

WAVE agenda - November 13, 2025

Location: Hill Farms State Office Building, Madison, WI

Room: South 149

Topic: Vehicle Telematic Probe Data

Vehicle telematic data is a nascent technology with potentially revolutionary impacts in operations, mobility, and safety. Most people are unaware it exists. There is little known about the best applications to create benefits for users. This meeting is intended to identify potential applications that may benefit stakeholders and accelerate the uses of this significant new technology.

AGENDA			
		Topic	Speaker / Facilitator
8:40 AM	20 min	Registration and continental breakfast	
9:00 AM	5 min	Open Meeting	
9:05 AM	5 min	Agenda and Workshop process	
9:10 AM	5 min	CAV Transportation Guide Update: <ul style="list-style-type: none">• Structure, status, and format	
9:15 AM	15 min	Voices of the WAVE (3 min each) <ul style="list-style-type: none">• News or updates shared by WAVE members	
9:30 AM	65 min	Vehicle telematics probe data – What is it? <ul style="list-style-type: none">• What is Vehicle Telematic Probe Data• Current telematics examples and applications• Privacy protocols in data collection and analysis Traffic Operations integration of vehicle telematic data <ul style="list-style-type: none">• Stand-alone data VS infrastructure with On-Board Unit (OBU) radios and Road Side Unit (RSU) radio infrastructure, One-way MAP, SPaT, and TIM messages• Potential data applications in operations• Cost structures – snapshot, historical, real-time, targeted coverage or statewide Questions (15 min)	
10:35 AM	10 min	How could this data be used in the field <ul style="list-style-type: none">• Examples of types of applications that are using telematics vehicle probe data	

10:45 AM	50 min	<p>Workshop discussion – What does vehicle data tell us about transportation?</p> <ul style="list-style-type: none"> • Question: Vehicle telematic data provided by road users, how are they related? What applications using vehicle data could help them? 	Table top discussions with WisDOT facilitators
11:35 AM	35 min	<p>Workshop discussion – Potential applications</p> <p>Benefits to stakeholders:</p> <ul style="list-style-type: none"> • Question: From previous data/user relationship- What kind of protocols are needed to advance the use of telematics data transportation? 	Table top discussions with WisDOT facilitators
12:10 PM	45 min	Lunch	
12:55 PM	30 min	<p>Privacy and Policy</p> <ol style="list-style-type: none"> 1. Personally Identifiable Information (PII) 2. Regulatory and legal frameworks 3. Data minimization and anonymization 4. User consent and transparency 5. Privacy design and security 6. Industry standards: What are other states doing? <p>Questions: 10 min</p>	Frank Douma, Director of State & Local Policy and Outreach Institute for Urban and Regional Infrastructure Finance, Hubert H. Humphrey School of Public Affairs, University of Minnesota
1:25 PM	30 min	<p>Privacy discussion</p> <p>Questions:</p> <ul style="list-style-type: none"> • How do privacy concerns affect users' willingness to provide data from their vehicles? • How does this affect potential transportation and safety applications? • Ideas to address privacy policy and data sharing attitudes in different transportation sectors? 	Table top discussions with WisDOT facilitators
1:55 PM	30 min	Report-outs: Highlights from tables	Table reporter
2:25 PM	20 min	Overall discussion of the future of telematics	Room discussion moderated by Brad Basten
2:45 PM	5 min	<p>Recap meeting discussion</p> <p>Close-out</p>	Lea Collins-Worachek, WisDOT, DBSI administrator