



ONE **great** REGION

Transportation Forum – ARC Data Landscape

August 21, 2026

Strategic Framework

Vision

ONE **great** REGION

Mission

Foster thriving communities for all within the Atlanta region through collaborative, data-informed planning and investments.

Values

Excellence | **Integrity** | **Equity**

Goals



Healthy, safe, livable communities in the Atlanta Metro area.



Strategic investments in people, infrastructure, mobility, and preserving natural resources.



Regional services delivered with **operational excellence** and **efficiency**.



Diverse stakeholders engage and take a regional approach to solve local issues.



A competitive economy that is inclusive, innovative, and resilient.

Key Points of Interest in the Landscape

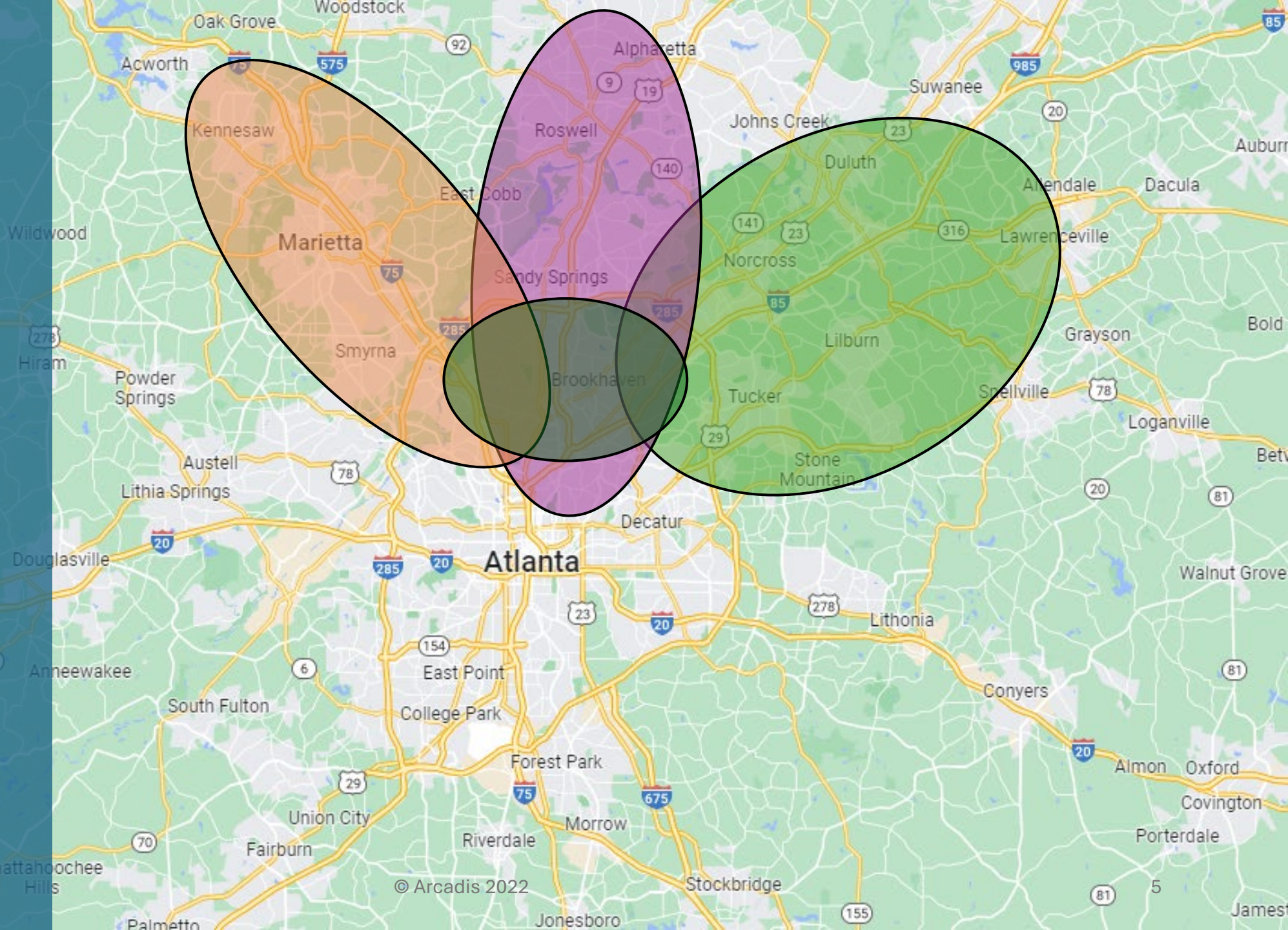
- Regional Travel Demand Model Forecast
Output Data
- GDOT-ARC Joint Data Acquisition Group
Products
- Active Transportation Data
- Transportation Safety (crash) Data
- ARC Open Data Portal
- Geospatial Information Office Statewide
Imagery



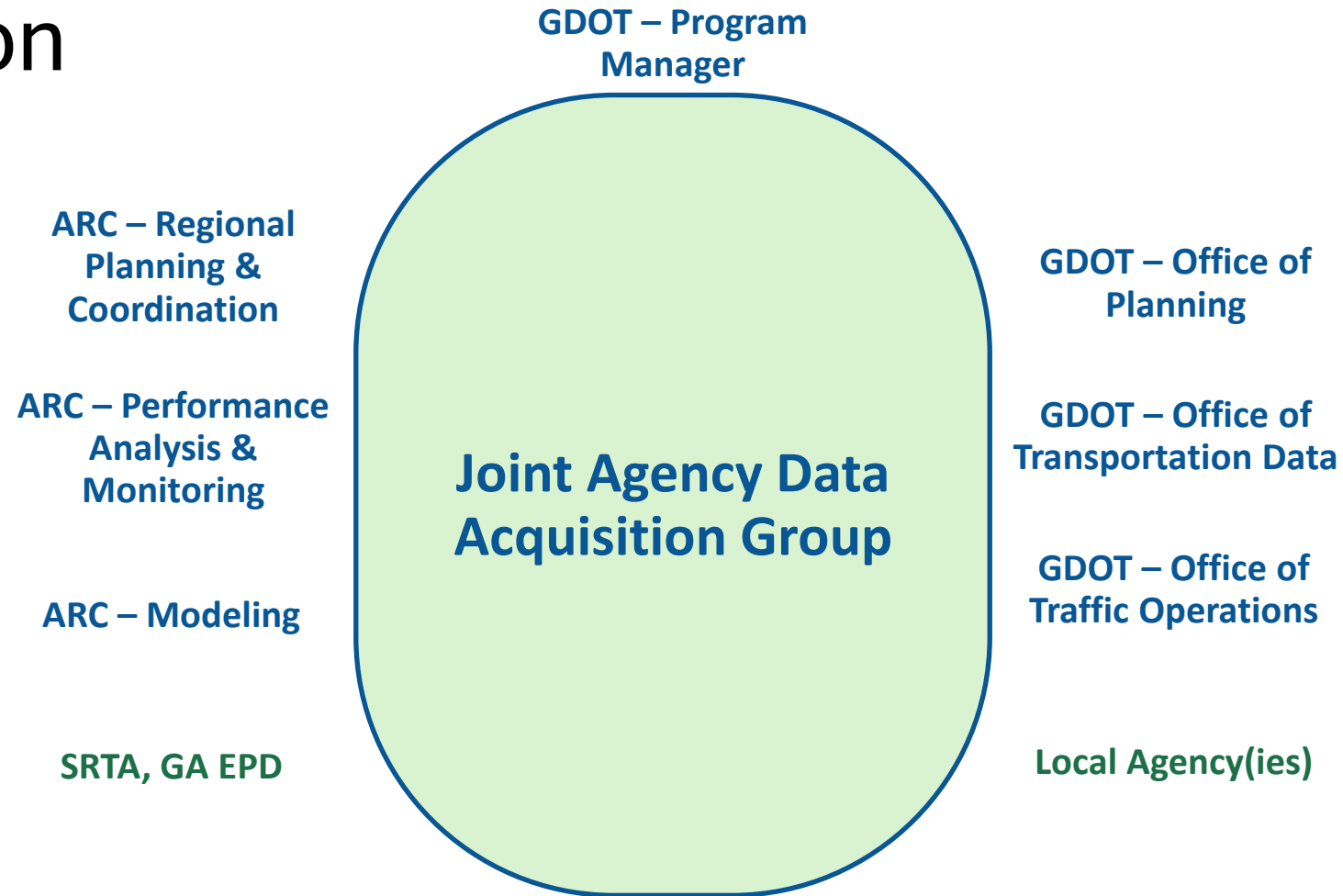
Georgia Joint Agency Data Acquisition & Management Program

MLK Jr Dr Gate
1,837 crossings
21.3% of trips

Understanding the Problem



Joint Data Acquisition Group Organization



Leveraging Partnerships

- 17 states and D.C
- Over 200 public agencies
- 35% of vehicle miles traveled
- 21% of the nation's roads
- 28 major seaports

THE EASTERN TRANSPORTATION COALITION



Transportation Data Marketplace

	Carto INRIX HERE Iteris Timmons Group	Travel Time & Speed data provide real time information for use in operations for incident management and traveler information. Historical data as a basis for various performance measures. Specifications for this data set are highly mature.
	AirSage Geotab INRIX Streetlight	Origin Destination data is closely associated with Waypoint Data, but includes only end points, and information related to the endpoints that reveal trip purpose. O-D data is derived from Waypoint data that is scalable, timely and statistically representative to provide trip data for various agency needs. Similar to Waypoint data, O-D data is provided in a manner to protect privacy, and is a great asset for planning, behavioral, and before & after studies.
	Geotab INRIX Quetica Streetlight	A variety of Freight related data is being provided including: Travel Time, Speed and Volume data (as well as reliability), Origin and Destination information for long-haul and regional fleets, and parking data including availability and utilization. In addition, commodity movement is also being provided. This will enable broader understanding of freight movement.
	AirSage INRIX Stellar Wejo	Waypoint data or GPS latitude data is collected either through connected vehicle technology or location-based services. Data is provided in such a way to protect privacy (such as the obfuscation of home/work info and aggregated to census boundaries), and supports in-depth analysis such as traffic signal performance.
	HERE INRIX Iteris Streetlight	Ubiquitous Volume data has long been a missing link in the tool box of transportation agencies. Volume estimates (not collected using hardware) would assist agencies by providing real-time traffic volumes network-wide (including during inclement weather or special events), and enable more robust planning and performance measurement tools. Estimating volumes is an emerging area, with Coalition research contributing to industry progress.
	1 Spatial INRIX	Conflation services provide support for translating from one mapping system to another or combining mapping systems, such as the TMC network and a state's own linear reference system (LRS). Translating data between vendor-provided and Coalition member base maps has proved time intensive and costly. Providers of these services will be able to translate from any base map to any other base map as needed by a Coalition member.

Sign-up for access to FREE DATA!

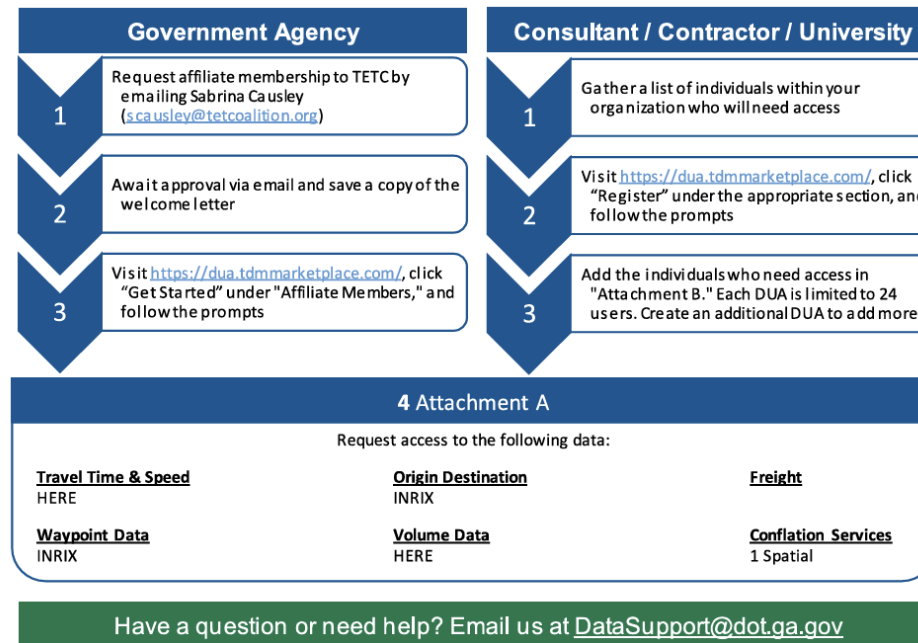
Joint Agency Data Acquisition and Management Program

Why is this important to me?

1. All transportation partners from the public and private sector have **FREE** access to statewide speed, travel time, reliability, origin-destination, and freight data. Projects no longer need to budget for these expenses.
2. All transportation partners from the public and private sector have **FREE** access to trainings, national user groups, and support.
3. All projects, regardless of scope, size, or budget, have uniform data analysis capabilities.

What do I need to do in order to take advantage of these offerings?

All public and private sector partner agencies need to sign a Data Use Agreement (DUA). The flow chart below will help you navigate the process.



Tools and Use Cases

RITIS: Probe Data Analytics (PDA) Tool Catalog

<https://pda.ritis.org/suite/>

RITIS stands for the **Regional Integrated Transportation Information System**. Developed in 2006 by the University of Maryland's Center for Advanced Transportation Technology Laboratory ([CATT Lab](#)),



REGION EXPLORER
Explore the relationships between bottlenecks and traffic events in real-time and in the past.
[Tutorial](#) [Help](#)



MASSIVE DATA DOWNLOADER
Download raw probe data from our archive for offline analysis.
[Tutorial](#) [Help](#) [History](#)



CONGESTION SCAN
Analyze the rise and fall of congested conditions on a stretch of road.
[Tutorial](#) [Help](#) [History](#)



CORRIDOR SPEED BINS
Visualize congestion measures by time spent at each speed on a stretch of road.
[Help](#) [History](#)



CORRIDOR TIME COMPARISON
View congestion metrics as a function of location on a road.
[Help](#) [History](#)



TREND MAP
Create animated maps of roadway conditions.
[Tutorial](#) [Help](#) [History](#)



PERFORMANCE CHARTS
Chart performance metrics over time.
[Tutorial](#) [Help](#) [History](#)



PERFORMANCE SUMMARIES
Report on Buffer Time Index, Planning Time Index, and other performance metrics.
[Tutorial](#) [Help](#) [History](#)



BOTTLENECK RANKING
Rank bottlenecks and discover which ones have the greatest impact.
[Tutorial](#) [Help](#) [History](#)



USER DELAY COST ANALYSIS
Put a dollar amount on how much a road's performance impacts its users.
[Tutorial](#) [Help](#) [History](#)



DASHBOARD
Build and share personalized dashboards using a multitude of widgets that track performance metrics.
[Tutorial](#) [Help](#)



TRAVEL TIME DELTA RANKING
Rank roads based on their change in travel time performance between two time periods.
[Tutorial](#) [Help](#) [History](#)



TRAVEL TIME COMPARISON
Chart travel times to compare performance for different time periods.
[Tutorial](#) [Help](#) [History](#)



TEMPORAL COMPARISON MAPS
Analyze performance metrics of any road segment by one or more time ranges.
[Help](#) [History](#)



VEHICLE OWNERSHIP CHARTS
Chart vehicle ownership by zip code on a yearly basis.
[Help](#)



ENERGY USE AND EMISSIONS MATRIX Beta
View the breakdown of energy use and emissions by hour of day over a date range.
[Help](#) [History](#)



ENERGY USE AND EMISSIONS TREND MAP Beta
Create animated maps showing changes in energy use and emissions.
[Help](#) [History](#)



ENERGY USE AND EMISSIONS CHARTS Beta
Chart the historical change in energy use and emissions.
[Help](#) [History](#)



CAUSES OF CONGESTION GRAPHS
Discover the magnitude and causes of congestion on customizable geographies and time periods.
[Help](#) [History](#)



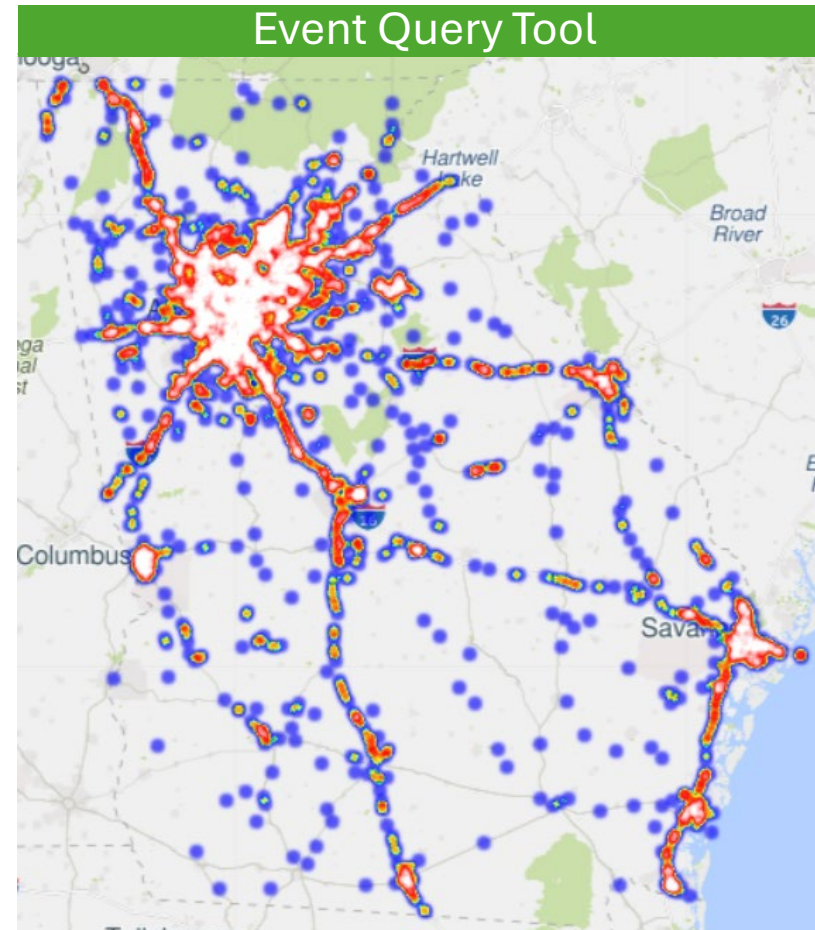
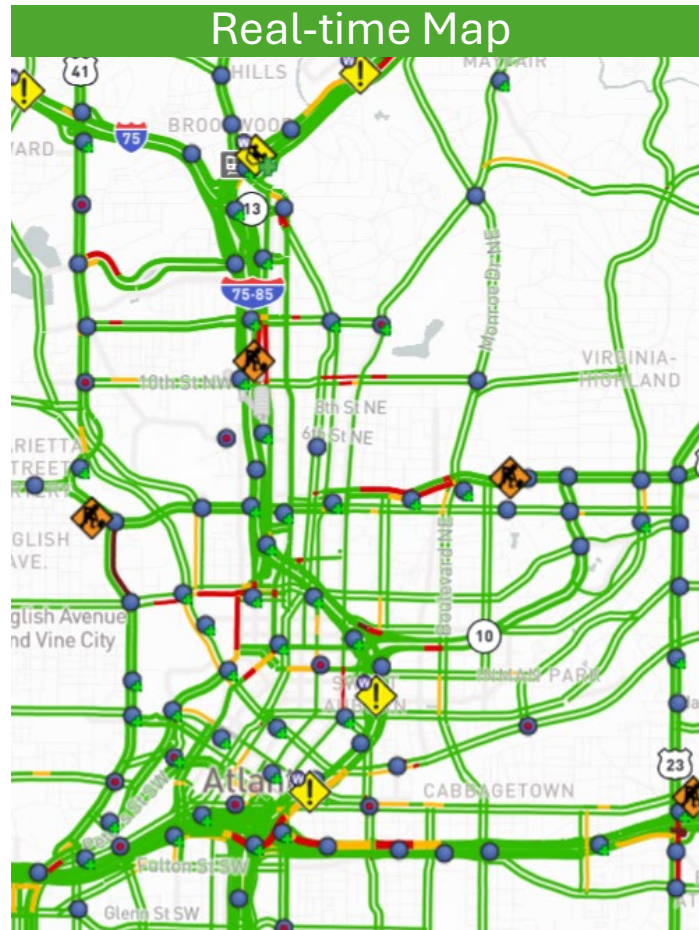
TUTORIALS
Learn how to use each of the tools in the suite.



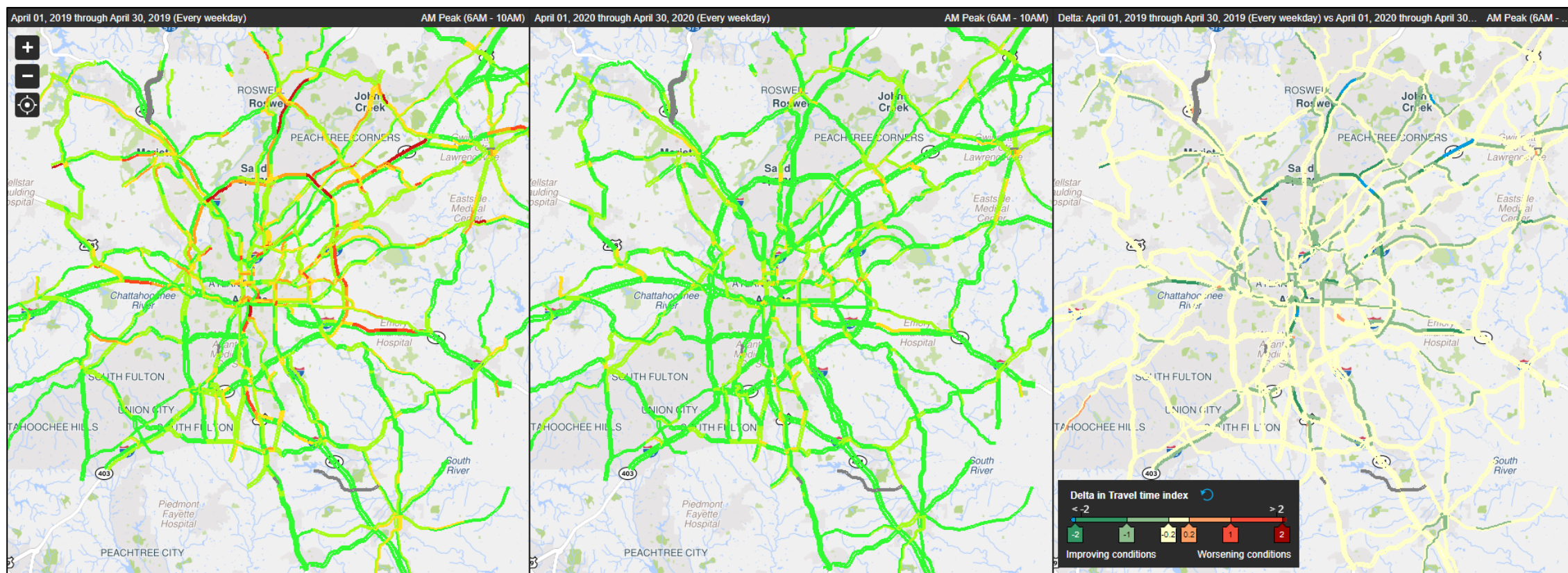
REPORT TEMPLATES
Learn how to transform data from tools in our suite into professional storytelling reports, documents, and pamphlets.

RITIS: Probe Data Analytics (PDA) Tool Catalog

<https://ritis.org/login>



Temporal Comparative Analysis

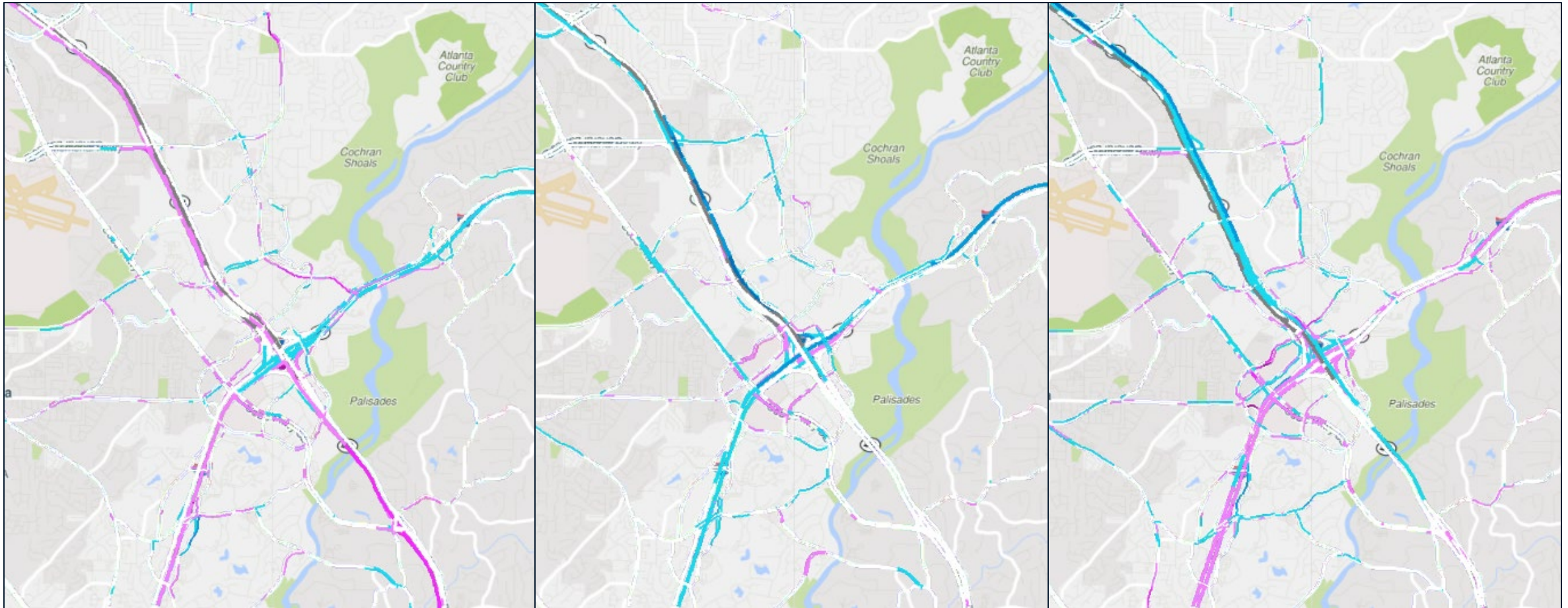


Before COVID

During COVID

Difference

Major Event Traffic Comparison (2025 All Star Game)

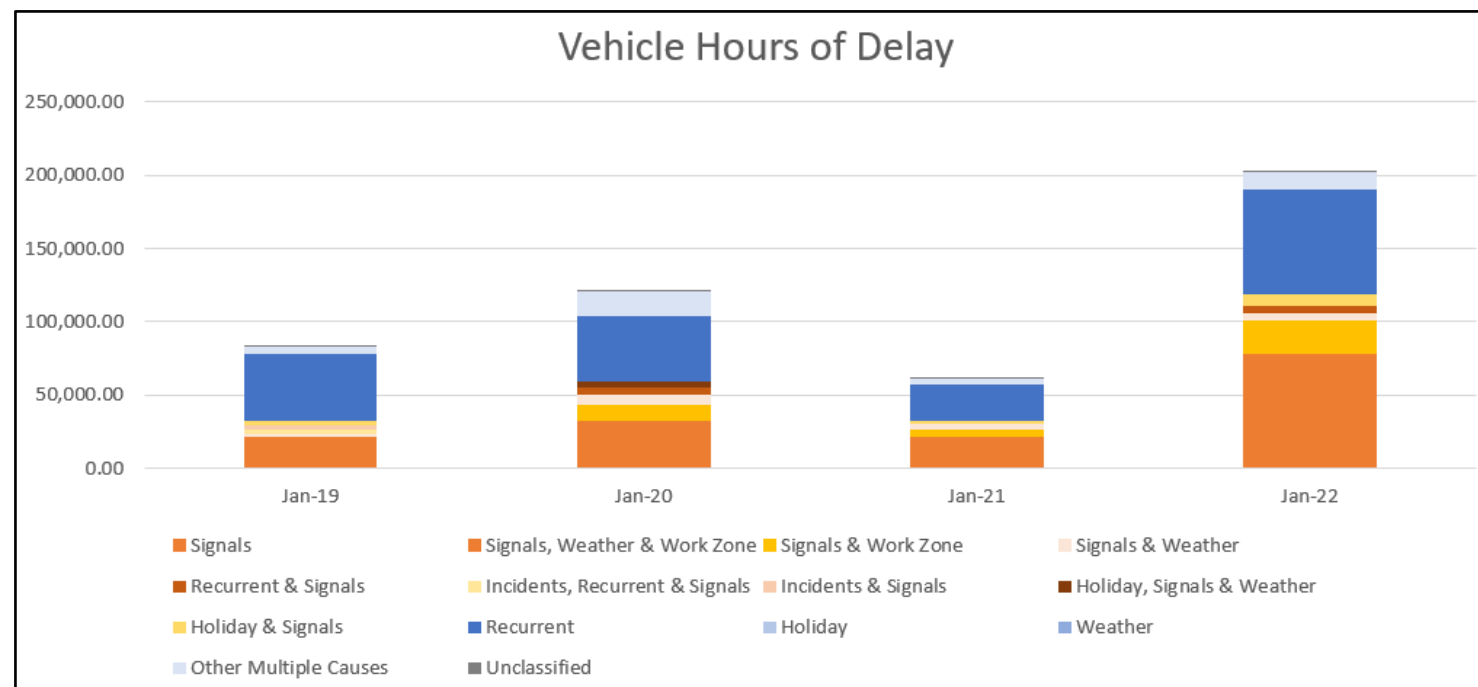
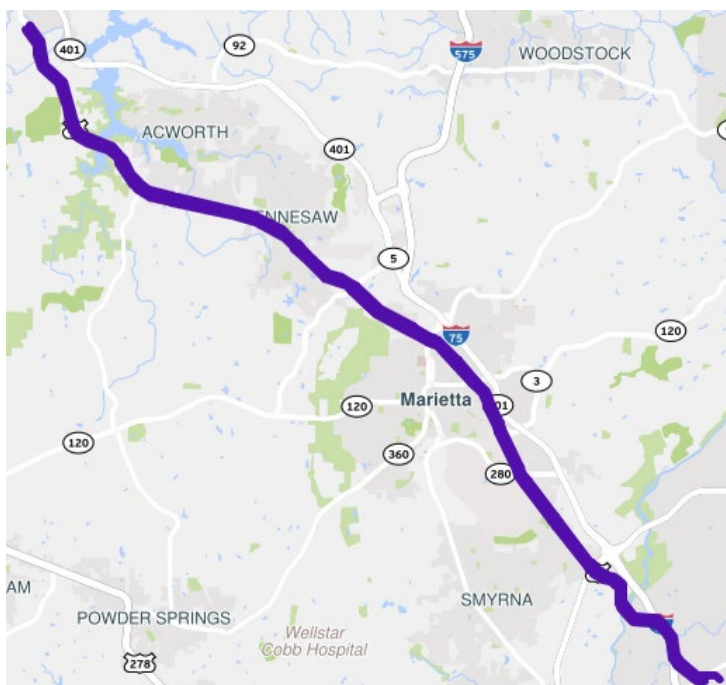


8:00 AM – 10:00 AM

10:00 AM – 12:00 PM

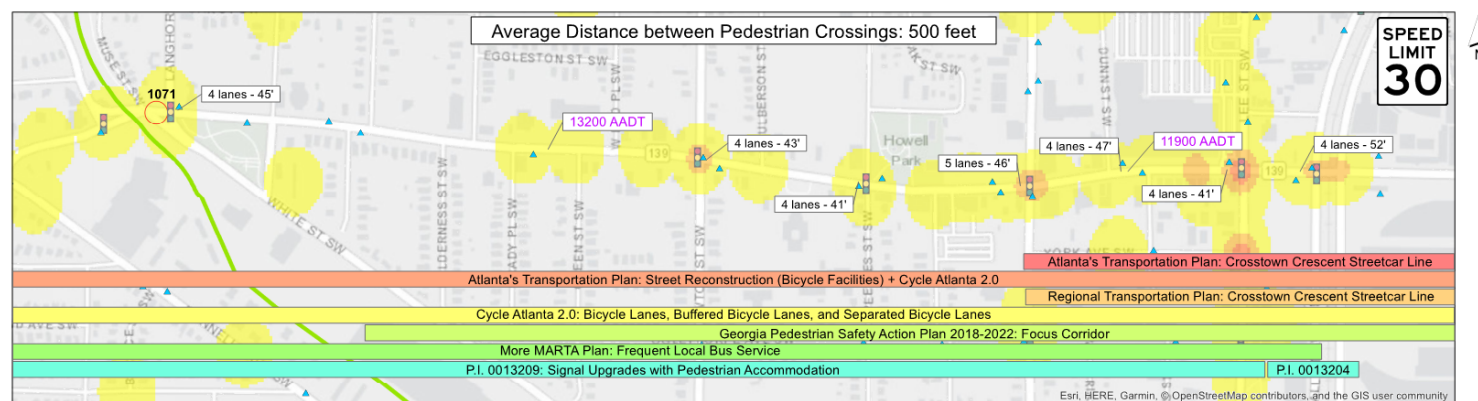
4:00 PM – 6:00 PM

Cause of Congestion



Congestion Scan for Bike and Ped Improvements

SR 139 / Ralph D. Abernathy Blvd from the Atlanta BeltLine Westside Trail to SR 154 / W. Whitehall St



Pedestrian and Cyclist Crash Summary 2014-2018:

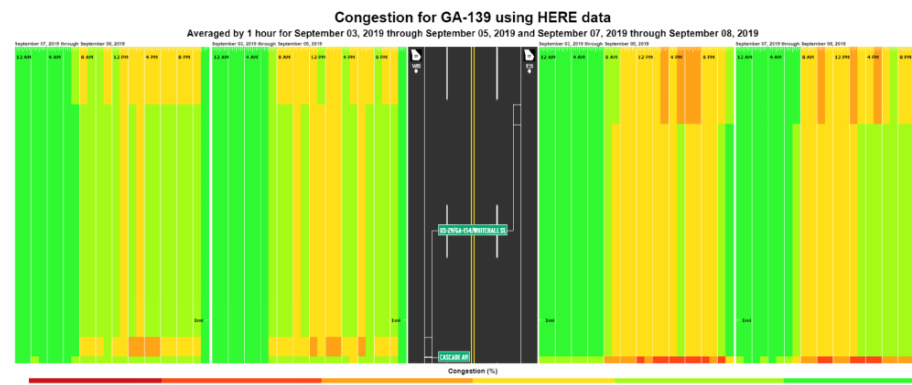
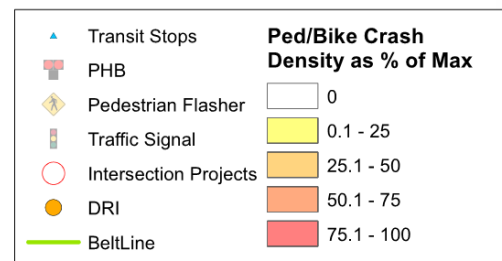
- 46 Pedestrian Crashes
- 3 Bicycle Crashes
- 34 Injury Crashes
- 2 Fatal Crashes
- 43 Crashes per Mile

Plans Including Corridor:

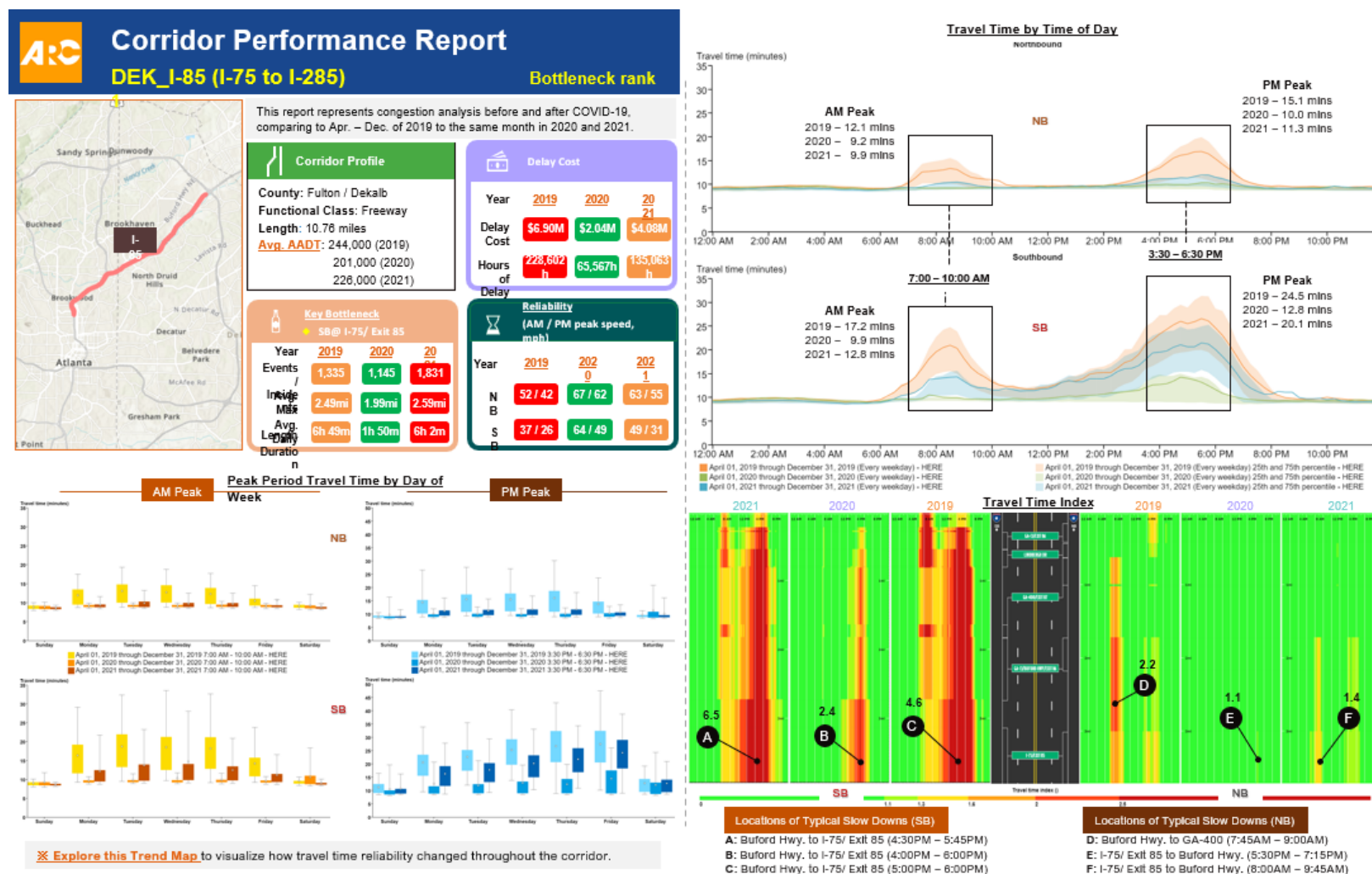
- Atlanta's Transportation Plan (Bicycle, Transit, Streetscaping)
- Atlanta Regional Transportation Plan (Transit)
- Cycle Atlanta 2.0
- Georgia Pedestrian Safety Action Plan
- More MARTA Plan

GDOT Projects in Corridor:

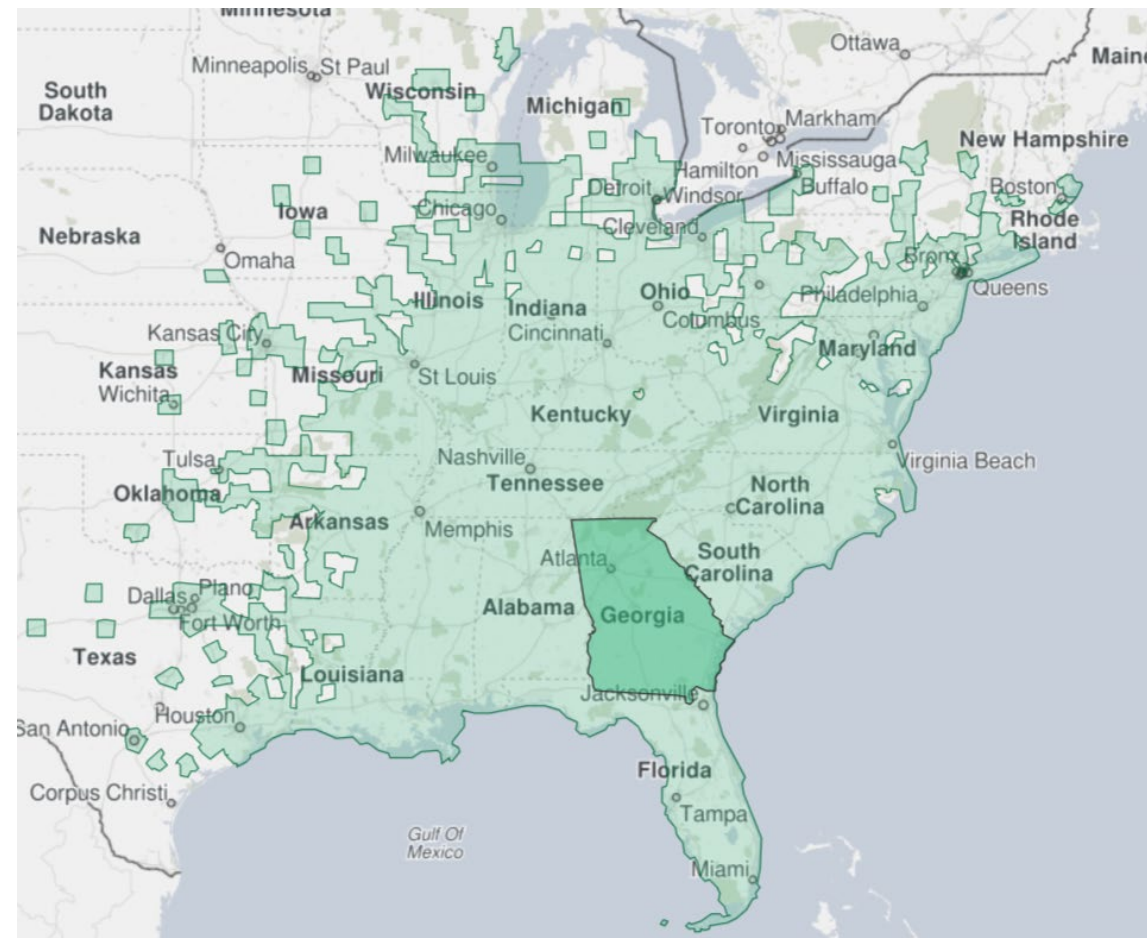
- 0013204 SR 3 Conn; SR 14; SR 139 & SR 154 @ 10 Locs in Fulton County Signal Upgrades
- 0013209 I-20 @ 1 Loc & SR 139 @ 8 Locs in Fulton County Signal Upgrades (under construction)



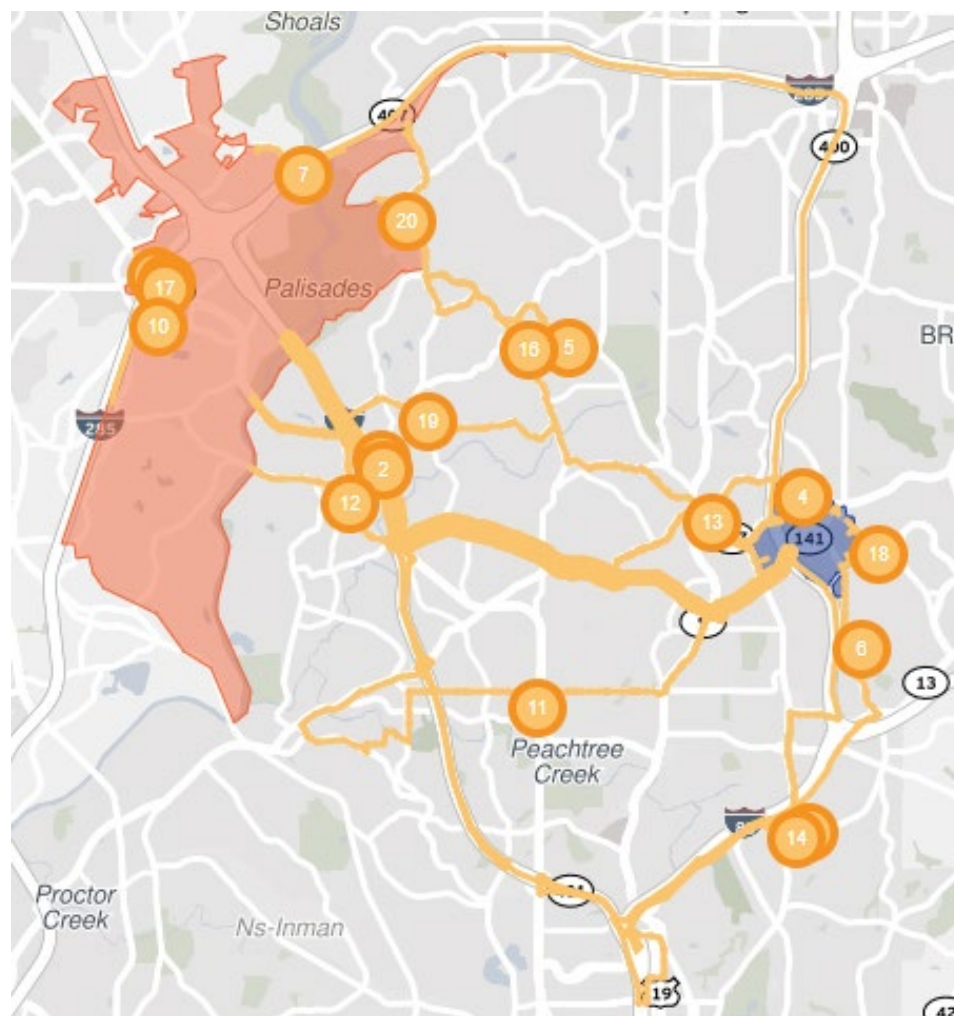
Corridor Performance Reporting for ARC



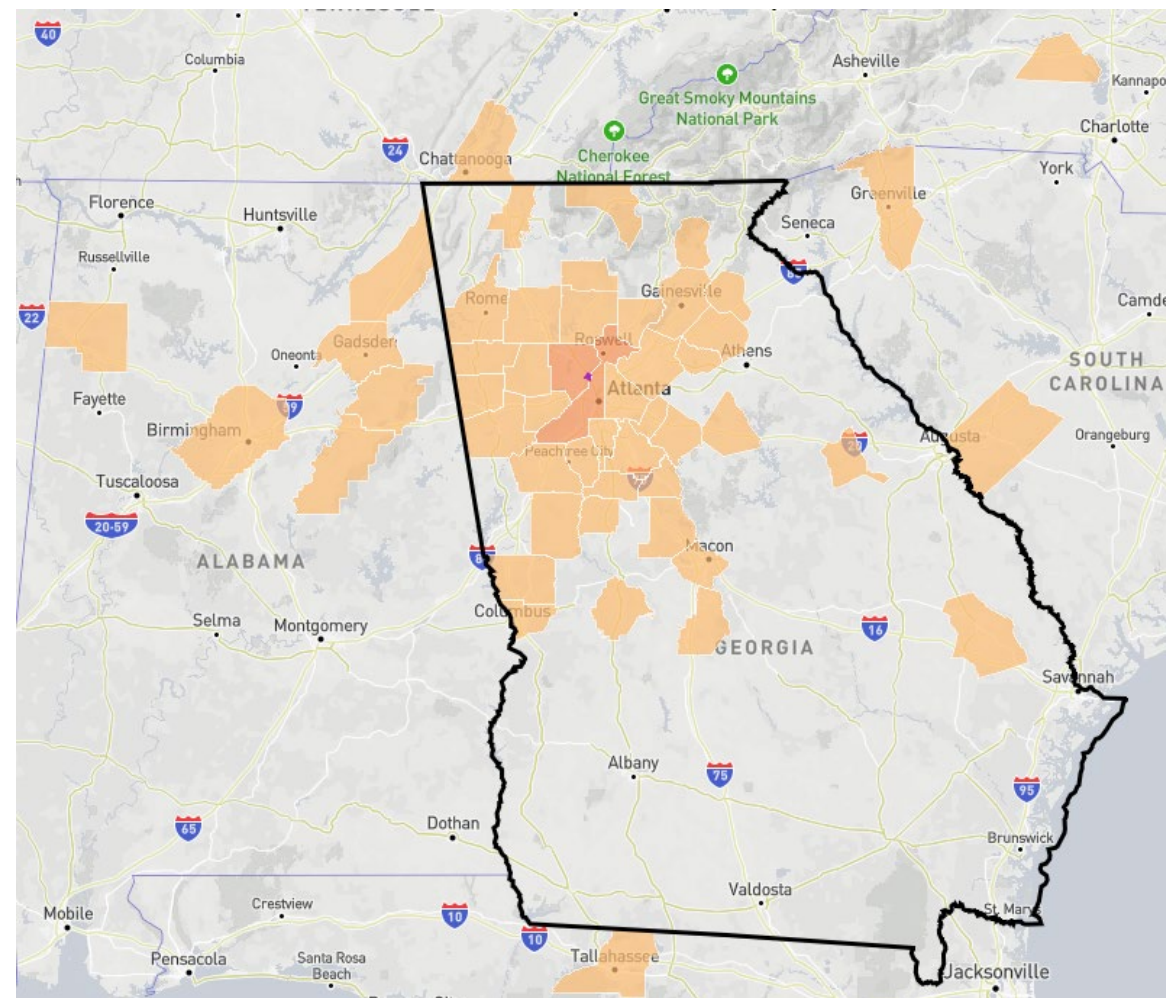
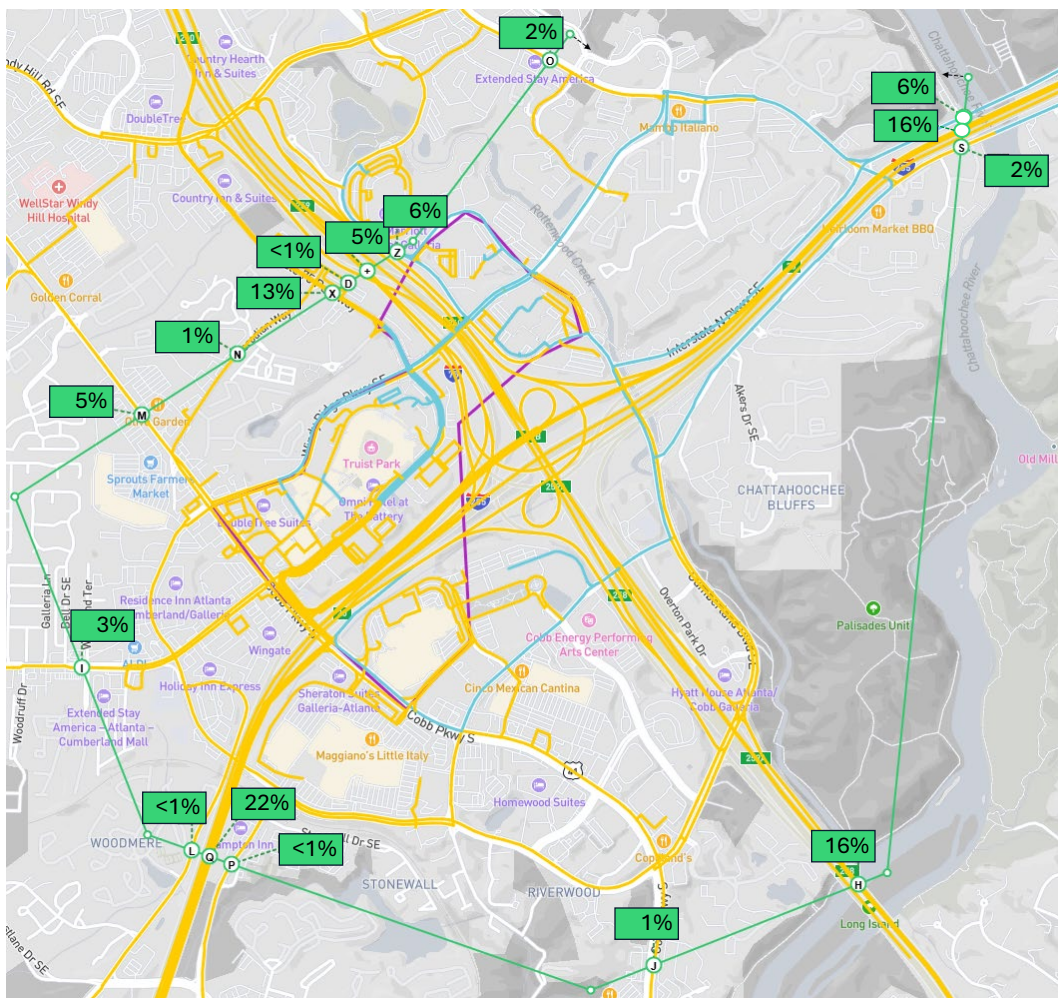
DATA SETS	DATA PROVIDER	DATE RANGE
Georgia	INRIX	2019: February, August, October 2020: February, August, October 2021: February, August, October, December 2022: All months 2023: All months 2024: All months 2025: January – March
National Household Travel Survey	MTI	2020: All months 2021: All months 2022: All months
National Household Travel Survey (Freight)	MTI	2020: All months 2021: All months 2022: All months
National Household Travel Survey (Monthly)	MTI	2021: All months 2022: All months



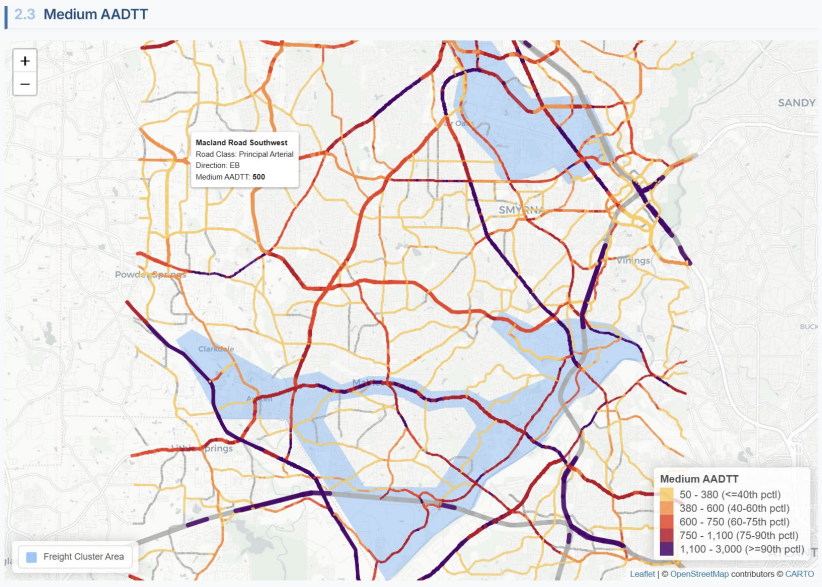
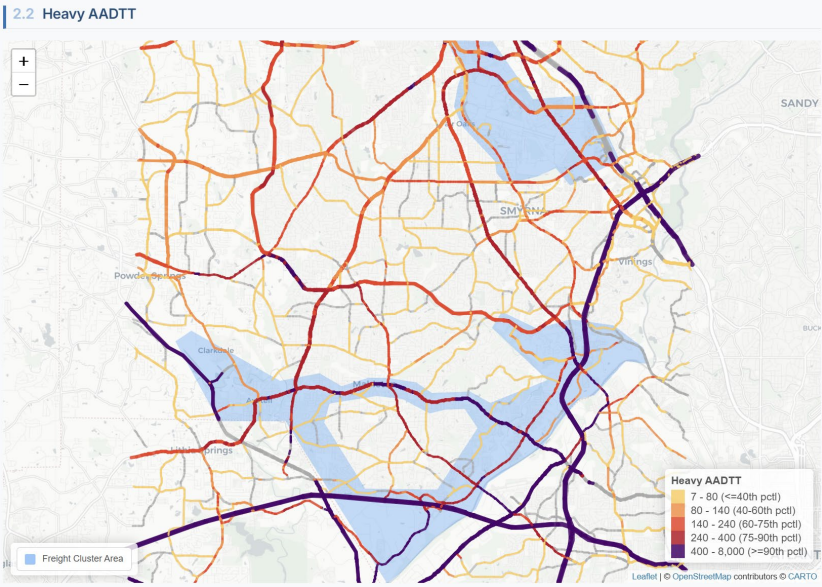
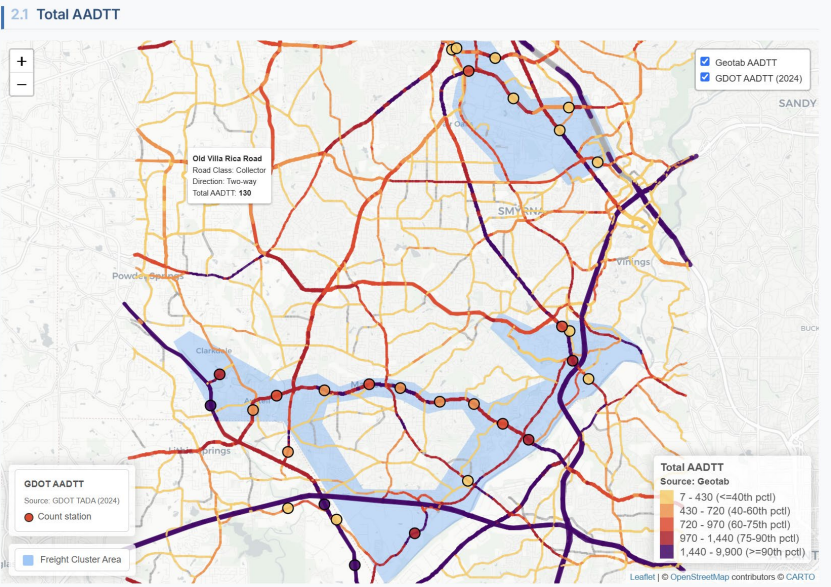
Path Analysis Between Regions



Major Event Attendee Origins



Freight Cluster Plan – Cobb County

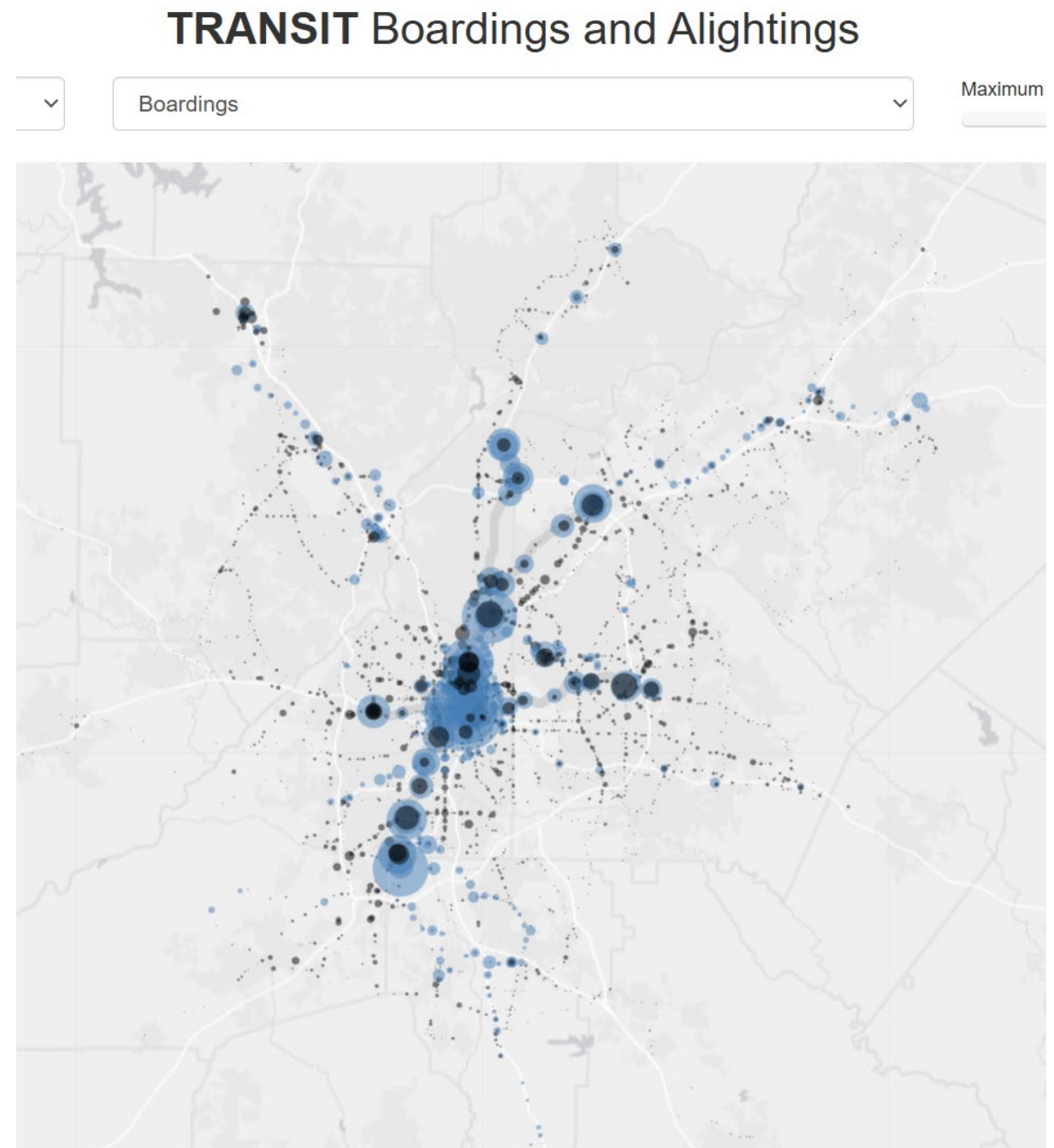


ABMVIZ (screenshots)

RADAR CHARTS



ABMVIZ (screenshots)



ABMVIZ (screenshots)

County to County Flows

