



Adventures in Crowdsourcing Webinar Series presents

# The Business Case for Crowdsourcing

FHWA Every Day Counts Round 5  
Crowdsourcing for Operations Program  
October 22, 2020

## FHWA EDC-5 Crowdsourcing Innovation Goal

To increase the number of agencies that use crowdsourcing to better operate the transportation system through new, cost-effective, and proactive operational strategies and applications.

- 30+ States are pursuing EDC-5 Crowdsourcing for Operations.
- The EDC Program tracks States' self-reported progress through a 5-stage capability maturity model.
- *To date, 19 States have advance one or more levels in their use of Crowdsourced data!*



# The Big News!

## Crowdsourcing will continue as an FHWA EDC-6 innovation from Jan 2021 – Dec 2022

- Expanding uses of existing crowdsourced data within agencies.
- Promoting among local, regional and State agencies improved crowdsourced data management, archiving, and sharing.



Traffic Signal Management



Incident Management



Traveler Information



Work Zone Management



Road Weather Management



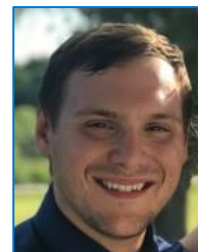
Maintenance Management

Source: Unsplash, FHWA, and Pixabay

# Today's Host & Presenters



**Ralph Volpe, Host**  
Crowdsourcing for  
Operations Co-Lead



**Colby Fortier-Brown**  
Maine DOT



**Ashley Buechter**  
Missouri DOT



**Thomas Bamonte**  
North Central Texas COG



**Jamie Yount**  
Colorado DOT



**Ryan Legare**  
Lake County DOT



**Gene Donaldson**  
Delaware DOT



**Ed Cox**  
Indiana DOT

# Thank you to our Presenters!



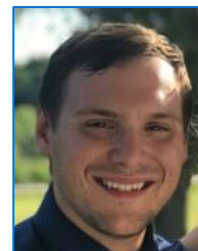
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# QUESTIONS AND ANSWERS

# Adventures in Crowdsourcing Webinar Series

<https://transportationops.org/edc5>

## Past Webinars:

- Crowdsourced Data for Traveler Information
- Validating Crowdsourced Data
- Social Media for Improved Operations
- Identifying and Managing the Back of Queues
- Crowdsourcing Traffic Signal Applications
- Crowdsourced Data Management and Governance
- Crowdsourcing and Vendor Engagement
- Engaging Navigation Provider
- Crowdsourced Incident Management Tools

# Crowdsourcing for Operations

Register for the EDC-6 Summit  
Crowdsourcing featured December 8<sup>th</sup>

✓ Improve  
Operations



Source: FHWA

✓ Increase  
Safety and  
Reliability



Source: FHWA

✓ Save Cost



Source: Pixabay





## Adventures in Crowdsourcing

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