Informed Decision-making

Developing a Data Collection Program for an MPO

AMPO Annual Conference | October 21, 2015
Paul Flavien, Broward MPO and Todd Brauer, Whitehouse Group
Today’s Presenters

Paul Flavien, AICP
• Broward MPO
• Transportation Planner / Project Manager
• Contact information
  – (954) 876-0045
  – flavienp@browardmpo.org

Todd A. Brauer, AICP, PTP
• Whitehouse Group Inc.
• Vice President / Project Manager
• Contact information
  – (954) 482-8409
  – tbrauer@wgianalytics.com
What We Intend To Communicate

• An appreciation of the challenges and opportunities of developing a program to collect, collate and analyze data to support the mission of an MPO
• Associated risks and benefits of implementing a programmatic approach to collecting data
• Assessment of cost in time and resources required to develop and maintain a data collection program
Why A Data Program

• Complete Streets and Other Localized Initiatives Program ($585m)
• Performance Measures
• Strategic Business Plan
• TMIP Peer Review
Program Framework And Purpose

- Clear definitions
- Identification of sources, uses and users
- Consider cost and life cycles of data
- Time and resources for conducting analyses
Implementing The Program - Big Picture

• Steps after Plan adoption
  – Year 1: Identify gaps in plans and programs as well as obtain Board input
  – Year 2: Identify data needed to fill gaps and plan to collect it (sample size, budget, etc.)
  – Year 3: Collect, collate and analyze data
Implementing The Program - More Details
Checking The Quality Of The Data

- Validity
- Accuracy
- Consistency
- Reliability
- Completeness
- Integrity
Putting All the Pieces Together

- **Inventory & Gap Analysis**
  - Existing Data Profiles
    - Supply
    - Demand

- **Staff Handbook**
  - Partners and sources
  - Responsibilities and process
What We Accomplished So Far

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<tr>
<th>CONNECTIVITY</th>
<th>MOBILITY</th>
<th>SAFETY</th>
<th>ECONOMIC DEVELOPMENT</th>
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<td><strong>COMPLETED STREETS</strong></td>
<td><strong>TECHNOLOGY ADVANCEMENTS</strong></td>
<td><strong>SUSTAINABILITY INITIATIVES</strong></td>
<td><strong>SAFETY &amp; SECURITY</strong></td>
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**move people • create jobs • strengthen communities**
Lessons We Learned

• Ability to segregate, aggregate and analyze data longitudinally
• Database management and infrastructure needed
• Clear and appropriate organizational roles
Questions & Answers