



## 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 costly sensors and other hardware.

The Coalition's current effort, the **Transportation Data Marketplace (TDM)**, is providing members the opportunity to purchase data from a host of prequalified vendors 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 the Coalition's TDM Leadership group
- Push the innovation envelope of turning data into actionable information

#### 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 and to their local government partners.
- 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 universities and consultants/contractors doing work on behalf of the agency.



The **Transportation Data Marketplace (TDM)** 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 and 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 analysis, and before & after studies. |
|  | Geotab<br>INRIX<br>Quetica<br>Streetlight         | A variety of <b>Freight</b> related data is available 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 available. This will enable broader understanding of freight movement.                                                                                                                  |
|  | AirSage<br>INRIX<br>Stellar                       | <b>Waypoint</b> data or GPS latitude data is collected either through connected vehicle technology or location-based services. Data is provided in a way that protects 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>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) 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                                 | <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.                                          |

\* Freight only

## SUB-VENDORS, ANCILLARY PRODUCTS, AND FUTURE GROWTH

- Many of the vendors in the Transportation Data Marketplace have partnerships with sub-vendors who can sell data within the vendors approved dataset. Current sub-vendors include RITIS, TTI, Drivewyze, Replica, Connect Management, Information Logistics, Bentley, Locus, TomTom, and Flow Labs.
- Ancillary Products are platforms that enhance data products with analytics, visualizations, and other tools.
- The Transportation Data Marketplace facilitates annual updates to product offerings to accommodate the rapidly evolving landscape of transportation data.