Are You Gonna Go My WAZE?

Practical Advice for Working with 3rd Party Data Providers
Who we are, and why we know this stuff...

RITIS Data Analytics
• 300+ data feeds from
  • State/Local DOTs
  • First Responders
  • Transit
  • Weather
  • Federal Gov
  • Military
• 7.5+ Billion data points every day
• 3rd Party Data Providers
  • HERE
  • INRIX
  • TomTom
  • WAZE
  • Verizon
• ~7,000 Users
What is crowdsourcing?
- “Outsourcing to the crowd”
- “Voluntary undertaking of a task” by a group of diverse individuals
- Mutual benefit

How is it different from what we did so far?
- Reliance on “unknown” to provide valuable information
- Develop trust in “wisdom of crowds”
- Access to a much wider view

Sources:
Howe, Jeff (June 2, 2006). “Crowdsourcing: A Definition”
Estellés-Arolas, Enrique; Gonzalez-Ladrón-de-Guevara, Fernando (2012). “Towards an Integrated Crowdsourcing Definition”
The Waze Connected Citizens Program (CCP) is a free, two-way data exchange empowering municipal decisions to achieve concrete community impact. Launched in October 2014 with 10 city partners, the program has expanded to more than 63 partners including city, state and country government agencies, nonprofits and first responders.

**WAZE** provides real-time, anonymous, proprietary incident and slow-down information directly from the source: drivers themselves.

**PARTNERS** provide real-time and advance information on government-reported construction, crash and road closure data.
Waze Data with Agency Data in Real-Time
Archived Analysis of Waze Data
• But...

YOU the purchaser can ruin it!!!
I mean, really really ruin it.
Procurements can go wrong.
And you can also get played.
• Speeds and travel times
• Data Feeds & APIs
• Tiles
• O/Ds and Trajectory
• Mapping
• Some are working on volumes and turning movements
• Much much more!!!
• Not all provide the same type of data, the same format, etc.
  • TMC segments/standards differ
  • Capped data at speed limit by TomTom
  • Additional elements (freeflow or historic average available by some, but not all)
  • Various types of quality indicators provided by each
  • Deviant data only (Waze)
Don’t make these mistakes

• DUAs – You have the power!
  • Fight for Great Acceptable use
  • Fight for (and think about) Sharing with partners
  • Don’t just do what your neighbor did (but ask them)
  • Look for model DUAs (I-95 CC for probe data)

• Sharing back with the provider the way YOU want to share it
  • (don’t permanently dumb down)

• Treat your provider as part of your team, NOT a whipping boy

• Payment terms based on quality and uptime (where applicable)
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By Michael Pack and Nikola Ivanov
Next Steps

• I-95 Corridor Coalition developing Waze and 3rd Party Guidance
  • Legal
  • Technical
  • Integration Support
  • More

• Assist agencies in integration of this data into their systems

• Integrate Waze data in other tools in RITIS analytics suite

• Analyze correlations between crowdsourced and agency data

• Examine better uses of reliability and contributor level scores

• Identify case studies for successful utilization of combined crowdsourced and agency data