Big Data Workshop
MPO uses of and needs for big data

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Instructions

Go to

www.menti.com

Enter the code

1542 4102

Or use QR code

Would you like to receive a summary of this workshop?

What region/city are you from?

41 responses

What word comes to mind when you think of "big data"?

98 responses

Workshop Motivation

- What problems MPOs want to solve with big data?
- What help do they need?

"Big Data"

Data collected passively from ubiquitous mobile devices (e.g., smartphones and in-vehicle GPS trackers) that was not designed for transportation planning purposes.

What experience does your MPO have with big data?

3

None.

4

We're learning about it but don't have hands-on experience.

7

We've experimented with it through trial subscriptions or purchases.

27

We've used it in-house or through consultants to support work programs or planning/policy decisions.

What best describes your role in your MPO?

9

I primarily manage people, projects, or consultants; focus on the big picture; and do NOT handle data.

15

I perform some manaagement, consider the big picture, AND directly process/analyze data.

13

I primarily work with data to support my MPO's work programs and projects.

3

I perform other roles that have little to do with data.

What would help you gain confidence or have trust in using big data?

Federal funding

Regulation

Accuracy

Seeing user reviews, proven experiences and studies that have been successful with using this data in their studies. Less risk, essentially.

Transparent methodology

Understanding how it is gathered and the methodologies used to validate and normalize it if necessary

Unchanging, transparent methodology

Better understanding their sources and methodologies, especially before purchasing it

16

What would help you gain confidence or have trust in using big data?

Transparency

Accuracy

Collection methodology is consistent

Improved documentation, evidence of validity with emperical high quality counts.

Understanding either the actual processing method OR at least both the raw and processed data.

Other agencies succesfully using and trusting it

Open source tools

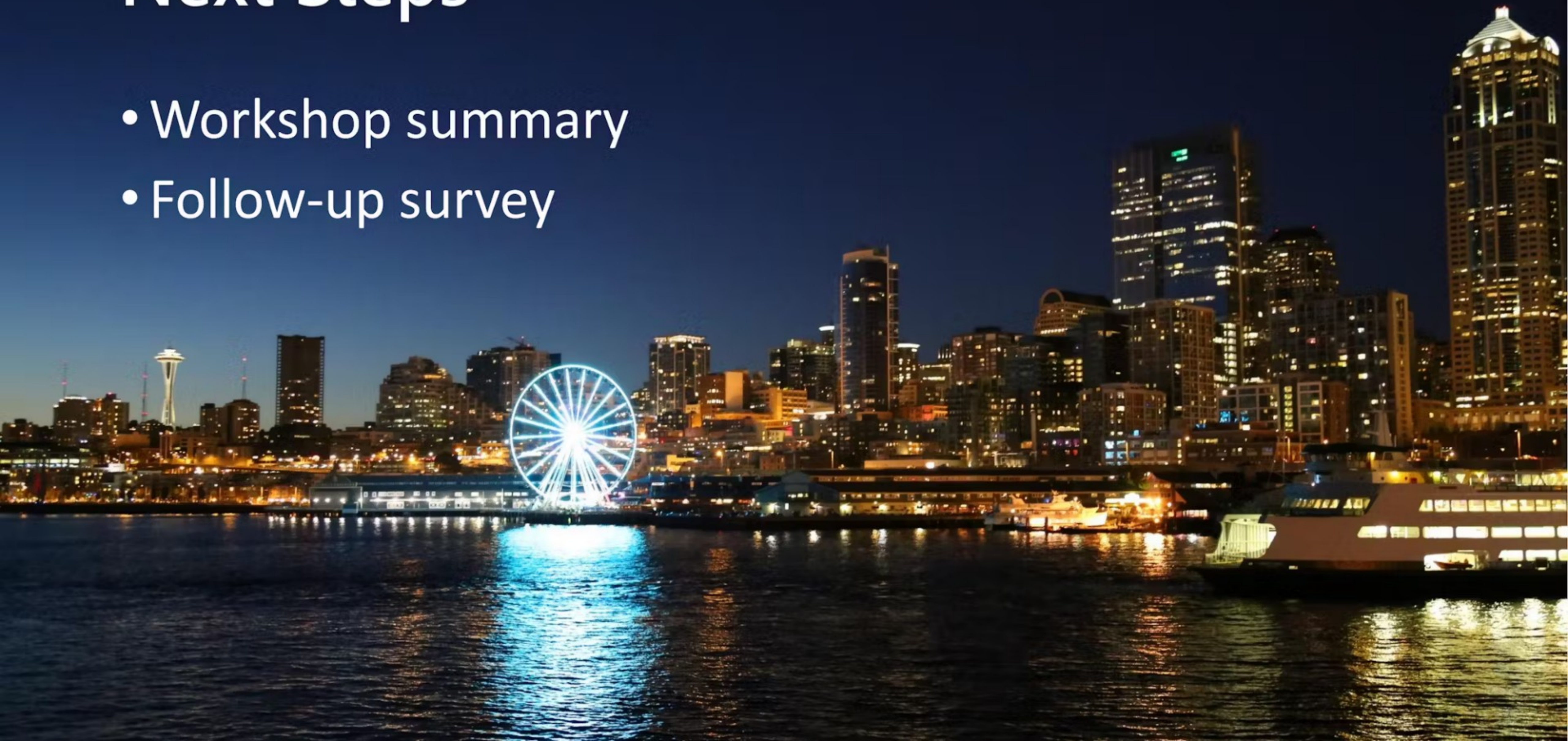Transparency and regulation

What would help you gain confidence or have trust in using big data?

Confidence interval and calibration information

AMPO/APA standards

Next Steps

- Workshop summary

- Follow-up survey

Thank you!
https://bigdata4mobility.github.io/