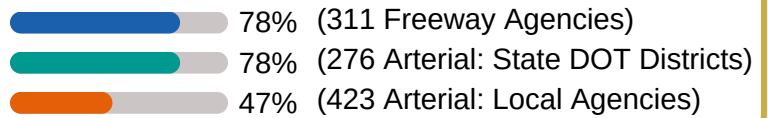


# 2023 ITS Deployment Tracking Survey

Freeway, arterial, and transit management agencies nationwide were surveyed about their Intelligent Transportation Systems (ITS) deployment. For the first time, the 2023 ITS Deployment Tracking Survey measures ITS deployment in smaller urban and rural areas in addition to large metropolitan areas.<sup>1</sup>

## Overall Survey Response Rate

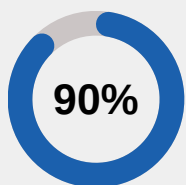


## External Data Sources: Freeway and Arterial Management Agencies

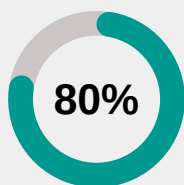
The 2023 ITS Deployment Tracking Survey asked freeway and arterial management agencies about the types of external data sources they use and the applications of these data for roadway management, such as traffic incident management and traveler information.<sup>2</sup>

## External Data Sources

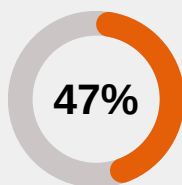
Nearly all **freeway agencies** (90%) use at least one source of external data for roadway management, as do a large majority of **State DOT districts managing arterials** (80%). Nearly half of **local agencies** (47%) use at least one source of external data to manage arterial roadways.



Freeway  
Agencies



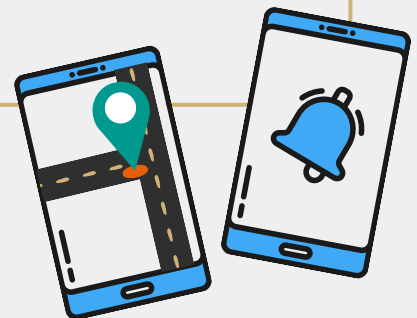
Arterial: State  
DOT Districts



Arterial:  
Local Agencies

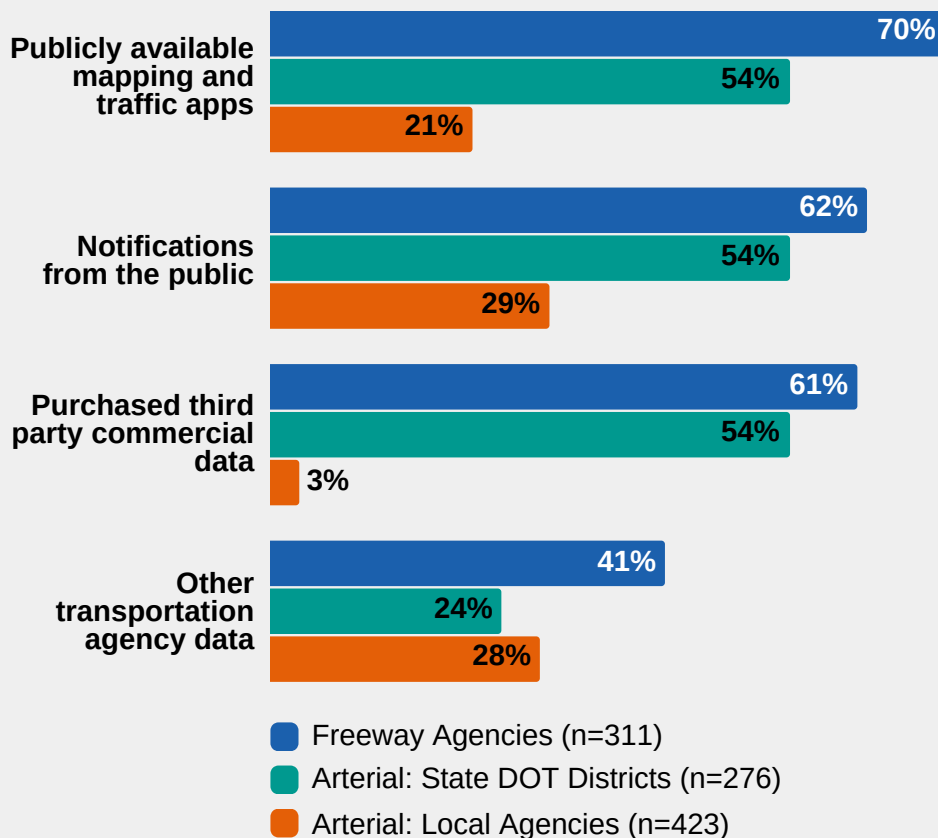
## External Data Sources: Response Categories

- Publicly available mapping and traffic information apps
- Notifications from the public via social media, emails, texts, phone calls, etc.
- Purchased third-party commercial data
- Other transportation agency data (e.g. State DOT, MPOs, etc.)
- Other



<sup>1</sup> [Click here](#) for more about the change in survey methodology.

<sup>2</sup> All data for local arterial agencies are weighted.  
[Click here](#) to see the reports for more details.



Majorities of both **freeway agencies** and **State DOT districts managing arterials** use the following external data sources:

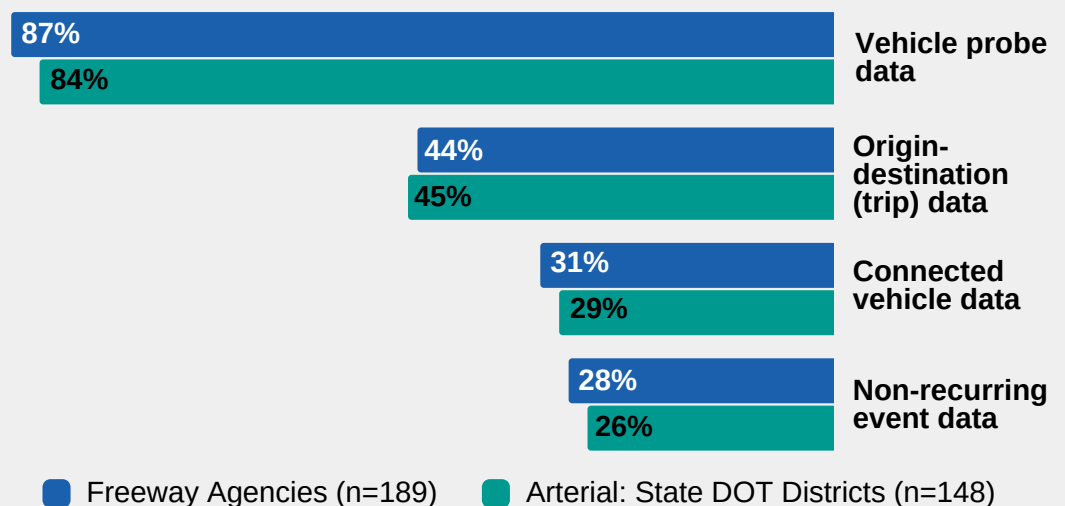
- Publicly available mapping and traffic information apps
- Notifications from the public via social media, emails, texts, phone calls, etc.
- Purchased third-party commercial data

**Local agencies** are most likely to use **notifications from the public** and **other transportation agency data** (e.g. State DOT, MPOs, etc.).

Notably, a very low percentage of local agencies **purchase third party commercial data**, whereas majorities of both freeway agencies and State DOTs managing arterials utilize this data source.

## Types of Third-Party Data Purchased

A majority of the **freeway agencies** and **State DOT districts managing arterials** that purchase third-party data report purchasing **vehicle probe data**, while less than half purchase **origin-destination (trip) data**, **connected vehicle data**, and **non-recurring event data**.



*Note: Response options reported by 5% or fewer freeway agencies and State DOT districts managing arterials are not shown, including multimodal probe data and other.*

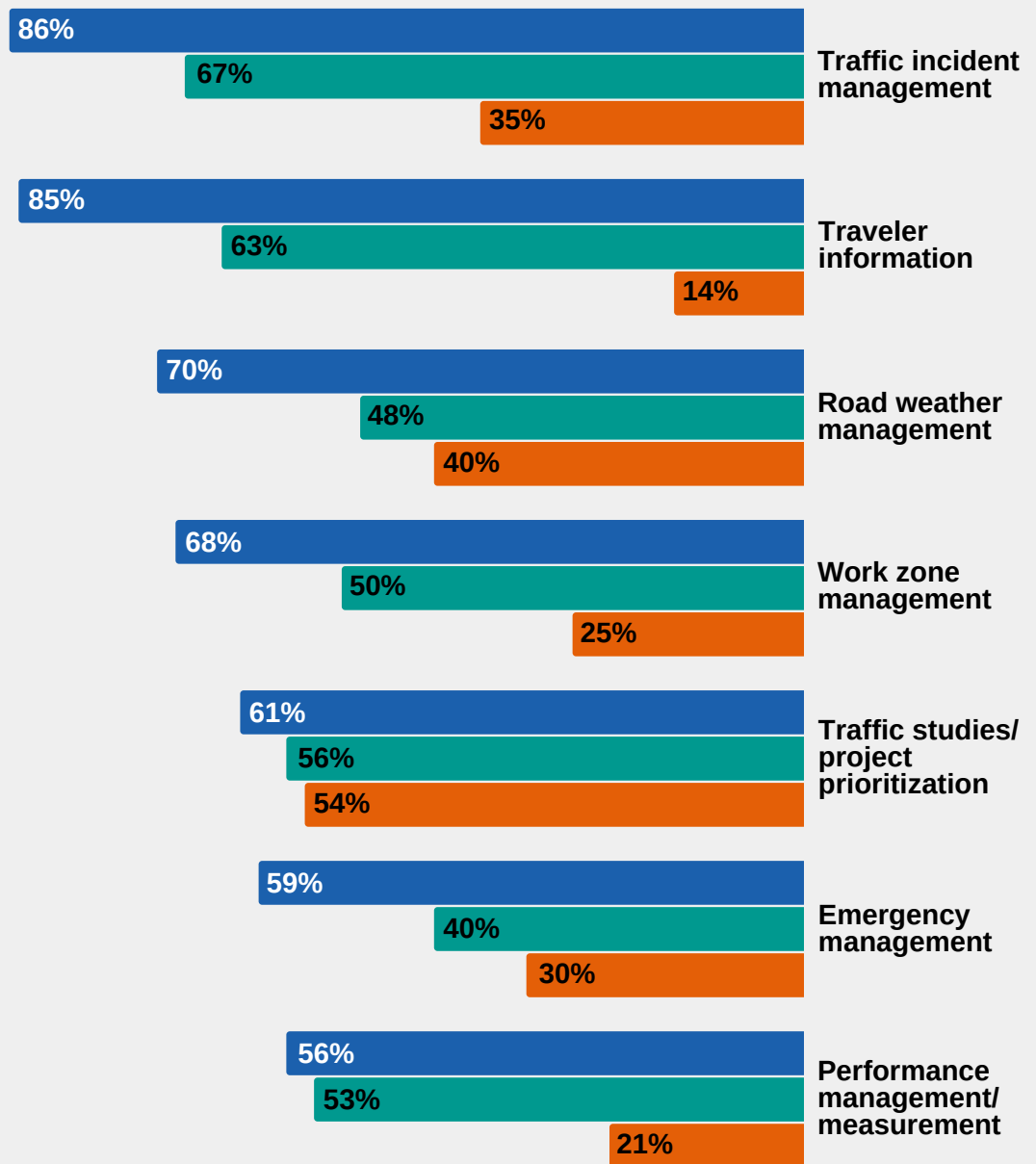
# Uses of External Data Sources

External data sources are used for a wide variety of applications, particularly among freeway agencies and State DOTs managing arterials that reported using external data sources.

Among respondents that use external data, both freeway agencies and State DOT districts managing arterials indicated **traffic incident management** and **traveler information** as their top two uses.

The third most common use reported by freeway agencies was **road weather management**, whereas for State DOT districts managing arterials it was **traffic studies/project prioritization**.

Among local agencies using external data, the three most reported uses of external data include **traffic studies/project prioritization**, **road weather management**, and **traffic incident management**.



- Freeway Agencies (n=280)
- Arterial: State DOT Districts (n=221)
- Arterial: Local Agencies (n=198)

Reports, data, and more available now!

Go to: [www.itskrs.its.dot.gov/deployment/2023DTS](http://www.itskrs.its.dot.gov/deployment/2023DTS).