# ATIS Data Collection Guidelines Workshop

## Problem Definition:

## “Show Me the Data!”

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MTC, Oakland, CA

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Holiday Inn Old Town

Scottsdale, Arizona

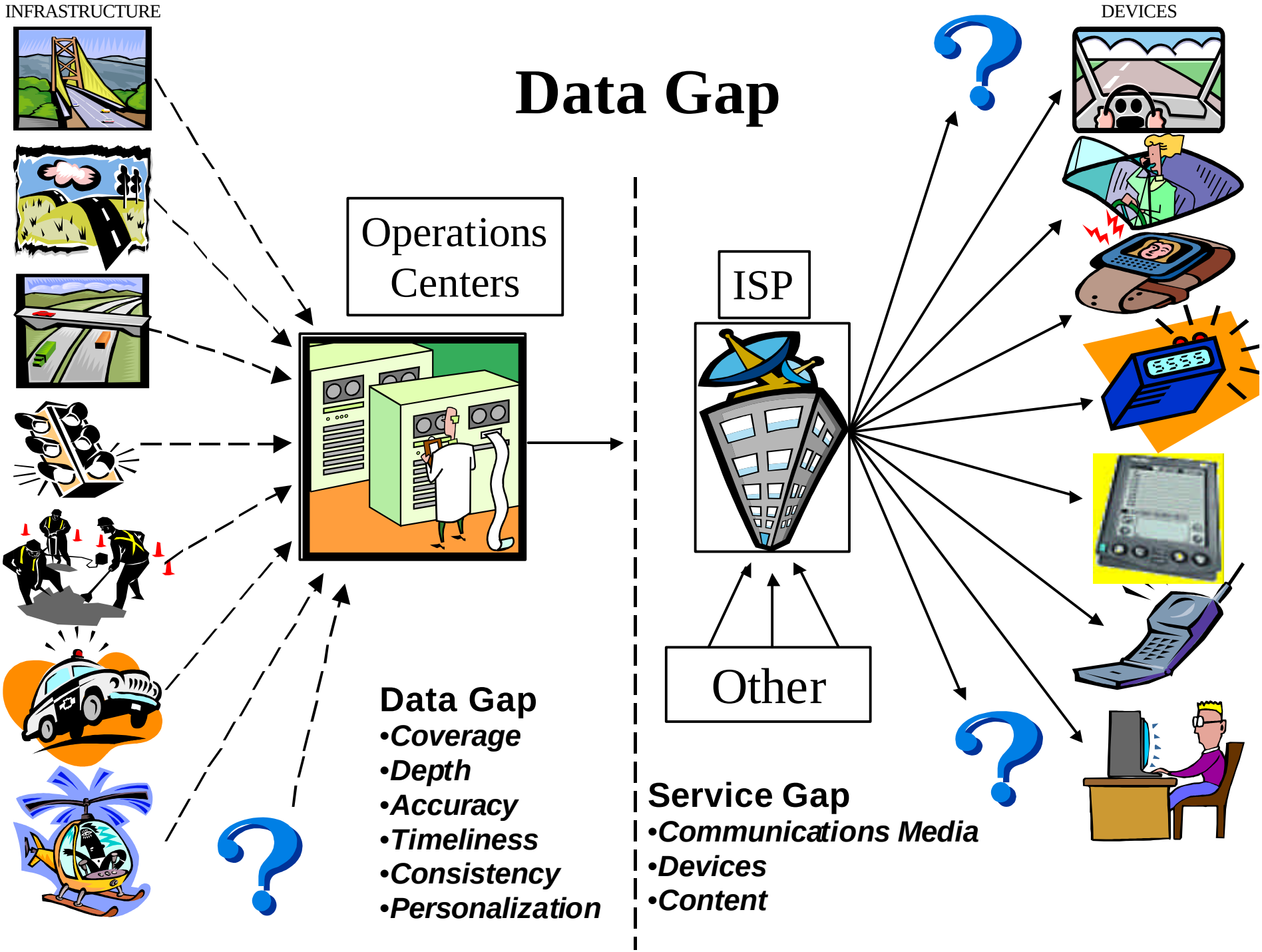
US DOT

ITS America

# Workshop Objectives

- **Sharpen the issues**
  - What do we know about consumer needs?
  - Is the Data Gap real? Can we describe it?
- **Possible solutions**
  - Can/should we fill the gap?  How?
- **ATIS data guidelines**
  - Would national guidelines help?
  - What should they cover?

# Data Gap


INFRASTRUCTURE
DEVICES
Operations Centers
ISP
Other
Data Gap
•Coverage
•Depth
•Accuracy
•Timeliness
•Consistency
•Personalization
Service Gap
•Communications Media
•Devices
•Content

# Workshop Organization (1)

- **White papers**
  - Who are the ATIS consumers?
  - What do ATIS consumers want?
  - Private sector perspectives & public sector activities
  - Features of traffic & transit Internet sires
  - ATIS data collection guidelines

# Workshop Organization (2)

- Interaction, not just talking heads!
- Panel discussions
- Breakout discussions
- Information sharing opportunities

# Data Gap Perspectives

- Infrastructure Providers
- Information Service Providers
- System Integrators/Data Fusion Contractor
- Device Manufacturers & Suppliers
- Customers/Consumers
- Other??

# Current Practices

- **ATIS deployments, public and private**
- **ATIS business frameworks**
- **Leading issues**
  - Data access rights, economic value
  - Public, private roles
  - Data sharing

# Dimensions of

- **ATIS "Metadata"**
  - Data Coverage ("Breadth"): geographic, time, system, type
  - Depth of Information
  - Data Accuracy
  - Timeliness of the Data
  - Data Consistency/Reliability
  - Personalization of Data

# Moving Toward Solutions

- Defining the “right” ATMS/ATIS fit
- Public/private roles, partnerships
- Regional vs. national interests

# What's Next?

- **Breakout session questions**
  - Suggestions, not requirements
- **Workshop products**
  - Proceedings
  - Guidelines?
- **Shameless plugs**
  - California ATIS "Summit" March 20-21
  - SAE ATIS Standards Meeting Feb. 29
  - New ATIS Chair