Workshop Agenda

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

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

Help identify potential duplicative data collection efforts

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
What were the Outcomes of the Whitepaper?

Three (3) types of Gaps:

- Data Gaps
- Coordination Gaps
- Data Standards and Governance Gaps
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
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**
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
• **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
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

1. Establish Needs and Objectives
2. Stakeholder Outreach
3. Data Assessment
4. Gap Assessment
5. Improvement Strategies
6. Data Governance Processes and Documents
7. Data Management Practices
8. Develop Implementation Roadmap
9. Develop DBP
Overview of DBP Guide

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

Guide was tested with

- Hillsborough MPO
- MARC (Mid-America Regional Council)
- SHA (State Highway Administration)
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
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

https://trid.trb.org/view/1601577

Publication Number – FHWA-HOP-18-009
Update on DBP Guide and Pilot Reports

MARYLAND STATE HIGHWAY ADMINISTRATION PILOT OF THE DATA BUSINESS PLAN GUIDE FOR STATE AND LOCAL DEPARTMENTS OF TRANSPORTATION
DATA BUSINESS PLAN

UPDATE REPORT
November 2017
Publication number—FHWA-HOP-18-010

MID-AMERICA REGIONAL COUNCIL PILOT OF THE DATA BUSINESS PLAN FOR STATE AND LOCAL DEPARTMENTS OF TRANSPORTATION
DATA BUSINESS PLAN

UPDATE REPORT
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Publication number—FHWA-HOP-18-012

HILLSBOROUGH METROPOLITAN PLANNING ORGANIZATION PILOT OF THE DATA BUSINESS PLAN FOR STATE AND LOCAL DEPARTMENTS OF TRANSPORTATION
DATA BUSINESS PLAN

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