



Adventures in Crowdsourcing Webinar Series presents

Social Media for Operations

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

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.



Source: FHWA

30+ States are pursuing Crowdsourcing for Operations.

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.



Traffic Signal Management



Incident Management



Traveler Information



Work Zone Management



Road Weather Management



Maintenance 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

Crowdsourcing for Operations State-Defined Baseline, Goal Stage, and Progress as of Dec 2019					
Stage	Leap (9 total)	Jump (17 total)		Walk (5 total)	Stand (23 total)
Institutionalized				MI, OH	CT, GA, IA, IN, NJ, PA
Assessment		<i>CO</i>		OR	AR, FL
Demonstration	<i>AZ, MN, OK, TN, VA</i>	RI		MA	
Development	NY, WY		<i>DC, IL, LA, MD, MT, UT</i>	HI	MS, SD, VT
Not Implementing					AK, CA, FLH, ID, KS, ND, NE, NM, NV, SC, VI, WA, WV

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/>

Accelerated Innovation Deployment (AID) Demonstration Program

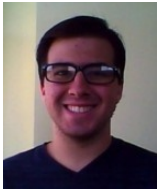
- ✓ Up to \$1 million available per year to deploy an innovation not routinely used
- ✓ <https://www.fhwa.dot.gov/innovation/grants/>

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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