UTC Project Information	
Project Title	Field Data Based Data Fusion Methodologies to Estimate Dynamic Origin-Destination Demand Matrices from Multiple Sensing and Tracking Technologies
University	Purdue University
Principal Investigator	Srinivas Peeta, Professor of Civil Engineering, Purdue University (PI; peeta@purdue.edu) Co-PI Gitakrishnan Ramadurai, Assistant Professor, Department of Civil Engineering, Indian Institute of Technology, Madras, India; gitakrishnan@iitm.ac.in
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Funding Source(s) and Amounts Provided (by each agency or organization)	$75,000: NEXTRANS Center/USDOT $45,000: Indian Institute of Technology, Madras, India $30,000: Purdue University
Total Project Cost	$150,000
Agency ID or Contract Number	DTRT12-G-UTC05
Start and End Dates	1/1/2013 - 12/31/2016
Brief Description of Research Project	Recent advances in real-time traffic sensing, including GPS data from probe vehicles, automatic vehicle identification using RFID and Bluetooth sensors, and automatic number plate recognition, provide richer data when combined with traditional O-D estimation techniques. However, the data obtained from these different sensors do not convey similar information on the traffic conditions of the network. This project seeks to develop and test a systematic methodology to integrate the different data sources, also labeled data fusion, to address the O-D estimation problem, leveraging the availability of different types of data with disparate characteristics. The study will involve collecting data from ITS test-bed corridors in Chennai (Madras), India. The data collected will also serve as a benchmark data archive for O-D estimation techniques and will augment ongoing research to develop dynamic O-D demand matrices based on partial observability of the field network.

Describe Implementation of Research Outcomes (or why not implemented) Place Any Photos Here	
Impacts/Benefits of Implementation (actual, not anticipated)	
Web Links • Reports • Project website	