

Informed Decision-making

Developing a Data Collection Program for an MPO

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Today's Presenters

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What We Intend To Communicate

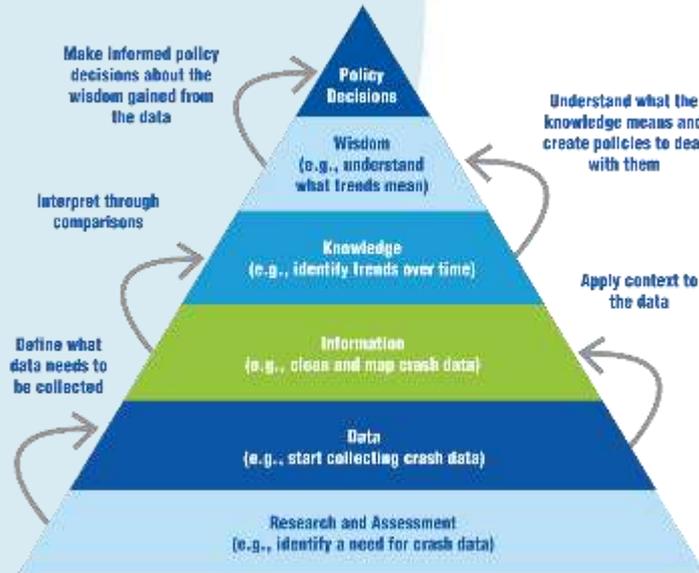
- An appreciation of the challenges and opportunities of developing a program to collect, collate and analyze data to support the mission of an MPO
- Associated risks and benefits of implementing a programmatic approach to collecting data
- Assessment of cost in time and resources required to develop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



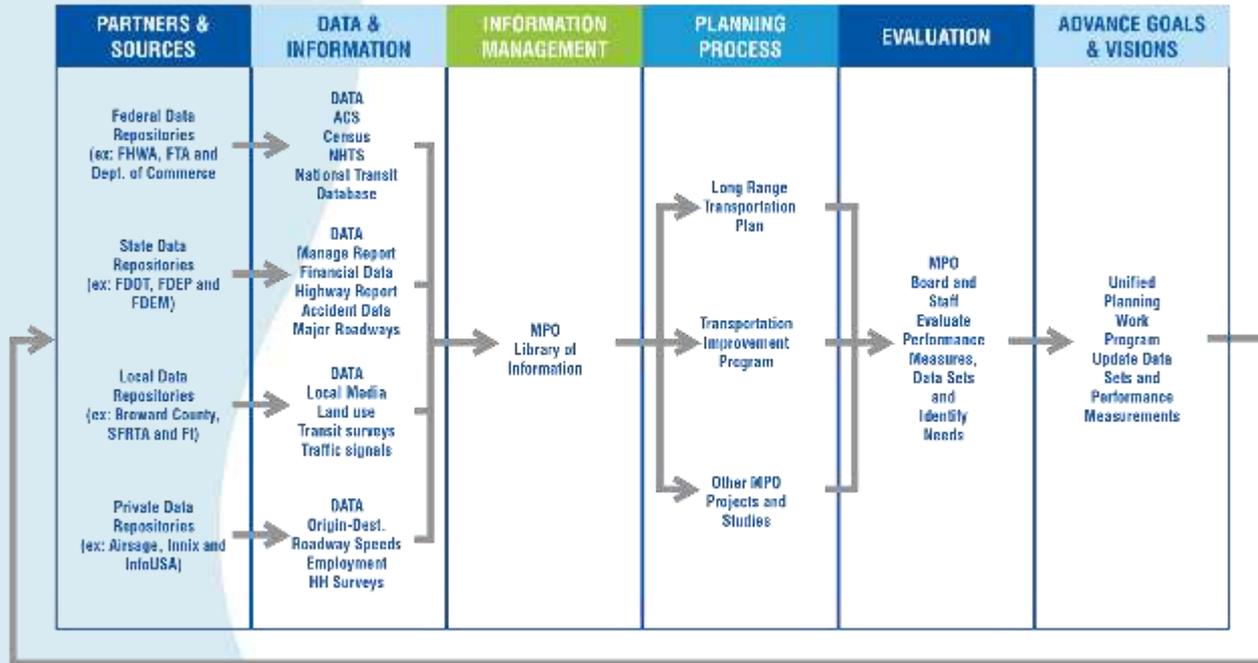
- Clear definitions
- Identification of sources, uses and users
- Consider cost and life cycles of data
- Time and resources for conducting analyses

Implementing The Program - Big Picture

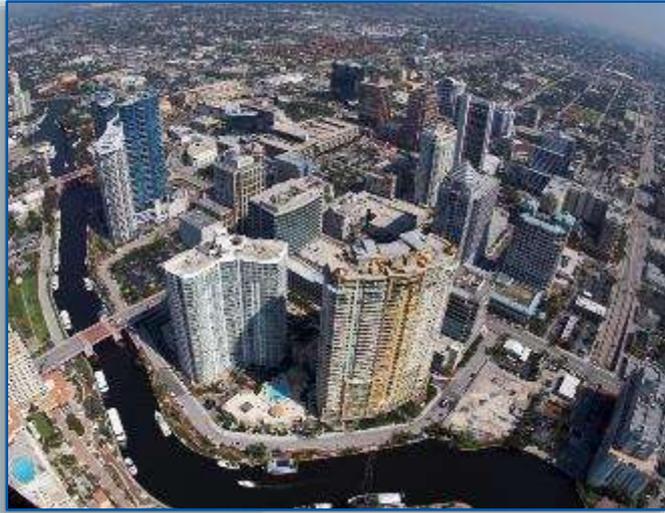
- Steps after Plan adoption
 - Year 1: Identify gaps in plans and programs as well as obtain Board input
 - Year 2: Identify data needed to fill gaps and plan to collect it (sample size, budget, etc.)
 - Year 3: Collect, collate and analyze data



Implementing The Program - More Details

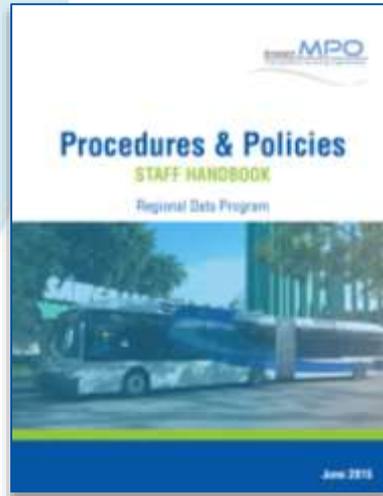
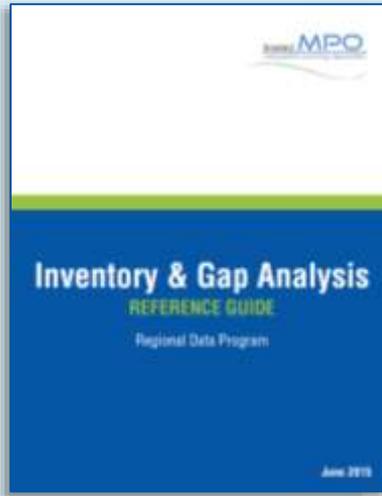


Checking The Quality Of The Data



- Validity
- Accuracy
- Consistency
- Reliability
- Completeness
- Integrity

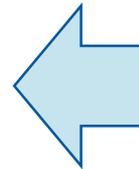
Putting All the Pieces Together



- *Inventory & Gap Analysis*
 - Existing Data Profiles
 - Supply
 - Demand
- *Staff Handbook*
 - Partners and sources
 - Responsibilities and process

What We Accomplished So Far

	CONNECTIVITY	MOBILITY	SAFETY	ECONOMIC DEVELOPMENT				
COMPLETE STREETS (e.g., 7500th Ave SW, 120th St SW, 130th St SW)	ACTIVITY CENTERS (% walk routes) Projects analyzed and scored and ranked as potential activity centers based on the total number of activity centers per square foot within the buffer.	CONNECTION TO EXISTING FREQUENTLY USED Projects analyzed and scored and ranked based on its total number of activity centers per square foot within the buffer. Still some potential for future connections.	TRAFFIC VOLUMES (AADT) (AADT) Projects analyzed and scored and ranked based on its total number of activity centers per square foot within the buffer.	TRANSIT BOARDINGS (% walk routes) Projects analyzed and scored and ranked based on its total number of activity centers per square foot within the buffer.	NON-VEHICULAR ACCIDENTS (% walk routes) Projects analyzed and scored and ranked based on its total number of activity centers per square foot within the buffer.	VEHICULAR ACCIDENTS (% walk routes) Projects analyzed and scored and ranked based on its total number of activity centers per square foot within the buffer.	LOW INCOME POPULATION (% walk routes) Projects analyzed and scored and ranked based on the percentage of the low income population within the buffer.	EMPLOYMENT POPULATION (% walk routes) Projects analyzed and scored and ranked based on the percentage of the total employment and population within the buffer.
SAFETY & SECURITY (e.g., 10th St SW, 11th St SW, 12th St SW)	Scale 10-15 miles 10-15 miles 10-15 miles	Scale 10-15 miles 10-15 miles 10-15 miles	Scale 10-15 miles 10-15 miles 10-15 miles	Scale 10-15 miles 10-15 miles 10-15 miles	Scale 10-15 miles 10-15 miles 10-15 miles	Scale 10-15 miles 10-15 miles 10-15 miles	Scale 10-15 miles 10-15 miles 10-15 miles	Scale 10-15 miles 10-15 miles 10-15 miles
SUSTAINABILITY INITIATIVES (e.g., 10th St SW, 11th St SW, 12th St SW)								
TECHNOLOGY ADVANCEMENTS (e.g., 10th St SW, 11th St SW, 12th St SW)	Data Source: Broward County (2015)	Data Source: Fitch Group, Google Earth	Data Source: Broward NPO (2015)	Data Source: BEI and SHRP (2014)	Data Source: Signal Four, University of Florida (2009-2012)	Data Source: Signal Four, University of Florida (2009-2012)	Data Source: ACS 2012, 5-year average (Census Bureau)	Data Source: SDMP 2.0 (2011)



Lessons We Learned

- Ability to segregate, aggregate and analyze data longitudinally
- Database management and infrastructure needed
- Clear and appropriate organizational roles



Questions & Answers