

# Data Business Plan: Why Is It a Good Idea?



Transportation agencies need to:

- Collaborate in data management efforts
- Manage increasingly complex datasets
- Adopt performance-based planning
- Maximize use of tools and technologies

A Data Business Plan (DBP) helps guide their data management practices by:

- Maximizing efficiencies—internally and with regional partners
- Planning for the use of people, processes, and technology
- Linking business objectives, programs and processes to data systems, services, and products

## TECHNICAL

Fosters better organization with data collection, use, and integration.

## INSTITUTIONAL

Helps stakeholders understand "who's doing what", spur coordination, maximize resources, define roles and responsibilities, and set forth a data governance structure.

## Key components of a DBP

### Stakeholder Outreach

Identify internal and external stakeholders and conducts and outreach (e.g., survey, workshops, interviews).

### Data and Gap Assessment

Evaluate current data initiatives in the region; document the data being managed; assess overlaps, needs, and challenges; and identify strategies to reach desired improvement.

### Data Governance Framework

Explore institutional structure to govern data management activities, including identifying committees and formalizing roles and responsibilities.

### Implementation Plan

Organize improvement actions into a series of actionable steps, building upon each other to achieve data management goals.

## What are the concrete benefits of a DBP?



### SAVES TIME

Staff spend less time getting data from other agencies or addressing ad-hoc requests



### SAVES MONEY

Agency avoids duplicative efforts and addresses gaps



### IMPROVES AWARENESS

that serves decision-making processes and promotes knowledge management

It is crucial to have executive-level backing and we count on your support to make this DBP effective!