

# Future of Transportation Planning Data

## *A Public Agency Perspective*

Applying Census Data for Transportation: 50 Years of Transportation  
Planning Data Progress  
Kansas City, MO

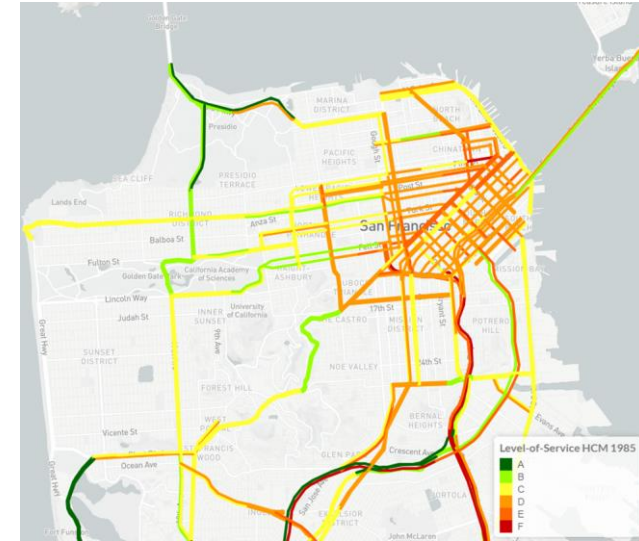


**SAN FRANCISCO COUNTY TRANSPORTATION AUTHORITY**  
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# Recent SFCTA Efforts



- ▶ **INRIX speed/travel time data**
  - ▶ Congestion monitoring
- ▶ **Lyft/Uber Vehicle GPS Data (Northeastern Univ.)**
  - ▶ Estimate number of trips
- ▶ **Cell-phone and GPS OD data (Google)**
  - ▶ Estimate freeway facility-specific OD matrices



- ▶ **Auxiliary Data Still Needed!**
  - ▶ Travel diary survey, TDM, on-board survey
- ▶ No demographic information
- ▶ No trip detail (purpose, occupancy etc.)
- ▶ Advanced data processing techniques



# Future Outlook



## ▶ Near-term

- ▶ Continue using conventional data sources
- ▶ Test/validate new big data sources

## ▶ Medium-term

- ▶ Use big data sources to **“augment”**
- ▶ Continue fielding travel diary and special purpose surveys

## ▶ Long-term

- ▶ Identify and incorporate emerging mobility options in models
- ▶ Support transparent and non-proprietary data sources

Thank You

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