

THE DATA INTEGRATION CHALLENGE:

CUSTOMERS, SUPPLIERS AND TOOLS

Tremain Downey
California Department of Transportation
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(tremain.downey@dot.ca.gov)

“Integrated data allows staff and managers to click on a map to access transportation and land use information for analysis purposes”



Interstate 8

PM SD 3.7

6-Lane Freeway

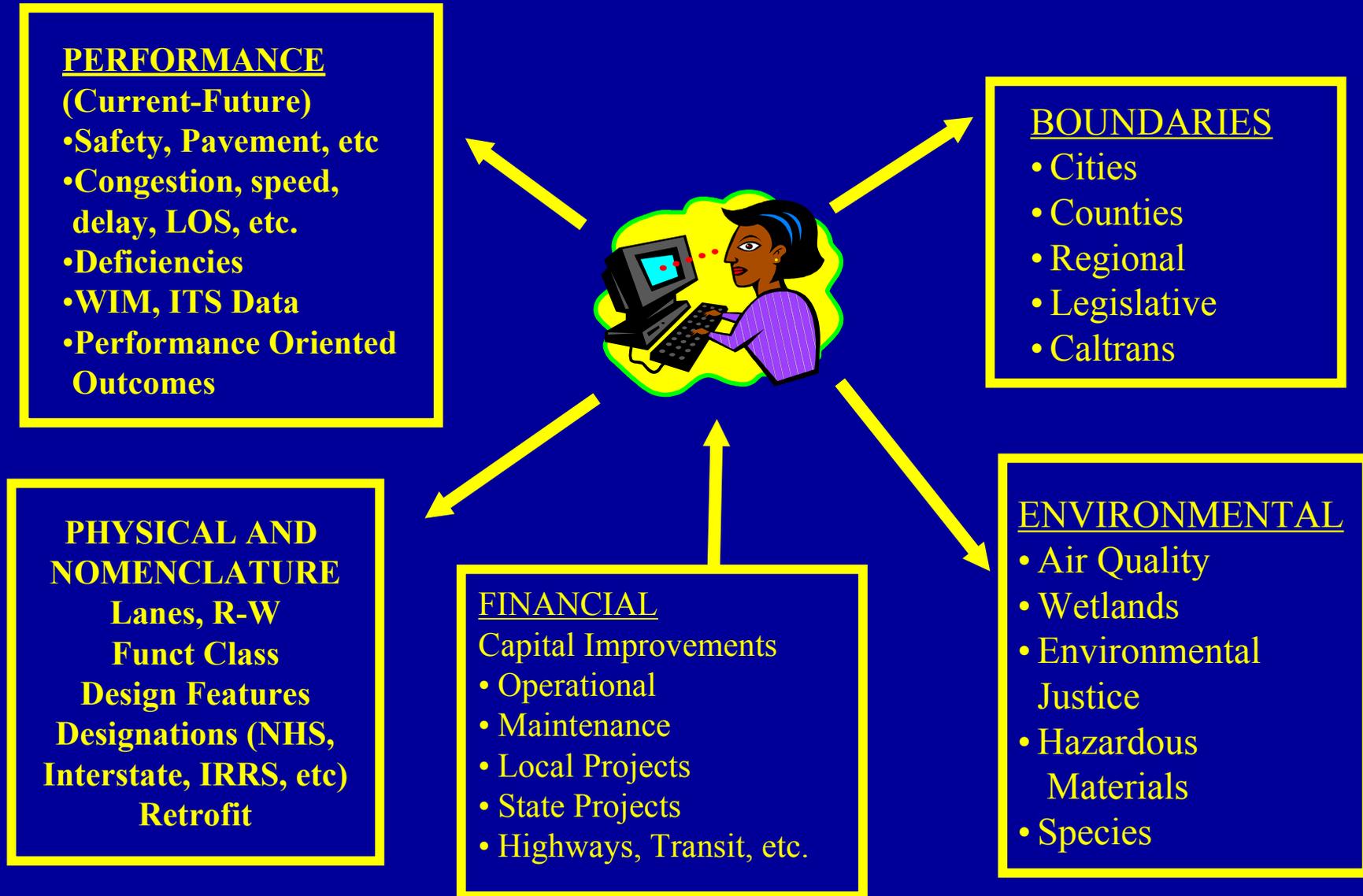
Op Speed - 39 MPH

Projects: Rehab.

STIP: No major projects

RTP: Add two lanes

Integrated Information Provides the Right Data Plus Analysis Tools



THE IDEAL OUTCOME

- The “right” data collected and managed.
- Data tools to view, analyze, interpret and present information.
- Data sets and tools works seamlessly.
- Users require minimal or no training to access data on desk top platform.

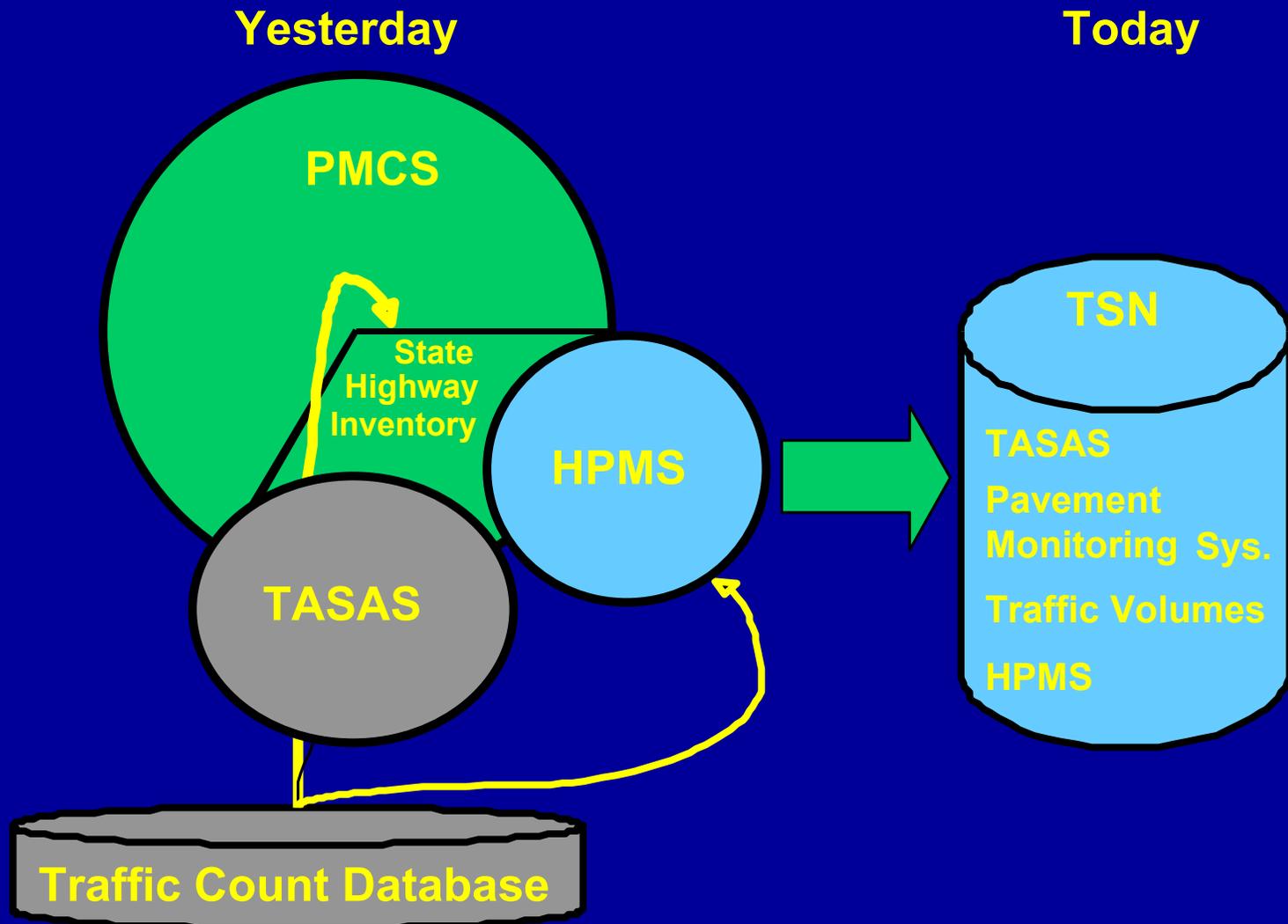
DOES INTEGRATED DATA EXIST IN CALIFORNIA?



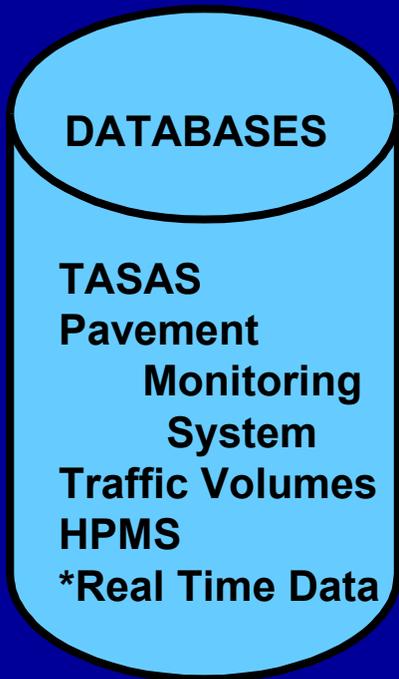
A LITTLE BIT!

**BUT WE'RE MAKING
PROGRESS!!!**

DATA INTEGRATION



Today



Tomorrow



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ULTIMATE DATA INTEGRATION CHALLENGE

- **Agreement on what information is needed**
- **Technology to collect the data**
- **Technology to manage the data**
- **Convert the data to information**
- **User and customer access to the data**

ULTIMATE DATA INTEGRATION CHALLENGE

Agreement on What Information Is Needed

- Linkage to Policy and Decision Making**
- Know the Data “Customers” Needs and Interests**
- Surveys/Feedback to Better Understand Data Customers and Users**

ULTIMATE DATA INTEGRATION CHALLENGE

Technology to Collect The Data

- **Loop Detectors for Operational Analysis**
- **Loop Detectors for Routine Traffic Census**
- **New Technology**

ULTIMATE DATA INTEGRATION CHALLENGE

Technology to Manage the Data

- **Data Sets**
- **Data Tools**
- **Data Access**
- **Automation**
- **Library Approach With Gatekeeper**

ULTIMATE DATA INTEGRATION CHALLENGE

Convert Data to Information (Data is just data unless its useful)

- **Collect/Detect the “Right” Data**
- **Organize the Data in the “Right” Formats & Aggregation Levels**
- **Provide Effective Meta-Data (Data about Data)**
- **Effective Feedback and Direction to Data Suppliers**
- **Talk to the Data Customers**

ULTIMATE DATA INTEGRATION CHALLENGE

User and customer access to the data

- **No special equipment**
- **Geographic Information System**
- **Customer and user friendly interface and tools**
- **Minimal training to access the data**

DATA INTEGRATION CUSTOMER SERVICE MODEL

First Cut!!!!

CUSTOMER

- Characteristics
- Values
- Experiences
- Involvement



ENVIRONMENT

- External functions and agencies.
- Decision makers and stakeholders.
- Transportation system users - the public.



Data Integration Services

- Reputation
- Customer satisfaction
- Marketing
- Resources



Data Integration Services/Product Bundle

- Level 1: Pre-packaged access and use (applications, information and products) for customers and users with limited and/or no training.
- Level 2: Data miners: analysis, custom applications and products.
- Level 3: Expert Data Integration Services (data and tools development, maintenance, etc) in support of Levels 1 and 2.
- Level 4: Servers, data base linkages/backup, Information Technology and high level programming.

WHAT'S NEXT?

QUESTIONS???