



## The Coalition's Transportation Data Marketplace

The Eastern Transportation Coalition's Transportation Data Marketplace has its origins in the Vehicle Probe Project (VPP) which began in 2008 with the primary goal of providing Coalition members with the ability to acquire reliable and real-time travel time & speed data for their entire roadway network without the need for sensors and other hardware.

The Coalition's current effort, the **Transportation Data Marketplace (TDM)**, is providing members the opportunity to select from a host of prequalified vendors to provide data in six different categories including *Travel Time & Speed*, *Origin-Destination*, *Freight*, *Waypoint*, *Volume*, and *Conflation*.

### TRANSPORTATION DATA MARKETPLACE



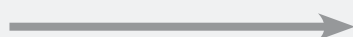
#### THE COALITION'S TRANSPORTATION DATA MARKETPLACE, USES ECONOMIES OF SCALE TO:

- Give members access to transportation data from market leading companies
- Provide multiple vendor offerings at discounted prices
- Establish strong agency focused data use agreements
- Validate, control and assess the quality of the data through a rigorous process guided by a Coalition Technical Advisory Committee
- Push the innovation envelope of turning data into actionable information

#### 2008 VEHICLE PROBE PROJECT

##### ONE Vendor

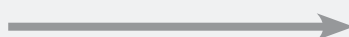
- Travel Time & Speed Only



#### 2014 VPPII MARKETPLACE

##### THREE Vendors

- Travel Time & Speed Only



#### 2022 TRANSPORTATION DATA MARKETPLACE

##### 6 Dataset Types– 13 Vendors:

- Travel Time & Speed Data
- O-D Data
- Freight Data
- Waypoint Data
- Volume Estimates
- Conflation Datasets

## DATA SHARING IS OPTIMIZED BY THE COALITION'S TRANSPORTATION DATA MARKETPLACE

- Transportation data procured through the Transportation Data Marketplace, regardless of vendor, is available to each of the participating agencies providing a shared effort.
- Governed by a Data Use Agreement, sharing critical data with cities, counties, MPOs and adjoining member states is enabled.
- Participating member agencies are able to share access to the data with local planning organizations and consultants/contractors working for the agency.

The Transportation Data Marketplace includes six data categories that are critical for Coalition members' operations, planning and performance measures, traveler information, and their safe and efficient management of the inter-regional roadway system.

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|-------------------------------------------------------------------------------------|---------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|    | Carto<br>INRIX<br>HERE<br>Iteris<br>Timmons Group | <b>Travel Time &amp; Speed</b> data provide real time information for use in operations for incident management and traveler information. Historical data as a basis for various performance measures. Specifications for this data set are highly mature.                                                                                                                                                                                                                          |
|   | AirSage<br>Geotab<br>INRIX<br>Streetlight         | <b>Origin Destination</b> data is closely associated with Waypoint Data, but includes only end points, and information related to the endpoints that reveal trip purpose. O-D data is derived from Waypoint data that is scalable, timely and statistically representative to provide trip data for various agency needs. Similar to Waypoint data, O-D data is provided in a manner to protect privacy, and is a great asset for planning, behavioral, and before & after studies. |
|  | Geotab<br>INRIX<br>Quetica<br>Streetlight         | A variety of <b>Freight</b> related data is being provided including: Travel Time, Speed and Volume data (as well as reliability), Origin and Destination information for long-haul and regional fleets, and parking data including availability and utilization. In addition, commodity movement is also being provided. This will enable broader understanding of freight movement.                                                                                               |
|  | AirSage<br>INRIX<br>Stellar<br>Wejo               | <b>Waypoint</b> data or GPS latitude data is collected either through connected vehicle technology or location-based services. Data is provided in such a way to protect privacy (such as the obfuscation of home/work info and aggregated to census boundaries), and supports in-depth analysis such as traffic signal performance.                                                                                                                                                |
|  | HERE<br>INRIX<br>Iteris<br>iTraqiQ<br>Streetlight | Ubiquitous <b>Volume</b> data has long been a missing link in the tool box of transportation agencies. Volume estimates (not collected using hardware) would assist agencies by providing real-time traffic volumes network-wide (including during inclement weather or special events), and enable more robust planning and performance measurement tools. Estimating volumes is an emerging area, with Coalition research contributing to industry progress.                      |
|  | 1Spatial<br>INRIX<br>iTraqiQ                      | <b>Conflation</b> services provide support for translating from one mapping system to another or combining mapping systems, such as the TMC network and a state's own linear reference system (LRS). Translating data between vendor-provided and Coalition member base maps has proved time intensive and costly. Providers of these services will be able to translate from any base map to any other base map as needed by a Coalition member.                                   |