

Partner Presentation Discussion

Who is the partner?

The partner is the Transportation Services Department at the University of Wisconsin–Madison.

Which project was presented?

The project focuses on developing a flexible calendar-based tagging system to link dates with contextual factors (e.g., academic events, weather, construction, athletic events). This dataset can then be joined with existing transportation data to improve reporting, forecasting, and decision-making.

What are your overall thoughts on the project?

It is a practical and meaningful initiative that addresses a real challenge in making transportation data more useful. The emphasis on usability for non-technical staff ensures the tool will have long-term value.

Did the presentation of the project align with what you expected?

Yes, it met expectations by explaining both the problem (lack of context in existing data) and the proposed solution (a tagging system with a user-friendly interface).

What are you most excited about?

The calendar interface with drag-and-drop and recurrence features is particularly exciting, as it will empower staff to manage tags without technical expertise. This increases the likelihood of consistent and sustainable use.

Do you have any concerns?

The biggest concerns are the complexity of integrating multiple data sources and ensuring scalability as tags and datasets grow. Consistent staff adoption and training will also be key to the project's success.