL	38	-6%
Durham-Chapel Hill, NC	39	-6%
Poughkeepsie-Newburgh-Middletown, NY	40	-6%
Seattle-Tacoma-Bellevue, WA	41	-6%
Syracuse, NY	42	-7%
Springfield, MA	43	-7%
El Paso, TX	44	-7%
New Orleans-Metairie-Kenner, LA	45	-8%
Rochester, NY	46	-8%
Harrisburg-Carlisle, PA	47	-8%
Jacksonville, FL	48	-8%
Colorado Springs, CO	49	-8%
New Haven-Milford, CT	50	-8%

Active transportation's share of U.S. trips is falling



Metro Rankings

Top 50 U.S. metros ordered by active transportation trip share




NUMBER INSIDE EACH CELL INDICATES THE METRO'S NATIONAL RANK





11

METROS WITH SUBSTANTIAL CHANGE IN RIDERSHIP

 Metros with large gain in share rank

 Metros with large loss in share rank

	2019 RANK	2022 RANK
New York-Northern New Jersey-Long Island, NY-NJ-PA	1	1
San Francisco-Oakland-Fremont, CA	2	2
Boston-Cambridge-Quincy, MA-NH	3	3
San Jose-Sunnyvale-Santa Clara, CA	8	4
San Diego-Carlsbad-San Marcos, CA	7	5
Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	4	6
Los Angeles-Long Beach-Santa Ana, CA	6	7
Washington-Arlington-Alexandria, DC-VA-MD-WV	10	8
Syracuse, NY	13	9
Buffalo-Niagara Falls, NY	5	10
Portland-Vancouver-Hillsboro, OR-WA	19	 11
Seattle-Tacoma-Bellevue, WA	21	 12
Chicago-Joliet-Naperville, IL-IN-WI	9	13
Salt Lake City, UT	16	14
Sacramento-Arden-Arcade-Roseville, CA	29	 15
Albany-Schenectady-Troy, NY	12	16
Las Vegas-Paradise, NV	20	17
Orlando-Kissimmee-Sanford, FL	14	18
Springfield, MA	15	19
Madison, WI	17	20
Rochester, NY	27	21
Denver-Aurora-Broomfield, CO	22	22
Provo-Orem, UT	24	23
Pittsburgh, PA	18	24
Oxnard-Thousand Oaks-Ventura, CA	33	25

	2019 RANK	2022 RANK
Poughkeepsie-Newburgh-Middletown, NY	25	26
Harrisburg-Carlisle, PA	11	 27
Portland-South Portland-Biddeford, ME	28	28
Allentown-Bethlehem-Easton, PA-NJ	31	29
Providence-New Bedford-Fall River, RI-MA	38	30
Scranton-Wilkes-Barre, PA	32	31
Tucson, AZ	23	32
New Haven-Milford, CT	26	33
Ogden-Clearfield, UT	39	34
Baltimore-Towson, MD	41	35
Stockton, CA	47	36
Phoenix-Mesa-Glendale, AZ	53	 37
Hartford-West Hartford-East Hartford, CT	44	38
Miami-Fort Lauderdale-Pompano Beach, FL	45	39
Bridgeport-Stamford-Norwalk, CT	34	40
Durham-Chapel Hill, NC	46	41
Fresno, CA	40	42
Riverside-San Bernardino-Ontario, CA	42	43
Toledo, OH	30	 44
Virginia Beach-Norfolk-Newport News, VA-NC	50	45
Boise City-Nampa, ID	49	46
Bakersfield-Delano, CA	37	47
Modesto, CA	64	 48
Colorado Springs, CO	48	49
Tampa-St. Petersburg-Clearwater, FL	58	50

Metro Rankings

Bottom 50 U.S. metros ordered by active transportation trip share



NUMBER INSIDE EACH CELL INDICATES THE METRO'S NATIONAL RANK

11

METROS WITH SUBSTANTIAL CHANGE IN RIDERSHIP

 Metros with large gain in share rank

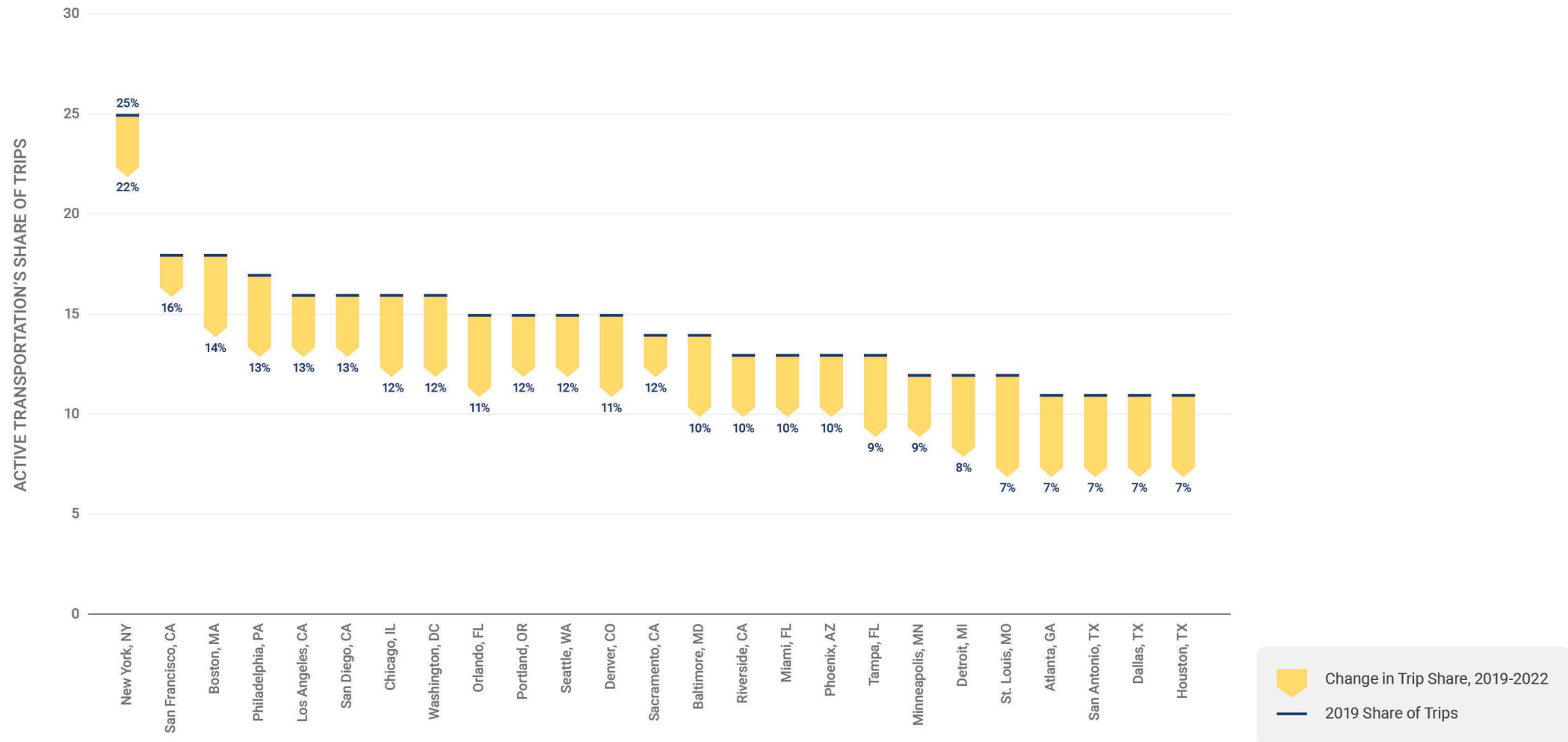
 Metros with large loss in share rank

	2019 RANK	2022 RANK
Columbus, OH	43	51
Charleston-North Charleston-Summerville, SC	56	52
Albuquerque, NM	36	53
Cleveland-Elyria-Mentor, OH	35	54
Milwaukee-Waukesha-West Allis, WI	54	55
Worcester, MA	62	56
North Port-Bradenton-Sarasota, FL	69	57
New Orleans-Metairie-Kenner, LA	52	58
Minneapolis-St. Paul-Bloomington, MN-WI	60	59
Austin-Round Rock-San Marcos, TX	71	60
Cape Coral-Fort Myers, FL	55	61
Jacksonville, FL	72	62
Indianapolis-Carmel, IN	51 	63
Lakeland-Winter Haven, FL	66	64
Deltona-Daytona Beach-Ormond Beach, FL	68	65
Detroit-Warren-Livonia, MI	63	66
Richmond, VA	73	67
Cincinnati-Middletown, OH-KY-IN	61	68
Palm Bay-Melbourne-Titusville, FL	78	69
El Paso, TX	67	70
Raleigh-Cary, NC	79	71
Grand Rapids-Wyoming, MI	65	72
Akron, OH	59 	73
Dayton, OH	57	74
San Antonio-New Braunfels, TX	77	75

	2019 RANK	2022 RANK
St. Louis, MO-IL	70	76
Atlanta-Sandy Springs-Marietta, GA	75	77
Des Moines-West Des Moines, IA	85	78
Omaha-Council Bluffs, NE-IA	82	79
Columbia, SC	89	80
Dallas-Fort Worth-Arlington, TX	83	81
Houston-Sugar Land-Baytown, TX	84	82
Kansas City, MO-KS	87	83
Wichita, KS	90	84
Greensboro-High Point, NC	76	85
Louisville-Jefferson County, KY-IN	74 	86
Charlotte-Gastonia-Rock Hill, NC-SC	80	87
Augusta-Richmond County, GA-SC	91	88
Nashville-Davidson-Murfreesboro-Franklin, TN	81	89
Fayetteville-Springdale-Rogers, AR-MO	96	90
Knoxville, TN	93	91
Greenville-Mauldin-Easley, SC	88	92
Chattanooga, TN-GA	92	93
McAllen-Edinburg-Mission, TX	97	94
Oklahoma City, OK	95	95
Memphis, TN-MS-AR	86	96
Tulsa, OK	98	97
Baton Rouge, LA	94	98
Little Rock-North Little Rock-Conway, AR	99	99
Birmingham-Hoover, AL	100	100

Active transportation's share of trips in the top 25 metros

Change in Walking and Biking's Share of Trips Among Total Trips, 2019-2022



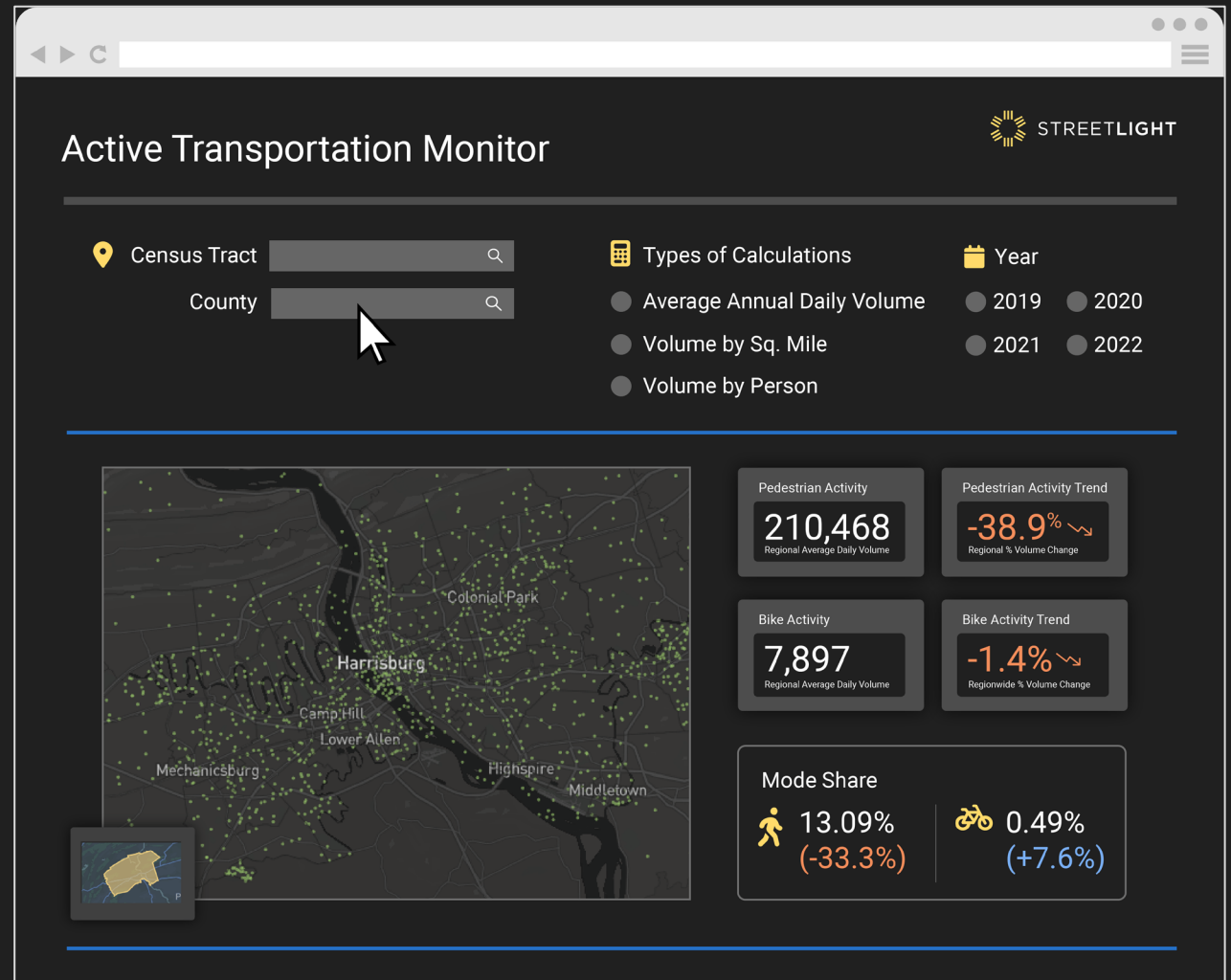
Active Transportation Monitor Demo

Pedestrian Activity and Mode Share Trends in Los Angeles, CA and Orlando, FL


Coming soon to StreetLight InSight®

Active Transportation Monitor

- ✓ Easily set up analyses in a few clicks and return key metrics in seconds
- ✓ Evaluate change in cycling or walking activity over time 2019-2022
- ✓ Quickly scan mode share over time for a Census Tract or entire region
- ✓ Share visualizations across your organization

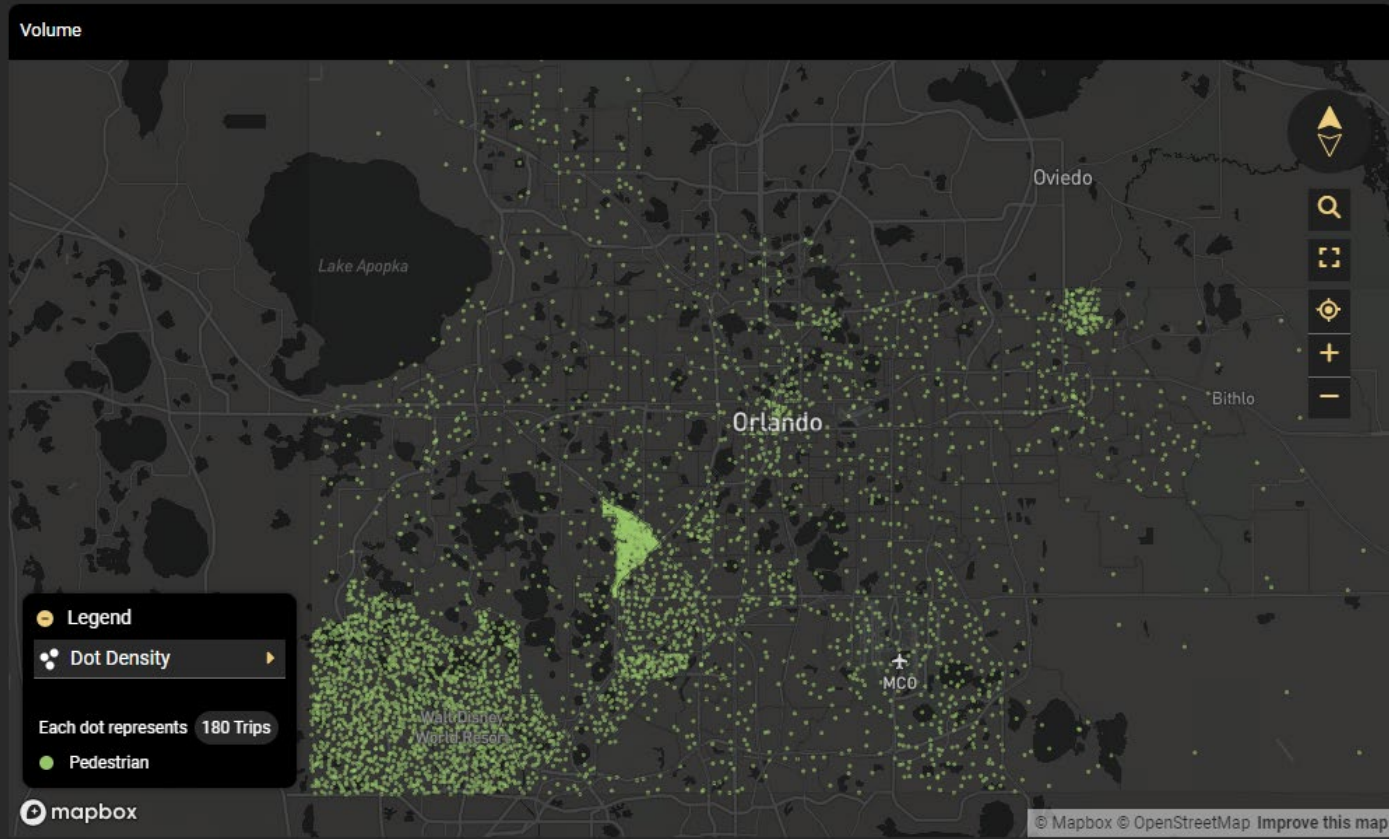


Orlando, Florida – Pedestrian Trends

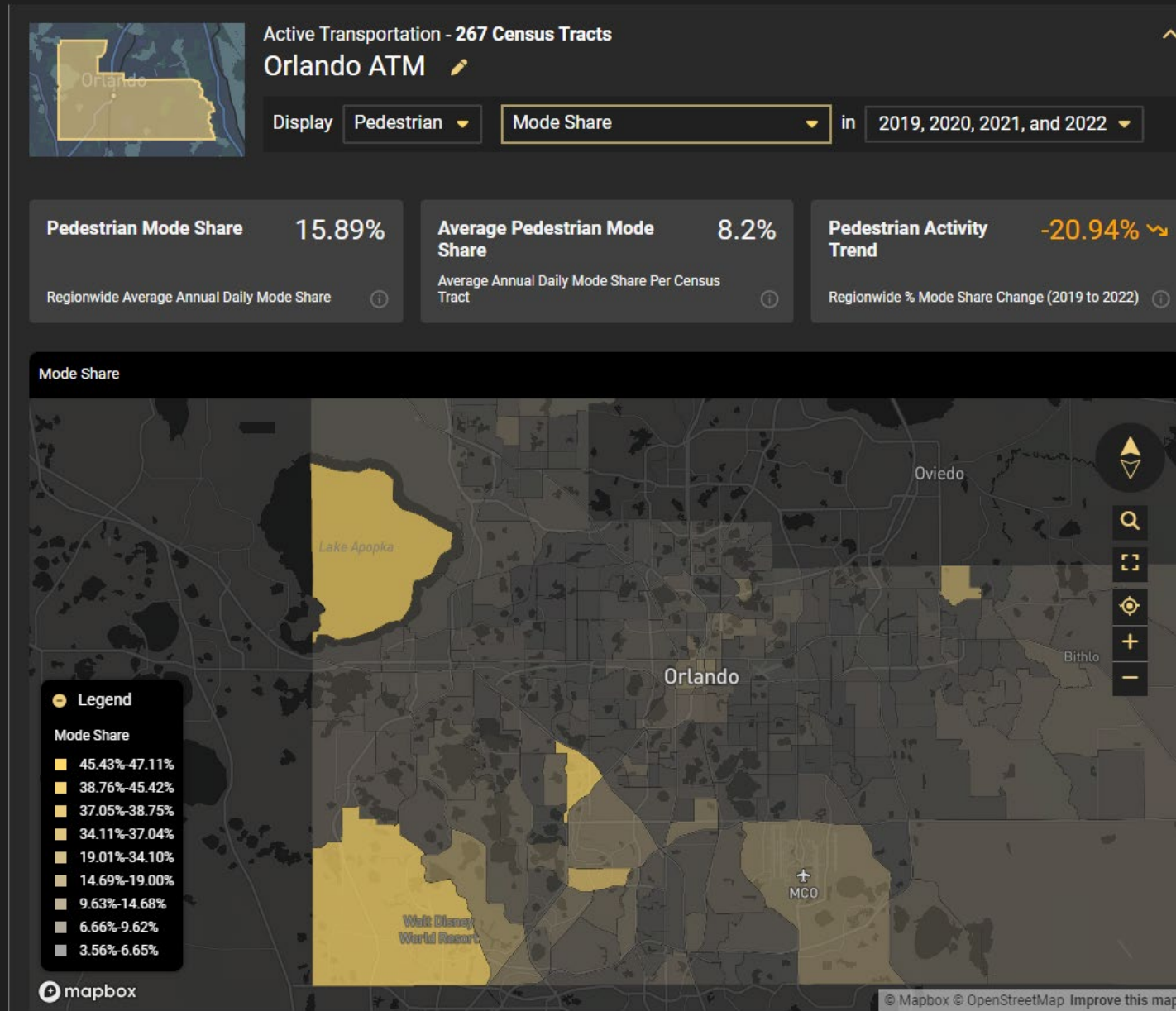
Active Transportation - 267 Census Tracts
Orlando ATM 

Display **Pedestrian** Volume in 2019, 2020, 2021, and 2022

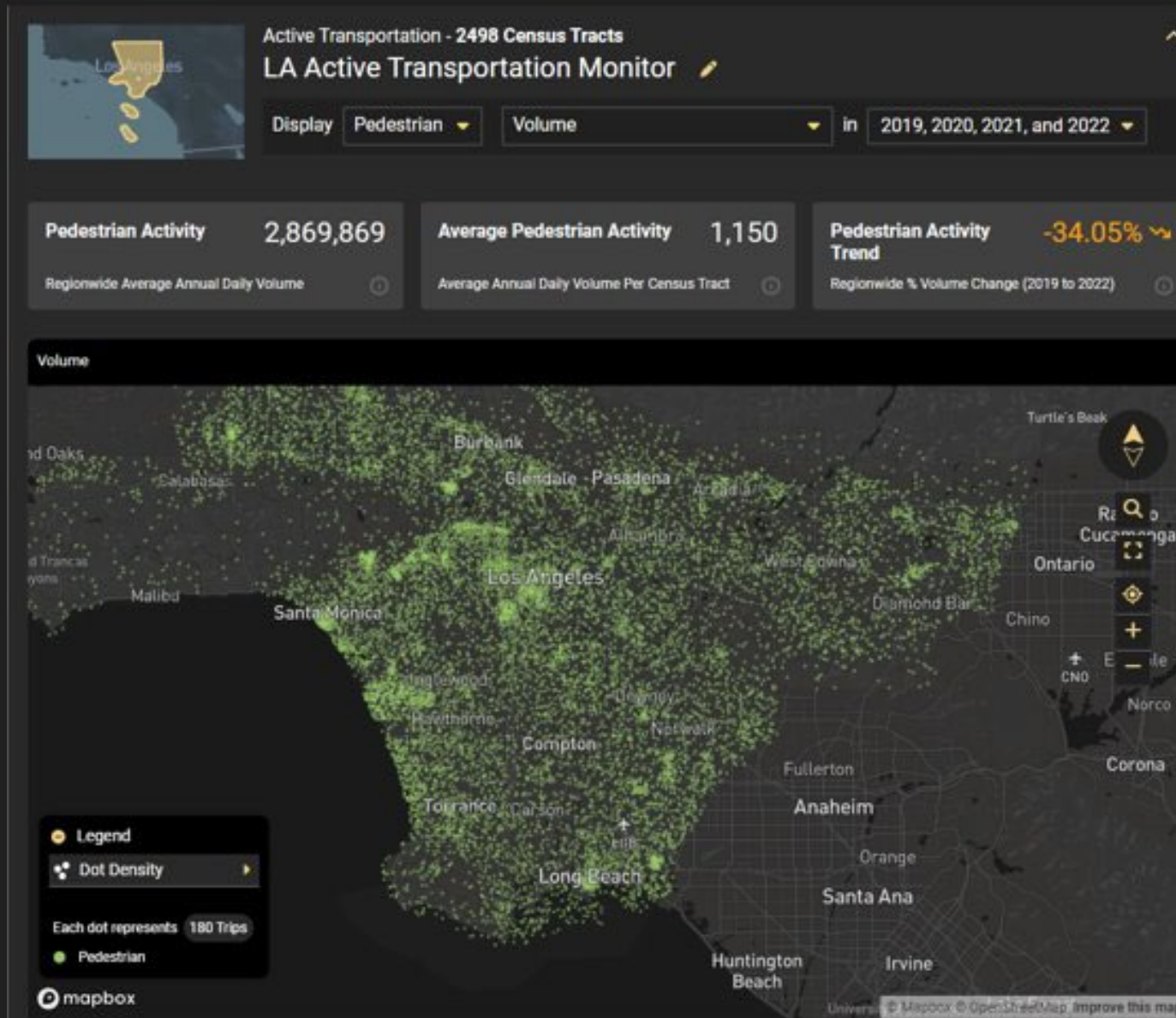
Pedestrian Activity Regionwide Average Annual Daily Volume	788,013	Average Pedestrian Activity Average Annual Daily Volume Per Census Tract	2,951	Pedestrian Activity Trend Regionwide % Volume Change (2019 to 2022)	-25.7%
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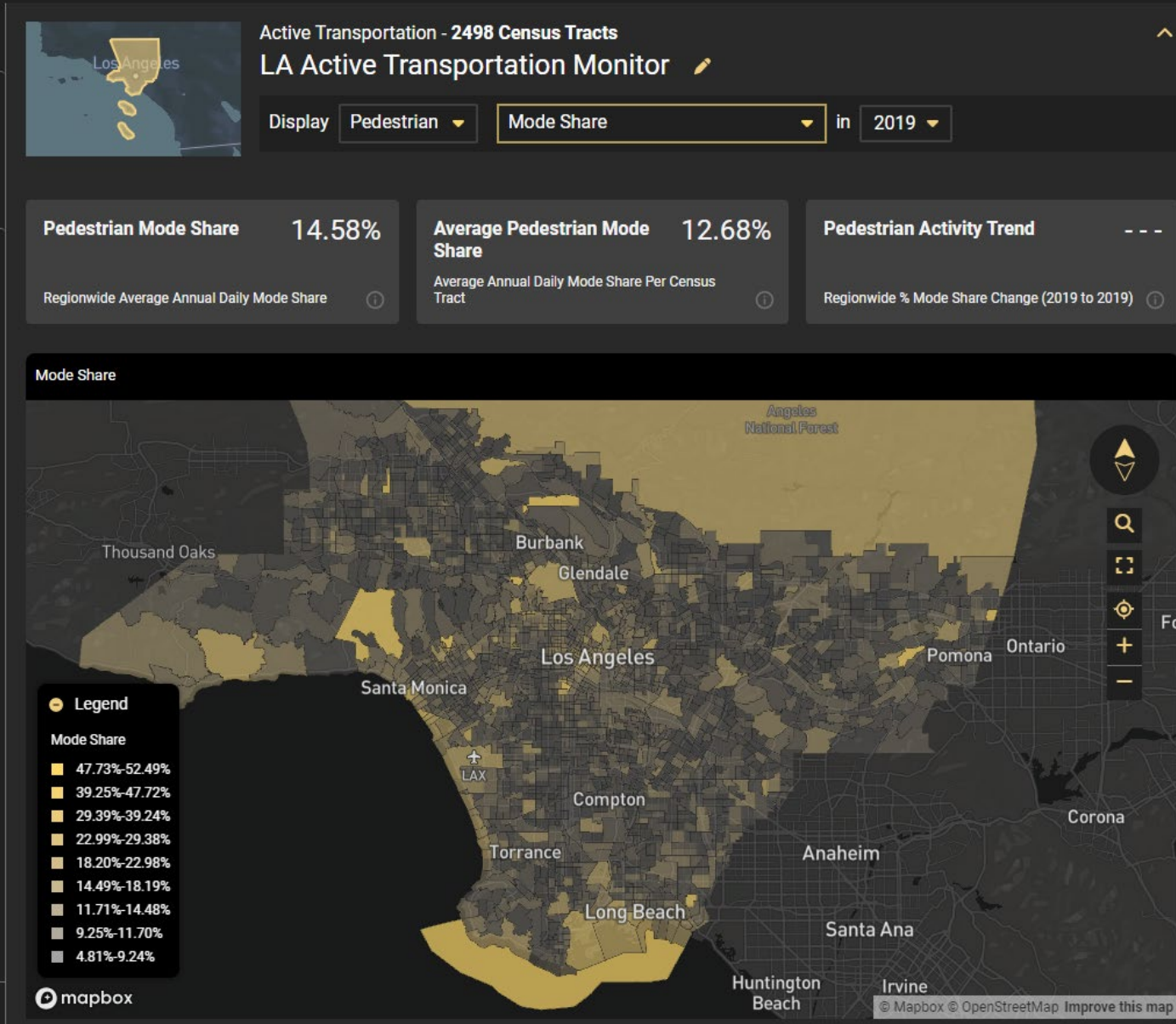
Orlando, Florida – Mode Share Trends



Los Angeles, CA – Pedestrian Trends



Los Angeles, CA – Mode Share Trends



Let's Chat

streetlightdata.com/get-started



Q&A

Register for our upcoming **Climate
webinar**

streetlightdata.com/upcoming-webinar

 LIVE WEBINAR

TRANSPORTATION CLIMATE SOLUTIONS

Measure GHG & Reduce Emissions



DECEMBER 14

2 PM EST / 11 AM PST



STREETLIGHT