

# Outdoor Innovator Stories: Streetlight Project

Kathleen Bell

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# StreetLight Project Team



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**What motivated our  
team to collaborate  
innovatively?**

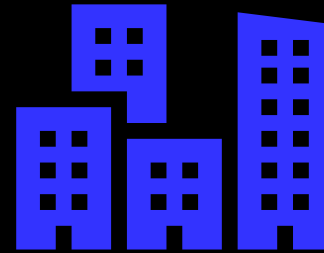
# Connections



**Users**



**Trails**



**Communities**



**Economies**

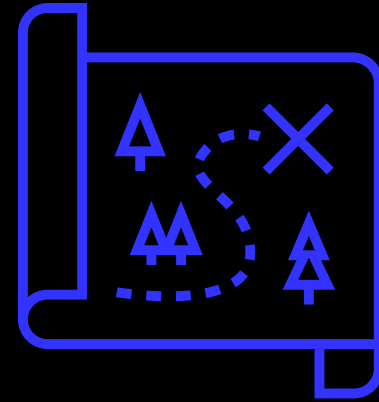
# Trail usage data



**Who?**



**When ?**



**Where?**

**What did we do?**

# Tested big data transportation analytics on ME's trail systems



STREETLIGHT DATA

Big Data for Mobility

# Assessed activity on trail systems throughout Maine (2019-2021)



Pedestrian



Bicycle

89

Hiking and  
biking trail  
locations

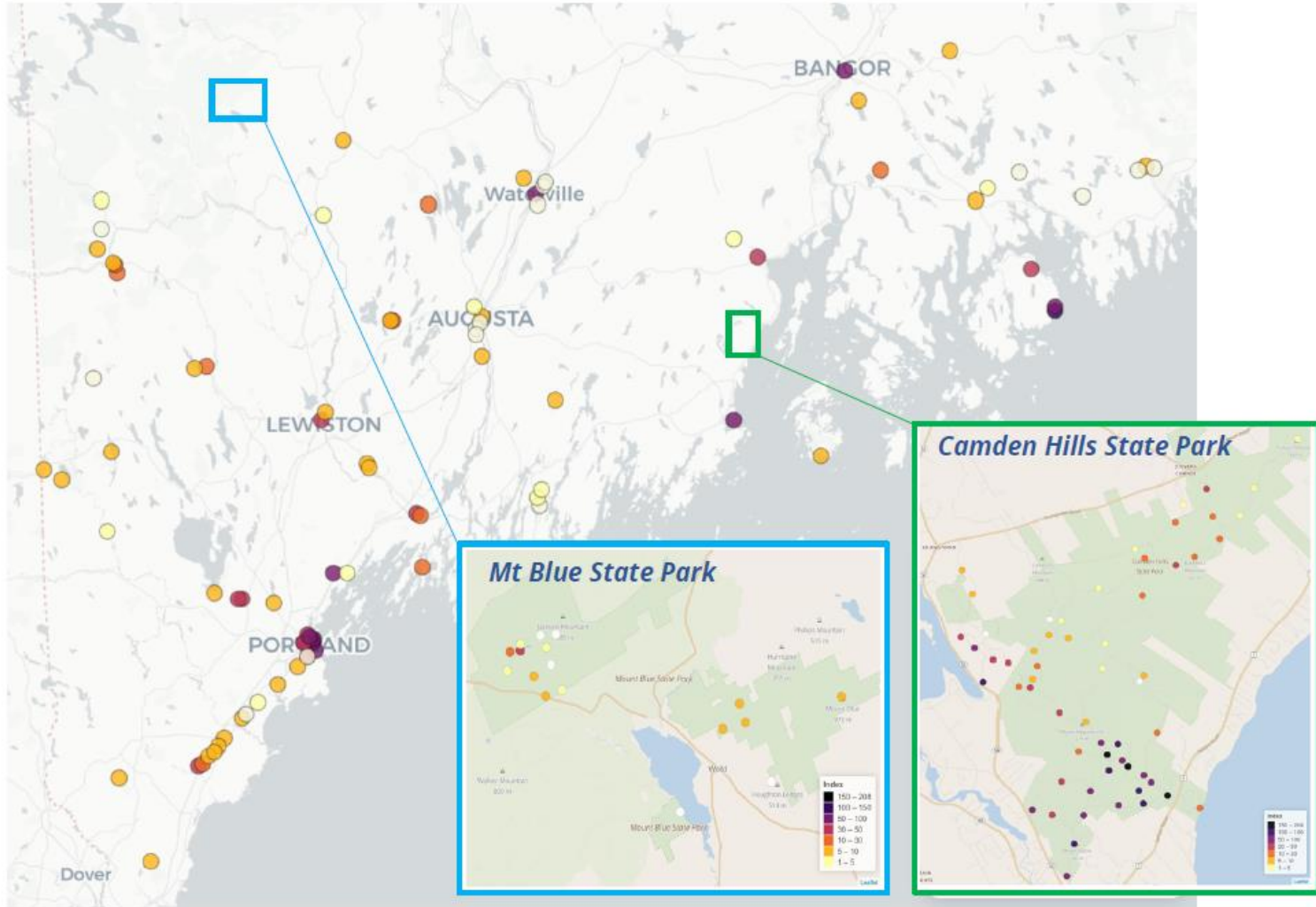
92

Camden Hills  
and Mt Blue  
State Park trail  
locations



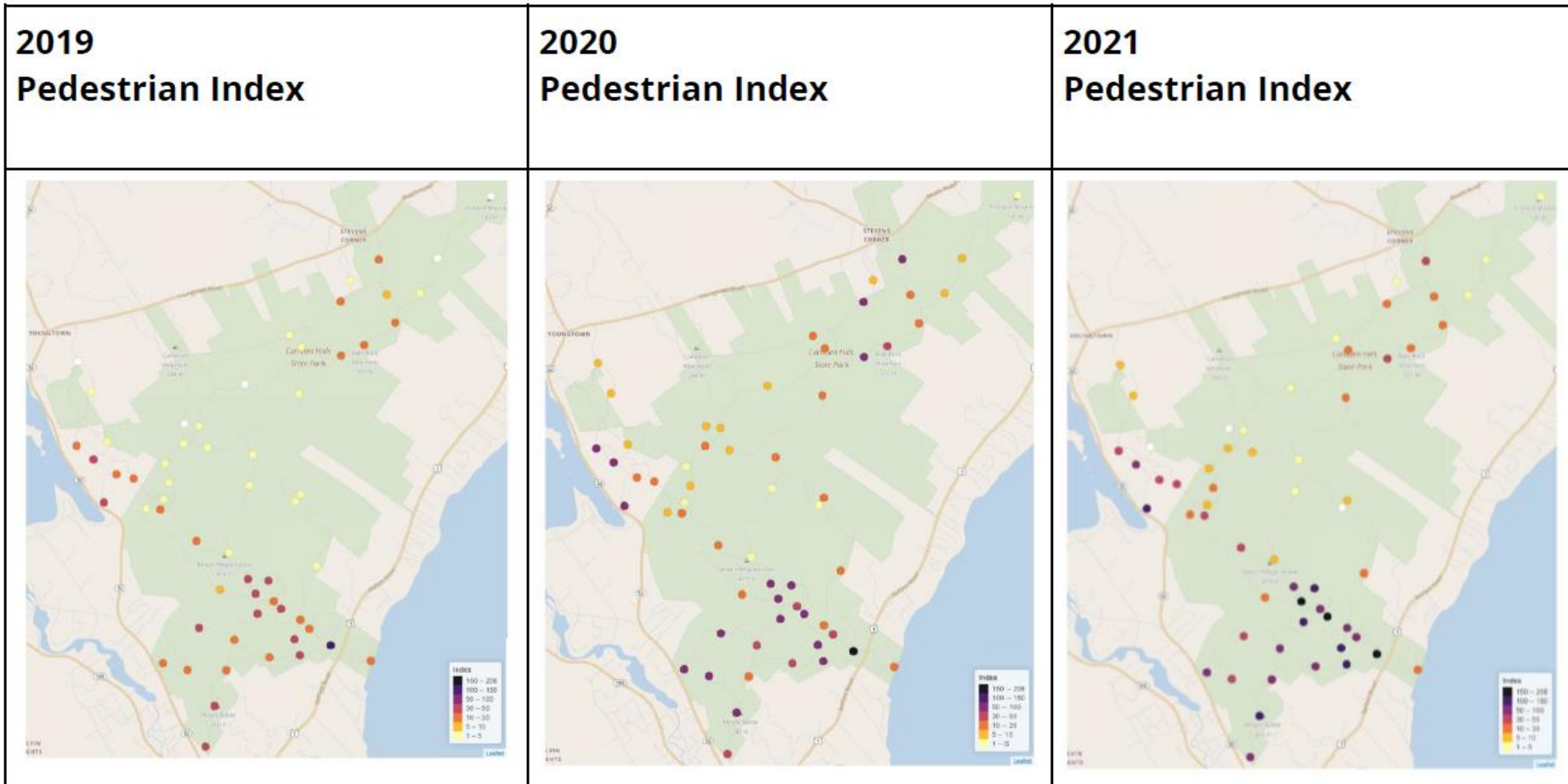
# Produced system-scale trail use data

*All Trail Count Locations, showing 2021 Pedestrian Index*



# Documented changes in use by trail segment

Camden Hills State Park



# Catalyzed further advances



Gave  
feedback to  
StreetLight  
to improve  
their data



Collaborated  
with Maine  
and NE  
partners



Shared with  
international  
trails  
community

**Where do we go  
from here?**

# Scoping future applications



**Further  
improve ME  
trail use data**

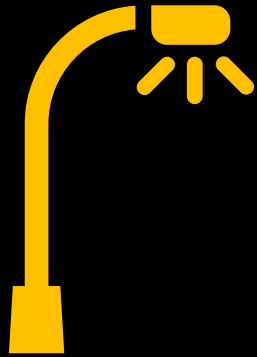


**Inform and  
increase  
returns on trail  
investments**



**Understand,  
strengthen, and  
leverage  
connections  
between users,  
trails,  
communities, and  
economies**

# What can you do? Join us.



Raise  
awareness



Share trail  
use data and  
ideas for  
future  
collaborations



Provide  
feedback

[kpbell@maine.edu](mailto:kpbell@maine.edu)

# Thank you !



**And special thanks to UMaine student research assistants Sheldon Greene and Bruce Wyatt.**