

NATMEC 2010



Performance Measures

- Data is an asset in making investment decisions
- Sharing data sources offers ability to measure all aspects of transportation delivery
- Transportation solutions are not just technical
 - Economic/Social/Policy implications
- What is the Value Proposition?
 - Good data, Good decisions, Better Transportation

Performance Measures in the Near Term

- Next Authorization to promote data driven decision-making
- USDOT Goals emphasize transportation in Quality of Life
 - Sustainability and Livability
- Old paradigm = Data collection for specific applications
- New paradigm = Share the data supporting specific applications to measure quality of life
 - $1 + 1 = 3$

Walking and Cycling Data

- Variety of forces that are creating a demand for walking and cycling data
 - Trip data, counts, demand forecasts and modeling
 - FHWA – TMG
- Challenges
 - Limited data collection funding
 - Limited automated equipment choices
- Opportunities
 - Passionate/dedicated community (volunteers)
 - Mobile device technologies
 - Grants through public health/private foundations
 - Cultural and Political support

Merging Collection Methods and Varied Data Sources

(integration of multiple datasets)

- MEPDG
- States
- Non-traditional Sources
- Web Data Ports

Merging Collection Methods and Integrating Multiple Data Sources

- Re-identification Techniques
 - Blue Tooth
 - License Plate Readers
 - Inductive Signature Technology (loops)
 - Video
- Result – Travel Times
 - O + D information
 - Speed on more links
 - Turning Movements / Ramps

What do users want...what do users need?

- Communication between users and collectors
 - Users must be aware of data limitations
 - Collectors must understand how data is used
- Data must be readily available and in a format that allows extraction of information
- New data elements and/or parameters
 - Data elements that will allow the analysis of operational impacts on the environment (emissions)
 - Data to support advanced transportation management
 - Data fused in such a way that the whole “story” can be understood

Traffic Data Collection Technology and Analysis

- Embrace new technology; be ready, take risks
- Actively seek new sources of data
- Establish standard procedures and guidelines; outline data processing as a science, not an art
- Look to the future and prepare now to meet data demands

Each Person Has a Story—H

I'm Scott from Georgia and I manage my system this way!!!



I'm MaryAnn from Alaska and I would like to manage my system this way!!!



I'm Kurt from New York and I would like to manage my system this way!!!



I'm Becky from Montana and I would like to manage my system this way!!!



I'm Rob from Illinois and I manage my system this way!!!



I'm John from Washington and I manage my system this way!!!



I'm Sherman from Wyoming and I manage my system this way!!!

I'm Dave from Ohio and I manage my system this way!!!



I'm Doug from Arizona and I manage my system this way!!!



Steven Jessberger
FHWA



Dave Gardner,
Ohio DOT



Tom Palmerlee,
TRB



Ed Christopher,
FHWA



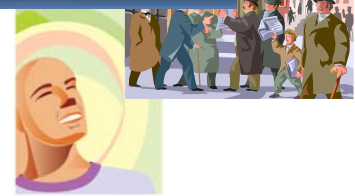
Debbie Morg
Maine DOT



John Rosen,
Washington DOT



Cathy McGhee, Virginia DOT
Benjamin McKeever, FHWA
Deena Platman, Portland Metro



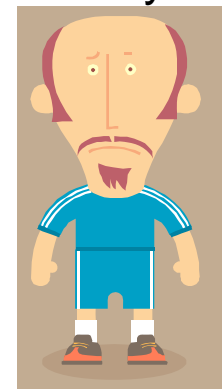
James Pol,
USDOT
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Harshad Desai,
D Consulting



Shawn Turner,
TTI, Chair



Christopher
M. Monsere,
Portland State
University





Committee Members

Nicholas Compin, California Department of Transportation

Don Crownover, Oregon Department of Transportation

Laine Heltebride, Pennsylvania Department of Transportation

Meng Li, California Partners for Advanced Transit and Highways (PATH)

Jon Regehr, University of Manitoba

Tom Schinkel, Virginia Department of Transportation

