

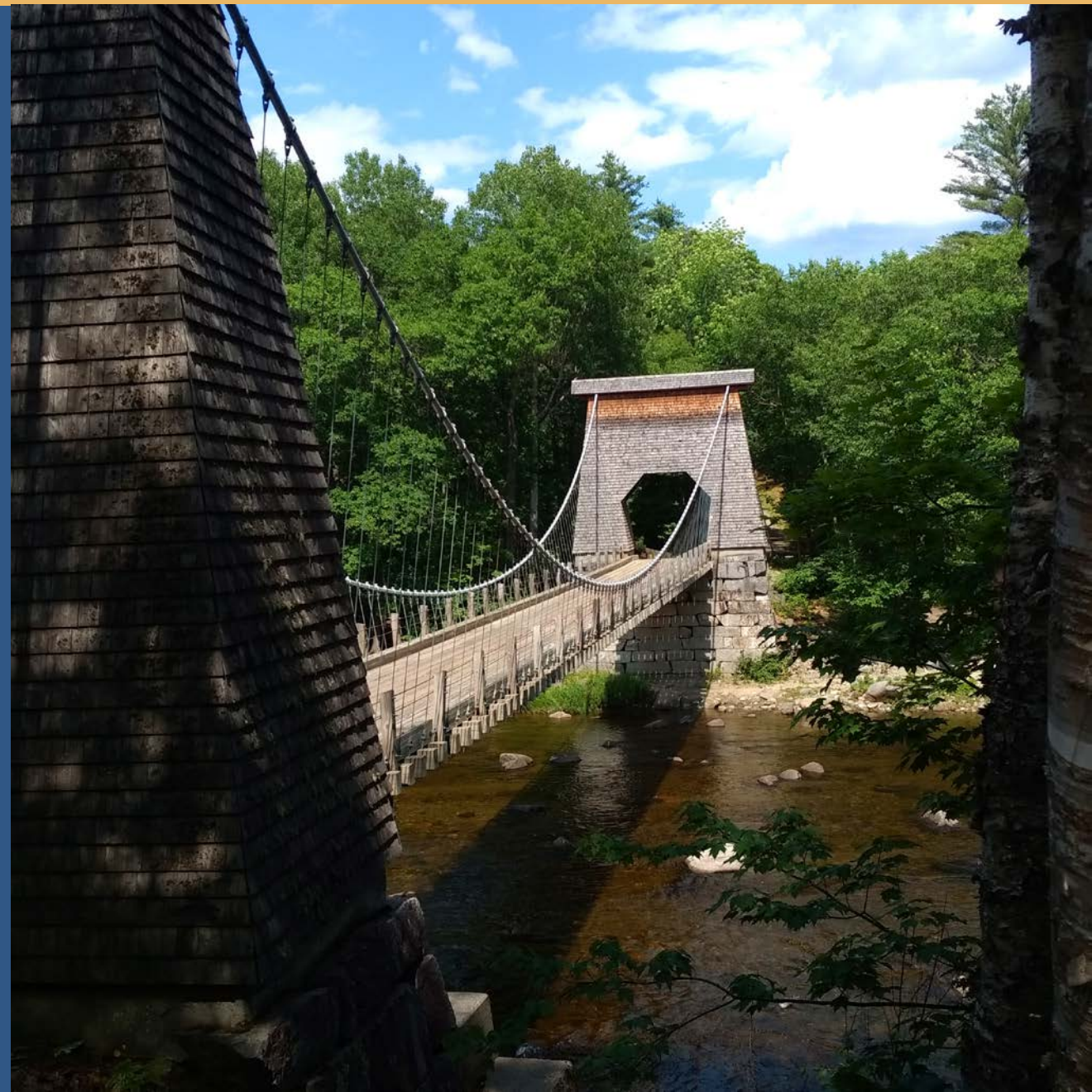


# MAINEDOT PROBE DATA CONTRACT NEGOTIATIONS

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# PRESENTATION OUTLINE

- MaineDOT Probe Data History and lead-in
- What we learned along the way
- Where we are now
- Takeaways





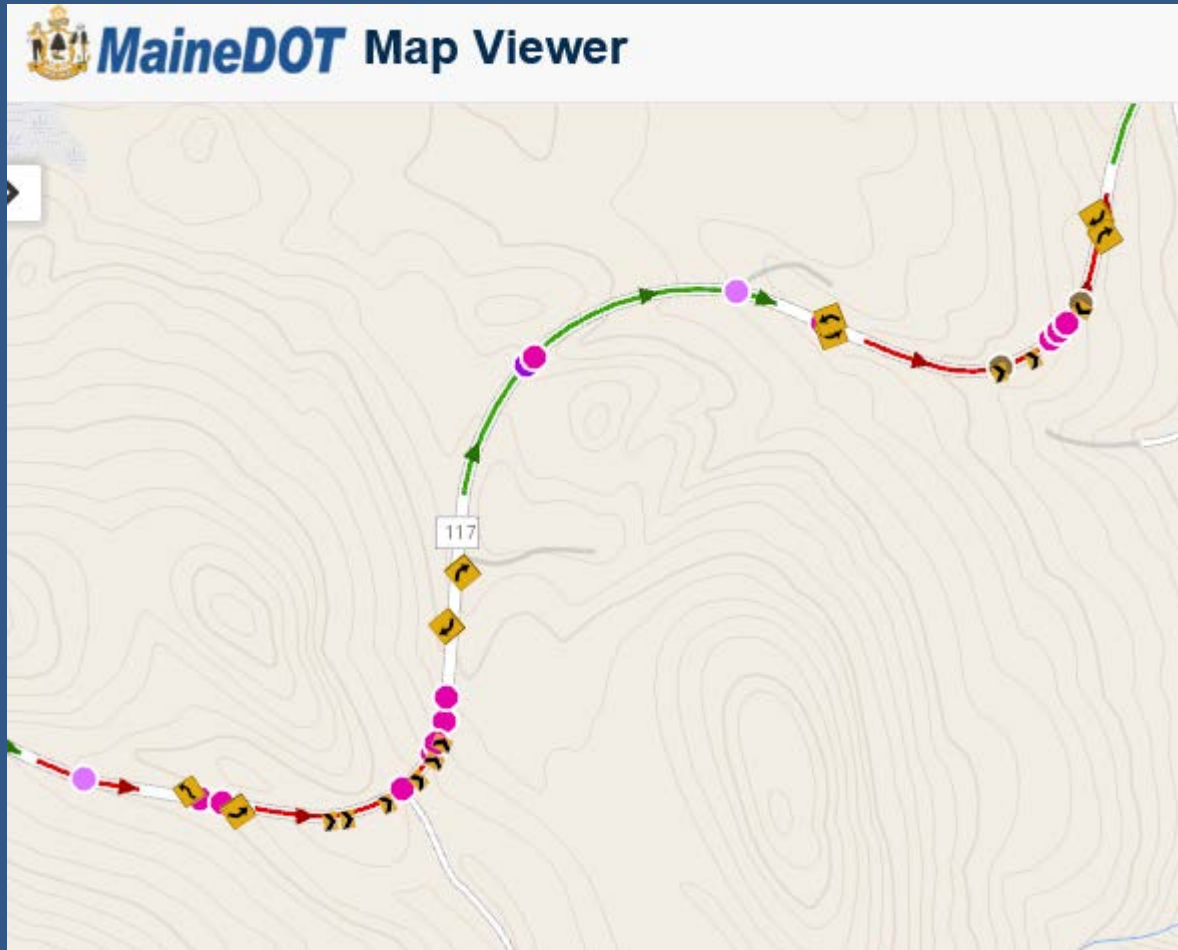
# HOW IT STARTED

- Maine is relatively new to ITS
  - We do not have an established network of Bluetooth devices, but we needed O/D and travel time data
  - With the growth, we regularly access multiple crowdsourced datasets, mainly for planning and operations
- Travel Time Sign Project advertised in *May, 2018*
  - Probe Data was purchased from TomTom as part of the contract and integrated into ATMS for operation of the signs
- Sole Source Justification completed with TomTom and negotiations started
  - These same considerations can be used for RFP process

# OPENING PERSPECTIVE

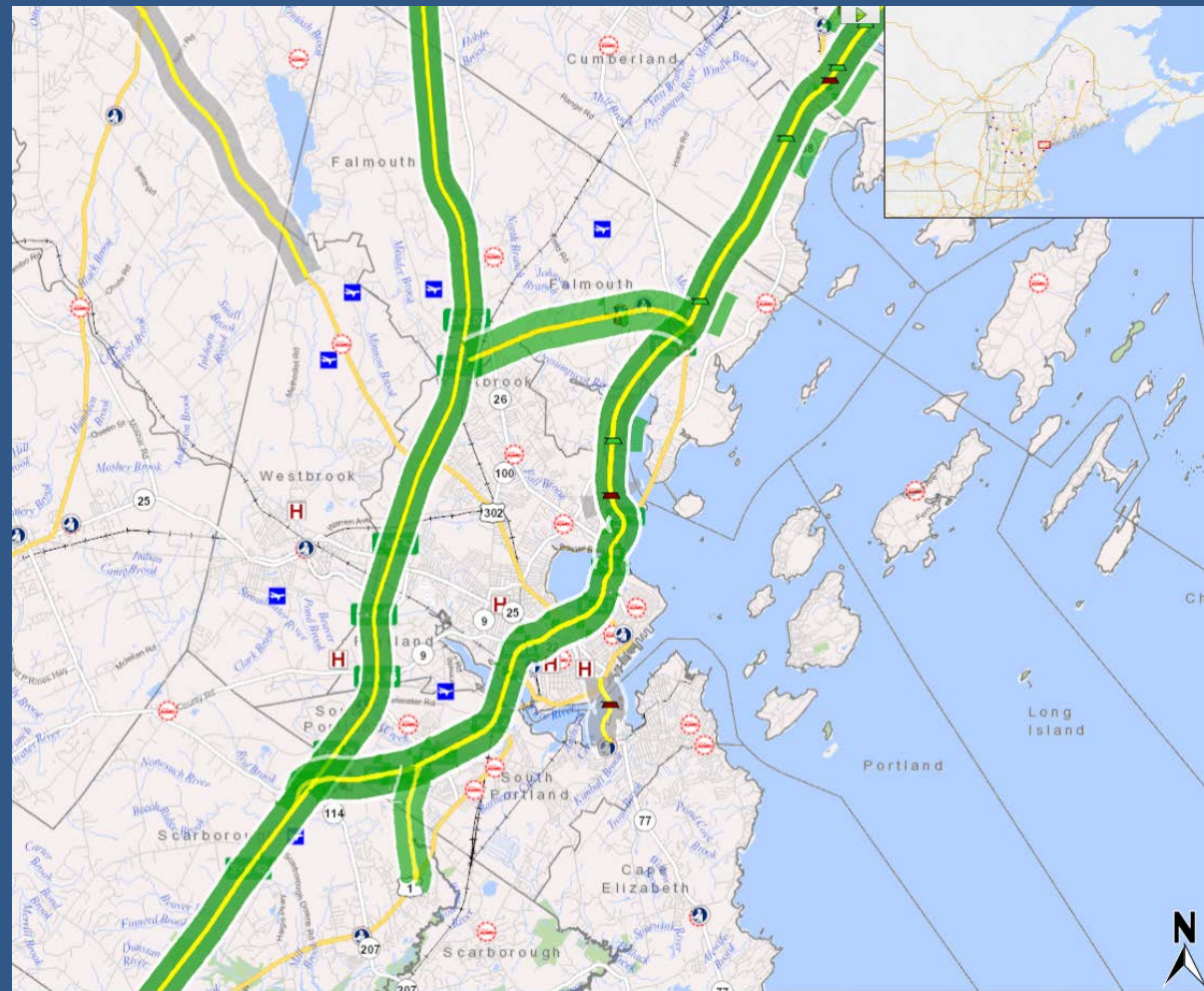
- Historically, agencies wanted data and collected it themselves. They could do what they want with it. “Work for Hire”
- The role of commercial data providers is to provide licensed, off the shelf data.
- From the beginning, we have to create those bridges between historical “Work for Hire” and commercially licensed data
- It is important to keep an open mind about what these vendors can provide beyond the standard product

# WHY DO YOU WANT DATA?



- What will you use it for?
- What CAN you use it for?
  - O/D
  - Climate studies
  - User delay costs
  - 85% speed for horizontal curves
  - Etc.

# WHAT TIME PERIOD DO YOU NEED?




- Live is necessary?
- Archived is okay?
- Somewhere in the middle with more processing?
  
- Answer needed NOW or answer can be calculated later?
  - If later, how far in the future?
  - Do you need to keep it beyond license?

# CURRENT OR PERPETUAL LICENSE?

- Current Licensing is typically less expensive
- Current Licenses are temporary and renewable – so is the integrated licensed data from Current Licenses
- Data sharing constraints are the same with either type of licensed data
- Live data can typically be a great use of a Current license if you don't need it later
- Certain parts of the record can be kept in perpetuity
- Licensing proprietary analytics platforms provide a lot of power and access to unique benefits

# WHERE WILL YOU STORE THE DATA?



**New England Compass**

**WebInterface**  
Version 1.0.19.2626  
Center: Maine

Username:

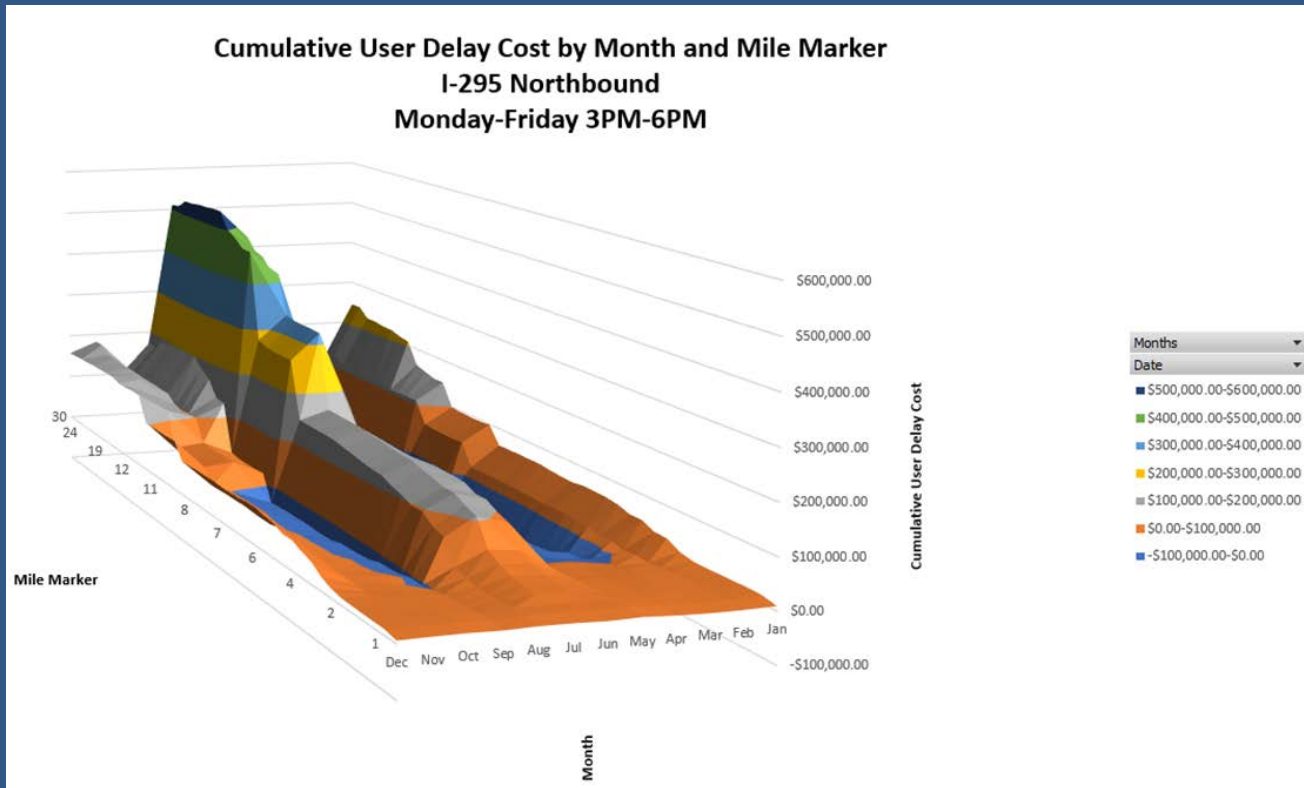
Password:

Obtaining username and password.

- Vendor system?
  - Move software will allow querying of TomTom archives
- Internal system?
  - Storage and standardization is expensive
- ATMS?
  - Must be defined in agreement, specifically



# TRANSFORMATION OF LICENSED DATA



- Raw data or data product
- Display with no values (Green/Yellow/Red)
- Reports
- Derivative Products
  - Hard to qualify
- \* Make sure that everyone is on the same page about these options

# WHO CAN SEE IT?

- Internal
  - Data
  - Displays
  - Reports
  - Derivative Products
- Public
  - Data
  - Displays
  - Reports
  - Derivative Products
- Other Agencies
  - Data
  - Displays
  - Reports
  - Derivative Products
  - Executing your Agency's role in cooperative work

\* Those you share with may be potential customers



# DATA PROTECTION

- Data is valuable
- Protect your own data
  - Unless there is a business case for it, do not allow ownership of your collected probe data
  - Standard licenses are not necessarily for Government groups
  - Regardless of Vendor
- Protect their data
  - Do not make proprietary data openly available
  - Be careful combining data sources in the same database
  - Know your other licensing agreements (ATMS or other defined software partners who will use this crowdsourced data)

# SO WHAT HAPPENED?

- Negotiations complete...Rejected by AG's office
  - We spent the entire negotiation process working on solely the business case in an established vender contract
  - Re-writing the contract with the state template
- Proprietary Data Products are powerful, but are not as common and require unique considerations. There is no real history for this type of product. These agreements may make your legal staff uncomfortable.

# SOME THINGS TO REMEMBER

- Know what you want; consider other potential uses
- Don't be afraid to ask the provider "what else?"
- Stay problem-focused instead of product-focused
- Create a positive working relationship with providers that you are working with
- **Carefully** negotiate, but understand that you may not get a *Perfect* contract
- Stay engaged- it is easy to lose interest when waiting
- Have everyone that you need at the table
  - Technical staff
  - IT
  - Legal
  - Contract specialists



THANK YOU!

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