

## **Big Data License and Transportation Analytics Dashboard RFP – Answers to Questions**

### **Can you clarify what you mean by lane occupancy as a metric of the real time data?**

Lane occupancy refers to the portion of lane occupied relative to the total length of lane segment. VCTC is interested in a density metric which can be referenced for traffic operations and is open to alternatives. For VCTC, it is more important that a contractor can demonstrate an ability to work flexibly with VCTC to achieve program goals rather than generate a specific list of metrics.

### **Are you looking for data Ventura County or all of District 7?**

VCTC is interested in coverage of all Ventura County based trips and passthrough trips. In other words, VCTC is only interested in trips which begin or end in Ventura County or enter the Ventura County network of roadways/highways. For trips beginning or ending external to Ventura County, VCTC is interested in knowing the approximate location of the other trip end.

See Ventura County Transportation Model OD and VOC maps: [Ventura County Transportation Model - Ventura County Transportation Commission \(goventura.org\)](http://www.goventura.org)

### **What is VCTC's budget for this project?**

VCTC is interested in promoting a competitive bid process and obtaining the greatest value for the data license and contractor services. VCTC is willing to work with the selected contractor to negotiate prices and services. If available, please provide a schedule of prices for varying levels of service.

### **Paragraph 2, Sentence two, on Section 2.1.A of the RFP (page 3) reads, "The data feed will meet specific standards as provided by Caltrans." Can VCTC provide a copy of these standards for reference?**

Caltrans has communicated to VCTC that a feed of real time or near real time (< 5 min lag) speed data is needed for continuing operation of changeable message signs along Ventura County freeways. Beyond providing a list of specific variables, VCTC is most interested in working with a partner who can help develop creative solutions. It is expected that the selected contractor will be able to communicate with VCTC and Caltrans staff to develop workable technical solutions.

### **Paragraph 3, Sentence two, on Section 2.1.A of the RFP (page 3) reads, "The Consultant will provide a data license for use by the Ventura County Transportation Commission (VCTC) and its partner agencies for comprehensive reliable real-time traffic speeds, counts and lane occupancy data for the major commute corridors within Ventura County. " Can VCTC identify the partner agencies that it intends to share this data with?**

VCTC intends to share real time or near real time traffic data with Caltrans D7 to supplement traffic operations data and the system of changeable message signs. A secondary objective of the program is envisioned to share data with staff at the County and 10 cities through a dashboard. VCTC believes giving access to cities would help staff to understand the potential for big data and create buy-in for possible cost sharing in the future.

**Section 1.1, paragraph 5 (page 3) reads, "VCTC requests that proposals include options for cost share, as applicable, among the jurisdictions that will be receiving the data, which may include some or all jurisdictions." Can VCTC clarify (and provide an example) of how they define cost share in this context and what that would require?**

Initially, VCTC will be paying for the full cost of services, however, hopes that providing big data access to all Ventura County jurisdictions will create buy-in for cost sharing in the future. VCTC is interested in knowing if proposing contractors could implement a billing and pricing scheme for cost sharing among several parties. It is our understanding that other jurisdictions have implemented cost sharing consortiums of local governments to take advantage of economies of scale and allocated costs by area, population, length of roadways, etc.

**Section 2.1(A), second paragraph reads, "VCTC seeks to implement a renewable data license agreement to provide an XML data feed of real-time traffic flow data to Caltrans District Traffic Management Center (TMC) for internal use and to program travel time advisories for the system of highway changeable message signs. The data feed will meet specific standards as provided by Caltrans." Is the license for use only by District 7 or all of Caltrans? What are the specific internal uses that are contemplated by Caltrans? Does the XML feed only need to support Caltrans or VCTC also?**

The XML data feed is to support the Ventura County system of changeable message signs operated by Caltrans D7 TMC. The XML data feed is, generally speaking, intended as a replacement for an existing network of 100 "SpeedInfo" Speed Sensors installed throughout Ventura County along Highways 101, 126, 118, 33, and 23, which provided speed data using solar powered, wireless speed sensors, until the system went off-line due to the sunset of 3G cellular technology. The XML data feed is intended to supplement speed data where Caltrans loop detectors are not available, and for the Caltrans District 7 Traffic Management Center to convert this data into travel time for publication to the County's Changeable Message Signs and a number of real-time traffic maps presented on websites for Caltrans, L.A. Metro, and Southern California 511. Data shared with Caltrans will be used to support this existing service for Ventura County motorists.