Adventures in Crowdsourcing Webinar Series presents

Social Media for Operations

Wednesday, May 20, 2020
FHWA Every Day Counts Round 5 - Crowdsourcing for Operations Program

Source: Pixabay, Unsplash and FHWA
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.

Crowdsourcing for Operations
Crowdsourced data allows agencies to more effectively operate the transportation system.

30+ States are pursuing Crowdsourcing for Operations.

Source: FHWA
Operations Application Area Highlights

- Most common applications of crowdsourced data are for traveler information and incident management.
- Agencies are now expanding its use across application areas such as maintenance, road weather and work zone management.
EDC-5 Crowdsourcing Initiative Resources

- **Virtual Workshops**
  - Information on applications and readiness activities.
  - Available to State and regional agencies and customizable.

- **Virtual Peer exchanges**
  - Making the Most of Real-Time Vehicle Probe Data.
  - Making the Most of Free Crowdsourced Data.

- **Technical assistance**
  - To help bridge technical, policy, or process gaps in State or local implementation of crowdsourced data.

- **Adventures in Crowdsourcing Webinar Series**
Many agencies are advancing in their use of crowdsourced data

<table>
<thead>
<tr>
<th>Stage</th>
<th>Leap (9 total)</th>
<th>Jump (17 total)</th>
<th>Walk (5 total)</th>
<th>Stand (23 total)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Institutionalized</td>
<td></td>
<td>ME</td>
<td>MI, OH</td>
<td>CT, GA, IA, IN, NJ, PA</td>
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<tr>
<td>Assessment</td>
<td>CO</td>
<td>AL</td>
<td>DE, KY</td>
<td>OR</td>
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<tr>
<td>Demonstration</td>
<td>AZ, MN, OK, TN, VA</td>
<td>MO, NC, NH, TX</td>
<td>MA</td>
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<tr>
<td>Development</td>
<td>NY, WY</td>
<td>PR, WI</td>
<td>HI</td>
<td>MS, SD, VT</td>
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<tr>
<td>Not Implementing</td>
<td></td>
<td></td>
<td></td>
<td>AK, CA, FLH, ID, KS, ND, NE, NM, NV, SC, VI, WA, WV</td>
</tr>
</tbody>
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Note, Leap = advance 2 stages, Jump = advance 1 stage, Walk = not advancing but assistance requested, Stand = not advancing and no assistance requested. Italicized, bold States advanced in year 2019.
EDC-5 Deployment Funding Opportunities & News

State Transportation Innovation Councils (STIC) Incentive Program

- Up to $100K per STIC per year to standardize an innovation
- [https://www.fhwa.dot.gov/innovation/stic/](https://www.fhwa.dot.gov/innovation/stic/)

Accelerated Innovation Deployment (AID) Demonstration Program

- Up to $1 million available per year to deploy an innovation not routinely used
- [https://www.fhwa.dot.gov/innovation/grants/](https://www.fhwa.dot.gov/innovation/grants/)
Today’s Agenda

Welcome and Introductions
James Colyar, Crowdsourcing for Operations Co-Lead
FHWA Office of Operations

GA511 Social Media Strategies
Ivan Lichtenstein, Georgia 511 Media Liaison, Georgia DOT

Monitoring Social Media Improves Rural Event Detection
Lisa Miller, Traveler Information Manager, Utah DOT

Iowa DOT Social Media Use for Operations
Tracey Bramble, Social Media Content Manager, Iowa DOT
Sinclair Stolle, Traffic Management Systems Engineer, Iowa DOT
Adventures in Crowdsourcing Webinar Series

https://transportationops.org/edc5

• 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
Polling Question #5 (at the end of the three presenters)

What crowdsourcing topics would you like to see in upcoming webinars?

Previous responses have included crowdsourcing applications for traffic signal management, road weather management, traveler information, work zone management, planning/investment applications, road maintenance, free data (e.g., Waze), third-party vehicle probe data, in-house apps/311 systems, new vendors or tools.
Adventures in Crowdsourcing webinar series is taking a break in June

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