
GPS DATA

IN TRAFFIC DATA COLLECTION



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In Traffic Data Collection

At JAMAR Technologies, we are often asked how our equipment's GPS features can add value to data collection services. Below are two real-world scenarios we reference:

Scenario 1:

You are responsible for a Traffic Data Collection office. You have a trusted field technician that you send out to set up and retrieve tube counters. After the counts, the counters are brought back to you for processing and data delivery. Your field technician is not available to retrieve a few tube counters that have been set up, so you retrieve the counters yourself. You find that some of the counters were not installed at the correct locations. You will have to recount the incorrect locations, inform your customer of the delay and bear the financial cost of the recounts.



How many times could you have unknowingly delivered incorrect data to you customers?

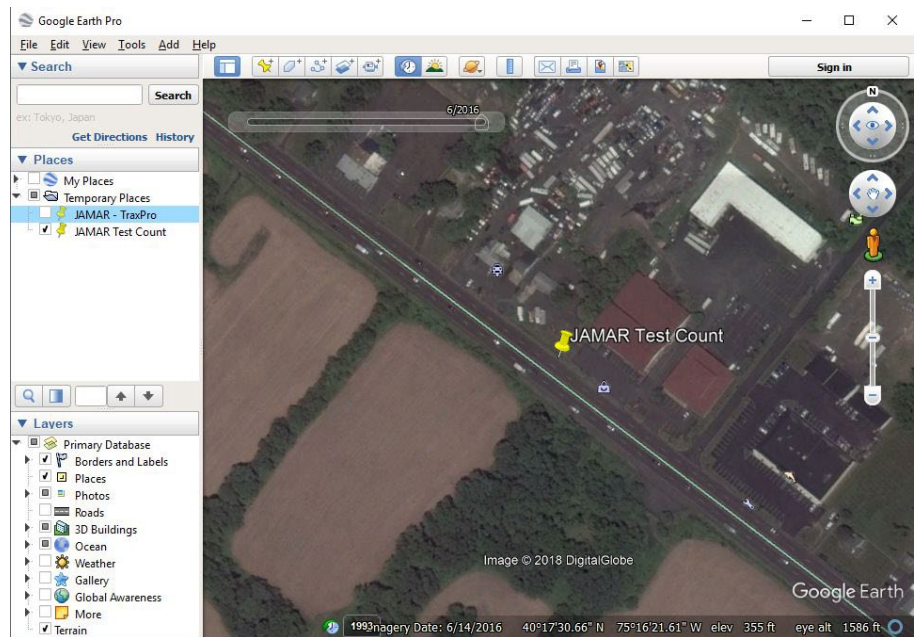
Concerns:

- If the field technician had gone to retrieve the counters, you would not have known the counts were conducted at the wrong locations.
- You would have unknowingly delivered incorrect data to your customer.
- How many other times could this have happened but you were unaware?

- How many times could you have unknowingly delivered incorrect data to you customers because of similar mistakes?
- How can you be sure that your technicians are installing the counters at the correct locations?

Scenario 2:

You work for a State DOT, and you are preparing an RFP for traffic data collection projects. You want to be sure that the winner of your RFP is providing accurate and reliable data, collected at the specific locations and specific times/dates that you require. Company X has a bad reputation. They are desperate to win your upcoming contract so they plan to bid low. To increase profits, they do not intend to do the traffic counts very well, or maybe not even at all. When their inferior



equipment and poorly trained workers fail them, they can obtain historical data, increase existing volumes or ‘fudge’ the numbers in a variety of other ways. Company Y also intends to bid on your contract. Company Y has a well-earned reputation of doing honest work. But they must bid higher than Company X because Company Y has invested much more money into their quality equipment and well-trained staff. But if Company Y bids higher, they fear the contract will be awarded to the lowest bidder. Company Y needs a way to stand out from the lower quality Company X.

If the State questions the final data, how can they back up their own concerns?

Concerns:

- The State needs a way to prevent their bid winner from providing them with questionable data.
- If the State questions the final data, how can they back up their own concerns?
- Company Y needs a way to demonstrate their value over Company X.
- Is there a way for Company Y to prove that they will conduct the counts at the correct locations, times and dates?

JAMAR as a Solution:

The JAMAR Pinnacle tube counter uses an on-board GPS receiver to download the count location coordinates during the count. The counter will reacquire the coordinates throughout the count, providing continuous verification and accuracy. All of the GPS coordinates are saved into the counter memory. Once the counter is downloaded, the JAMAR software analyzes the coordinates and verifies that the counter has not been moved during the count. The software also confirms that the counter was in the correct location for the entire duration of the count.



Using the TRAX Pinnacle to resolve concerns from Scenario 1:

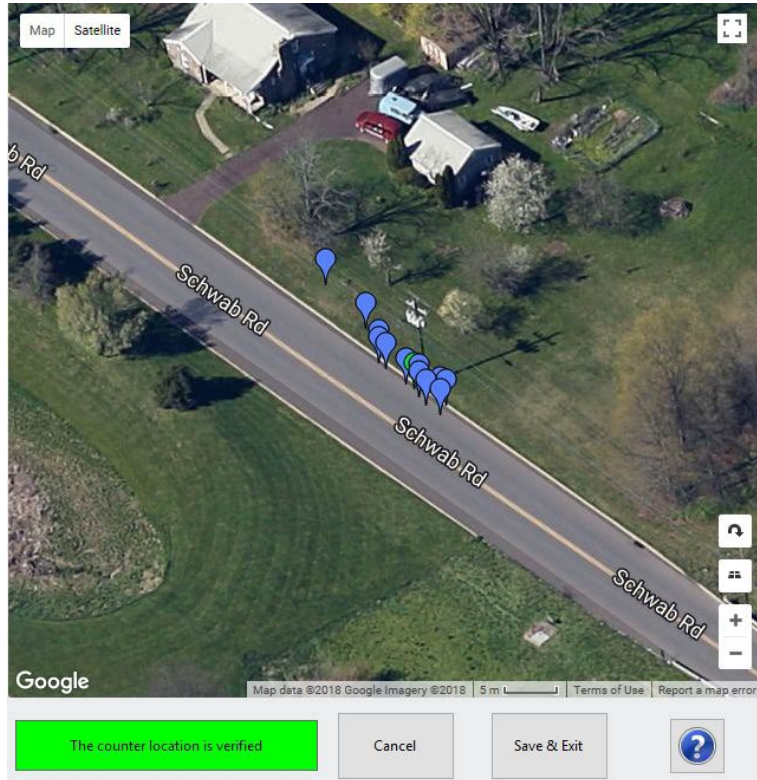
All of your count files will include a variety of GPS data. Without ever visiting a count site, you can confirm that your counter was placed in the correct location and that it

remained there for the duration of the study. The GPS data is locked in as part of the count file and neither you or your field technician can alter the GPS data. The data is 'Verified' by the JAMAR software so you have complete confidence that you are providing your customer with correct data.

Using the TRAX Pinnacle to resolve concerns from Scenario 2:

The State can require that any traffic counter used for their counts must provide them with unaltered, verified GPS coordinates for the count location and duration. If the State does their own counts they can maintain a database of historical data that they know was collected at the correct location, allowing them to back up any questionable data they may receive.

Using the TRAX Pinnacle, Company Y can advertise their ability to provide unaltered, verified GPS coordinates for the location and duration of all counts they conduct. By verifying all of their count locations/durations, Company Y can save the State time, money and headaches related to dealing with Company X's unreliable data.



For more information on this, and other related topics, feel free to contact JAMAR Technologies.

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