

Using Crowdsourcing to Improve Traffic Operations



Background:

Crowdsourcing turns transportation system users into real-time sensors on system performance, providing low-cost, high-quality data on traffic operations, roadway conditions, travel patterns, and more. When combined with traditional data, crowdsourcing will help agencies implement proactive strategies that enhance incident detection and response, traffic signal retiming, road weather management, traveler information, and other operational programs. Nearly 30 States and many local agencies are making their roadways safer and more reliable, improving operational efficiency, and supporting cost-effective monitoring through crowdsourcing as a part of the FHWA Every Day Counts Round Five (EDC-5) program.

This one-day workshop is designed to cover real-time and archived uses of crowdsourced data, and can be customized in both duration and content to meet the specific needs of participating agencies. During the EDC-5 program period, State and local agencies may request this workshop and other support from the EDC-5 National Crowdsourcing Team to accelerate their use of crowdsourcing for operations.

Workshop Objectives:

- Understand what crowdsourcing is and how crowdsourcing can be used within a transportation context to help agencies improve operations, enhance safety, and justify program funding.
- Learn about how various State and local agencies are using crowdsourced data to improve traveler information, incident detection, signal management, road weather management, work zone management, maintenance, and other transportation functions.
- Understand the building blocks for successful use of crowdsourcing and hear about EDC-5 resources and experts available to help make progress with crowdsourcing in your region.
- Discuss and brainstorm opportunities to obtain already available or new crowdsourced data. Develop a high level action plan for crowdsourced data use within your agency.

Target Audience:

State and local DOT executives, managers, and select operators of traffic management centers, signal systems, work zones, maintenance, and other operations functions.

For more information regarding this workshop or the EDC-5 Crowdsourcing for Operations Innovation, please contact James Colyar, FHWA Office of Operations (James.Colyar@dot.gov or 360.753.9408)