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Virginia DOT chooses TomTom historical traffic data for I-95/I-64 corridor project

ITS Americas Annual Meeting, Washington, DC, May 21, 2012 – TomTom today announces a partnership with the Virginia Department of Transportation (DOT). In an effort to assess the traffic situation in the I-95/I-64 overlap corridor, the Virginia DOT leveraged the TomTom historical traffic product, Custom Origin Destination. TomTom's unique data enabled the Virginia DOT to cost-effectively analyse where travellers entered and exited the corridor. This data was then used to create traffic models that account for traffic volumes that vary by time of day and day of week.

"Partnering with a progressive organization like the Virginia DOT is an exciting win for TomTom," said Anders Truelsen, Vice President of Sales for TomTom Licensing, North America. "We believe that this collaboration will serve as an important reference for other state and local transportation authorities as they consider innovative substitutes to traditional sources."

"Using the TomTom data versus automated license plate recognition presented considerable cost savings not only to us but also and more importantly to the taxpayers of Virginia," said Thomas Phillips, Virginia DOT.

TomTom's historical traffic database includes more than five trillion anonymous data points and continues to grow with over six billion data points collected per day. The data is highly granular, providing speed and travel time data for any time of day and day of week, and highly customizable, enabling analysis for specific time periods or events.