

# SCAG StreetLight InSight® Usage Policy

August 2024

## Overview

The StreetLight InSight® platform is a valuable resource for regional stakeholders to support data-driven decision-making, research, and innovation provided by the Southern California Association of Governments (SCAG).

SCAG's contract with StreetLight InSight limits the number of licenses for SCAG can provide stakeholders. Therefore, it is necessary to establish a usage policy to ensure the efficiency and value of the platform.

In May 2024, StreetLight InSight staff provided SCAG staff with usage reports from the first year of the program, which showed many users have not performed any analyses and other users have never logged into the platform.

## Purpose

This usage policy establishes clear guidelines and standards for active use of the StreetLight InSight® platform, ensuring users contribute to and benefit from the platform's capabilities. Regular engagement with the platform is necessary to maintain access and support the user community effectively. Regular review of usage reports allows SCAG staff to open licenses for new stakeholders interested in the platform. Creating and maintaining a usage policy for the StreetLight InSight® platform ensures the platform is used efficiently.

## Scope

This policy applies to registered users of the StreetLight InSight® big data platform who contribute to the maximum number of general licenses SCAG can provide stakeholders, including government employees, researchers, external partners, and any other authorized individuals ("Users"). Academic licenses do not count toward the maximum number of licenses SCAG can provide stakeholders.

This usage policy has two primary active use requirements, based on the back-end data available to SCAG staff to assess usage, which is detailed below:

### *Active Use Requirements*

To maintain active user status, each user is required to meet TWO of the following criteria:

- **Analysis:** conduct at minimum one analysis on the platform over the previous six-month period
- **Logins:** log in to the platform at least two times over the previous six-month period
- **Survey:** complete one biannual usage assessment survey

## Usage Assessment

SCAG will conduct usage assessments biannually—every June and December—to determine user activity status, highlight use cases and solicit feedback on the platform and its functionalities.

<i>Assessment Month</i>	<i>Assessment Period</i>
July	Six-month period between January 1 through June 30
January	Six-month period between July 1 and December 31

## Process

1. All users on the platform will receive a usage assessment survey from SCAG staff that they will have 14 business days to complete.
2. Users identified as inactive at the end of the assessment period will receive an email notification informing them of their inactive status and requirements to regain active status.
  - a. Inactive users will have a grace period of 30 days (from the date of initial notification) to comply with the active use requirement.
3. Users identified as active at the end of the assessment period might receive additional follow-up communications from SCAG staff regarding their specific use cases of the StreetLight InSight® platform, including major insights and feedback about the user experience.

## Non-Compliance

Inactive users that do not regain active status during the grace period will be subject to the following actions:

- **Account Deactivation:** users who remain inactive after the grace period will have their access to the StreetLight InSight® platform suspended indefinitely.
- **Reactivation:** to reactivate their account, users must contact SCAG's Local Information Services Team ([list@scag.ca.gov](mailto:list@scag.ca.gov)) and describe how they will fit the active use standards moving forward.

## Conclusion

Regularly assessing user activity, as outlined in this usage policy, provides valuable data on the effectiveness and administration of StreetLight InSight®. This policy may help to identify areas for improvement based on feedback received from users. By instituting this usage policy, SCAG will continually welcome feedback, direction, and ideas about how to improve the platform and its offerings while driving engagement across users.

## Contact Information

For more information about the SCAG StreetLight InSight® Usage Policy, please contact SCAG's Local Information Services Team at [list@scag.ca.gov](mailto:list@scag.ca.gov).