



U.S. Department of Transportation
Federal Highway Administration

Mobility Data Business Plan (DBP) National Workshop

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Workshop Logistics



Workshop Agenda



Anita Vandervalk

- 1:00 - 1:05 Introduction of Project and Speakers – Anita Vandervalk
- 1:05 – 1:15 FHWA Data Business Plan Project – Walter During
- 1:15 – 1:30 Maryland SHA – Subrat Mahapatra
- 1:30 – 1:45 MARC – Caitlin Zibers
- 1:45 – 2:00 Nevada – Rodney Schilling
- 2:00 – 2:15 ARC – Kofi Wakhisi
- 2:15 – 2:30 Hillsborough MPO – Johnny Wong
- 2:30 – 2:55 Q&A
- 2:55 – 3:00 Wrap Up – Anita Vandervalk

What is a Data Business Plan (DBP)?

A DBP is a plan for efficient use of people, processes, and technology. It links business objectives, programs, and processes to data systems, services, and products and guides an agency in data management practices.

Benefits of Data Business Planning

Help local partners understand:

- What mobility data is being collected within their organizations and at the regional level
- How the data supports mobility planning, operations and performance measure activities
- Who is responsible for managing/updating the data

Help identify potential duplicative data collection efforts



Solidify working relationships by identifying how partner agencies share and exchange mobility data, both internally and externally

Lead to more rapid, targeted data acquisitions and reduced data collection/management costs in the future



FHWA Mobility Data Business Plan Project

Walter During, FHWA

The Data Business Plan (DBP) Story

Presentation Outline

- ❑ What was the Problem?
- ❑ What did we do?
- ❑ What were the Outcomes?
- ❑ What were the Recommendations?
- ❑ What would be the benefits?
- ❑ What Next?

DBP Story –Cont.

- *What was the Problem?*
 - ▣ Fiscal Year 2010 - Office of Operations Identified needs to investigate consistencies and duplicative efforts between United States Department of Transportation (US DOT) Data Programs

- *What do we do?*
 - ▣ Data Needs and Gaps White Paper

DBP Story – Outcomes of the Whitepaper

- *What were the Outcomes of the Whitepaper?*
- *Three (3) types of Gaps:*
 - **Data Gaps**
 - **Coordination Gaps**
 - **Data Standards and Governance Gaps**

DBP Story – Outcomes of the Whitepaper- Cont.

- **Data Gaps** – resulting from:
 - **Inconsistencies in the definition of performance measures** (e.g. travel time reliability)
 - The use of **default values** for data elements, in some cases the data is not independently validated
 - **Redundancies** in the collections efforts (inventory is needed)
 - **Inconsistencies in location referencing** of data
 - Varying **standards**

DBP Story – *Outcomes of the Whitepaper- Cont.*

- **Coordination Gaps** – due to:
 - USDOT staffs are often unaware of what projects others are working on
 - Resulting in duplication of studies (funding & wasted efforts)

- **Data Standards and Governance Gaps** to facilitate integration – these include:
 - Minimum data quality standards for: Data collection & processing

What were the Recommendations?

To develop a Data Business Plan (Phase I) in order to mitigate Data Gaps – resulting from deficiencies in:

- Coordination
- Data Standards and
- Governance to facilitate integration

Recommendations – Continue

Agreed that the work should:

- Focus on **internal coordination & communication** within U.S. DOT
- Initially **start off with a smaller group** of stakeholders
- (Consistent with NCHRP 666: Start with a smaller achievable goal when implementing data governance within an organization and then build on it to achieve the agency's goal.)
- Stakeholders from Eleven (11) offices

Mobility Data Coordination Group

Implementation Phase of Mobility Data Coordination Group to coordinate on data issues:

- To address Data gaps/overlaps in specific types of roadway mobility data
 - Infrastructure/inventory
 - Roadway travel mobility data
 - Speed & Volume data
 - Weather data
 - Modal data
 - Data capture activities associated with ITS JPO-sponsored research in wireless CV technologies



What Next ?

- **Development of DBP Phases 1 and 2**
 - Vision, mission, and goals
 - Stakeholder definitions and needs
 - Data definitions, business processes, and relationships
 - Data charter, checklist and roles and responsibilities
 - Identification of workgroups
 - Data Governance Framework



What would be the Benefits?

The outcomes of this effort will provide:

- ❑ More **transparency** and **accountability**
- ❑ More **efficient ways to locate** and take advantage of available data and information
- ❑ **Standard data integration** methods from multiple sources

What would be the Benefit? – Cont.

- Processes and systems that:
 - ❑ **reduce redundancy**
 - ❑ **promote consistency** in data results
- More **timely data and information**
- More **department-wide spatial data tools**



Draft Guide

US DOT Draft Guide:

- To assist State DOT and local agency staff charged with mobility data-related responsibilities to develop, implement, and maintain a tailored DBP for roadway travel mobility data
- Systematic instructions - stakeholder outreach, data assessment and improvement plan, data governance processes and documents, and data management practices



US DOT DBP Guide Steps



Overview of DBP Guide

FHWA

**DBP
GUIDE**
for roadway
travel mobility
data

State & Local

Instructions

Stakeholder outreach, data assessment and improvement plan, data governance processes and documents.

Guide was tested with



Data Business Plan Implementation

- Workshops conducted:
 - Atlanta Regional Council
 - San Diego Association of Governments
 - Nevada DOT
- Workshop planned:
 - Buffalo Niagara
- **Interested in a workshop or training?**
 - **Contact us**



Data Business Plan Implementation

- **Workshop or training Requirements:**
 1. **Jurisdiction must identify regional Partners**
 2. **Must have received concurrence for upper management**
 3. **The program must be in place**
 4. **Must be willing to allow the US DOT to publish developed workshop related documents**



Products

US DOT DBP Guide

**U.S. DEPARTMENT OF
TRANSPORTATION ROADWAY
TRANSPORTATION DATA
BUSINESS PLAN (PHASE 3)**

**DATA BUSINESS PLAN
DEVELOPMENT FOR STATE AND
LOCAL DEPARTMENTS OF
TRANSPORTATION**

Final Report
November 2017
Publication number — FHWA-HOP-18-009

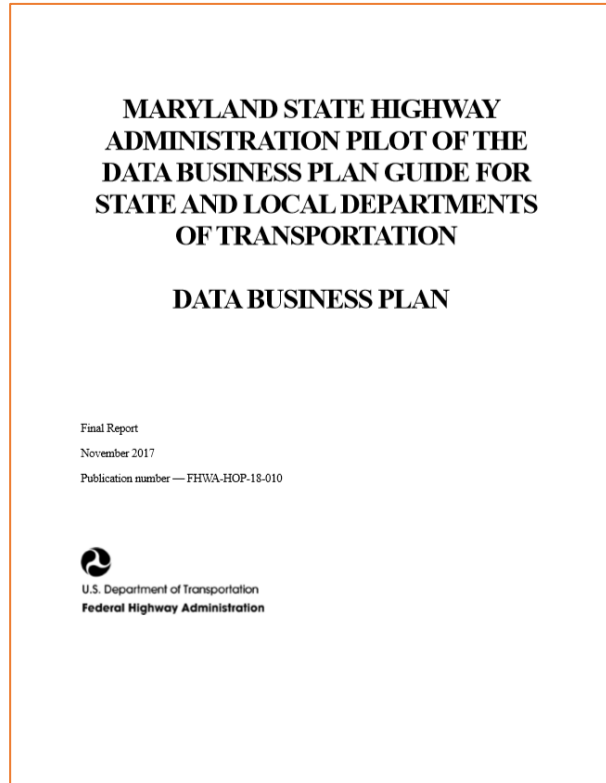


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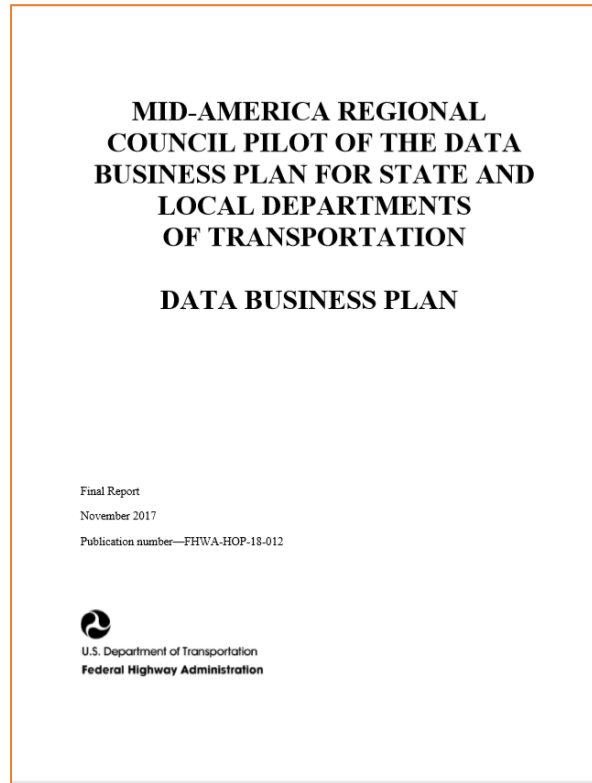
Publication Number – FHWA-HOP-18-009

Update on DBP Guide and Pilot Reports



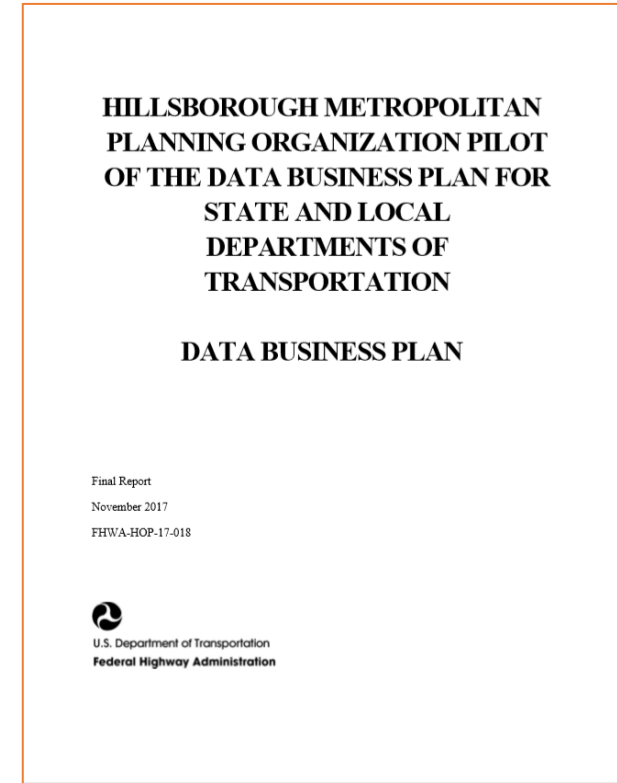
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Maryland SHA

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Mid American Regional Council (MARC)

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Nevada DOT

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QUESTIONS



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