

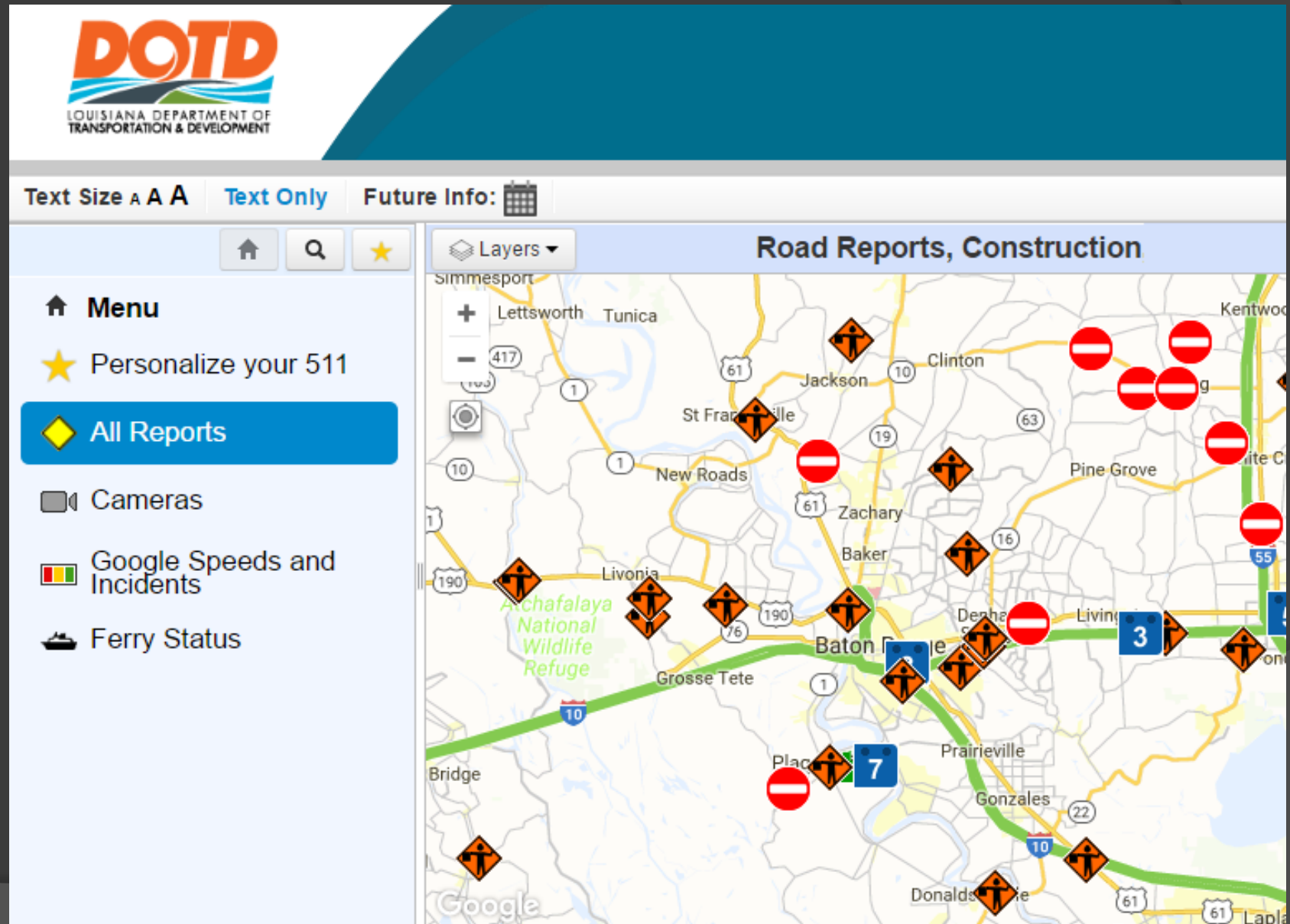


Wazing 511

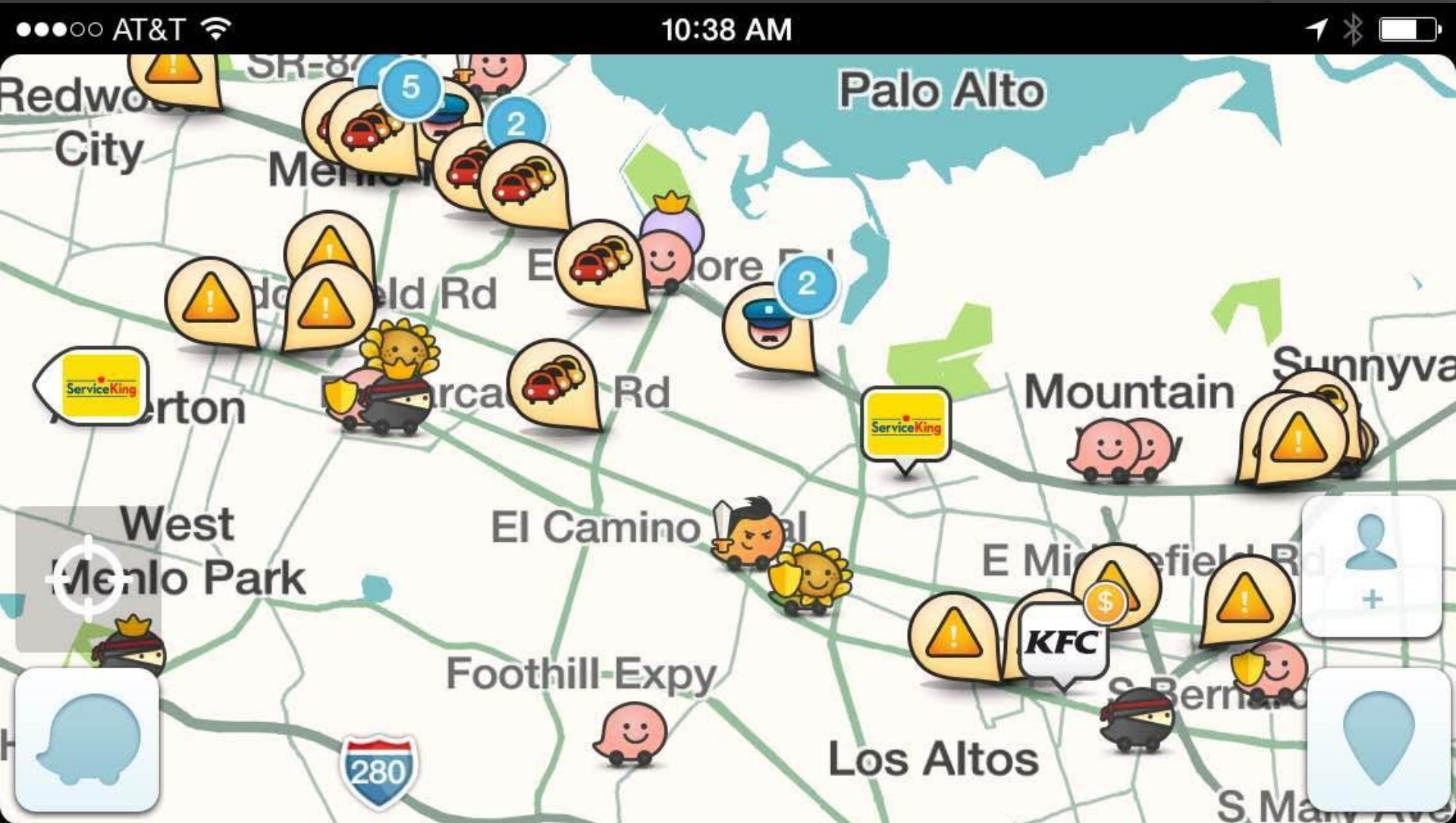
*Integrating Waze Connected Citizens Partnership (CCP)
Data into 511*

2016 National Rural ITS Conference
Monday, October 3, 2016
Chattanooga, TN

511 (authoritative, trusted reports)



Waze (high volume, real-time, *unverified*)



511 + Waze

the best of both worlds

The screenshot displays the Louisiana Department of Transportation and Development (DOTD) 511 website. The header includes the DOTD logo, the text "LOUISIANA DEPARTMENT OF TRANSPORTATION AND DEVELOPMENT | DOTD A-Z | 511LA.ORG", and "LaDOTD is an agency of www.louisiana.gov". A navigation bar contains links: "Contact DOTD", "Help", "Survey", "Truckers' Page", "Links", "Follow DOTD on Facebook/Twitter", and "Streamlined Site". A "New! Your 511 (sign in)" button is also present.

The main content area features a map of Baton Rouge, Louisiana, with various traffic reports overlaid. The map shows major highways like I-10, I-110, and I-55, along with local roads. Traffic reports include road closures (red bars), construction (orange diamond signs), and accidents (blue car icons). The map is titled "Road Reports, Construction, Waze Reports, Weather Warnings, Ferry Status, Flooding, Google..".

On the left side, there is a "Menu" section with options: "Personalize your 511", "All Reports" (highlighted in blue), "Cameras", "Google Speeds and Incidents", and "Ferry Status". Below the menu is a speech bubble icon with three dots, and a large blue "511" logo with a car icon.

At the bottom right, there is a "Legend" section with an upward arrow icon.

Waze Connected Citizens Program

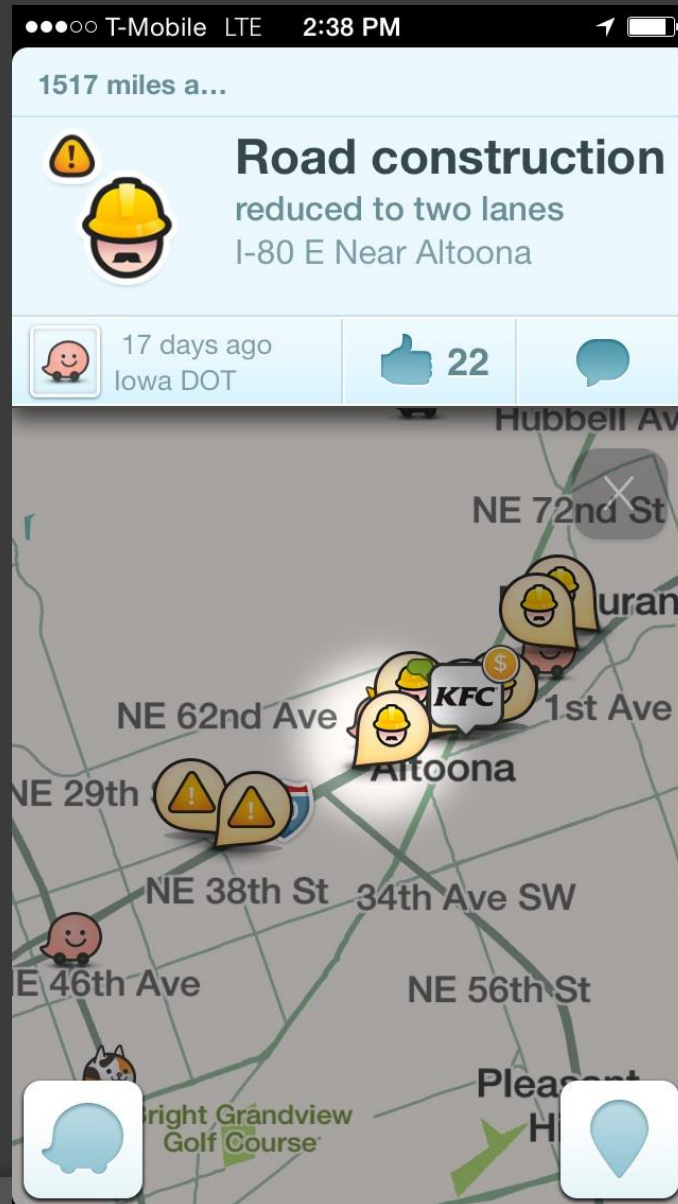
**OUTSMART TRAFFIC WITH
THE WORLD'S LARGEST
COMMUNITY OF DRIVERS**



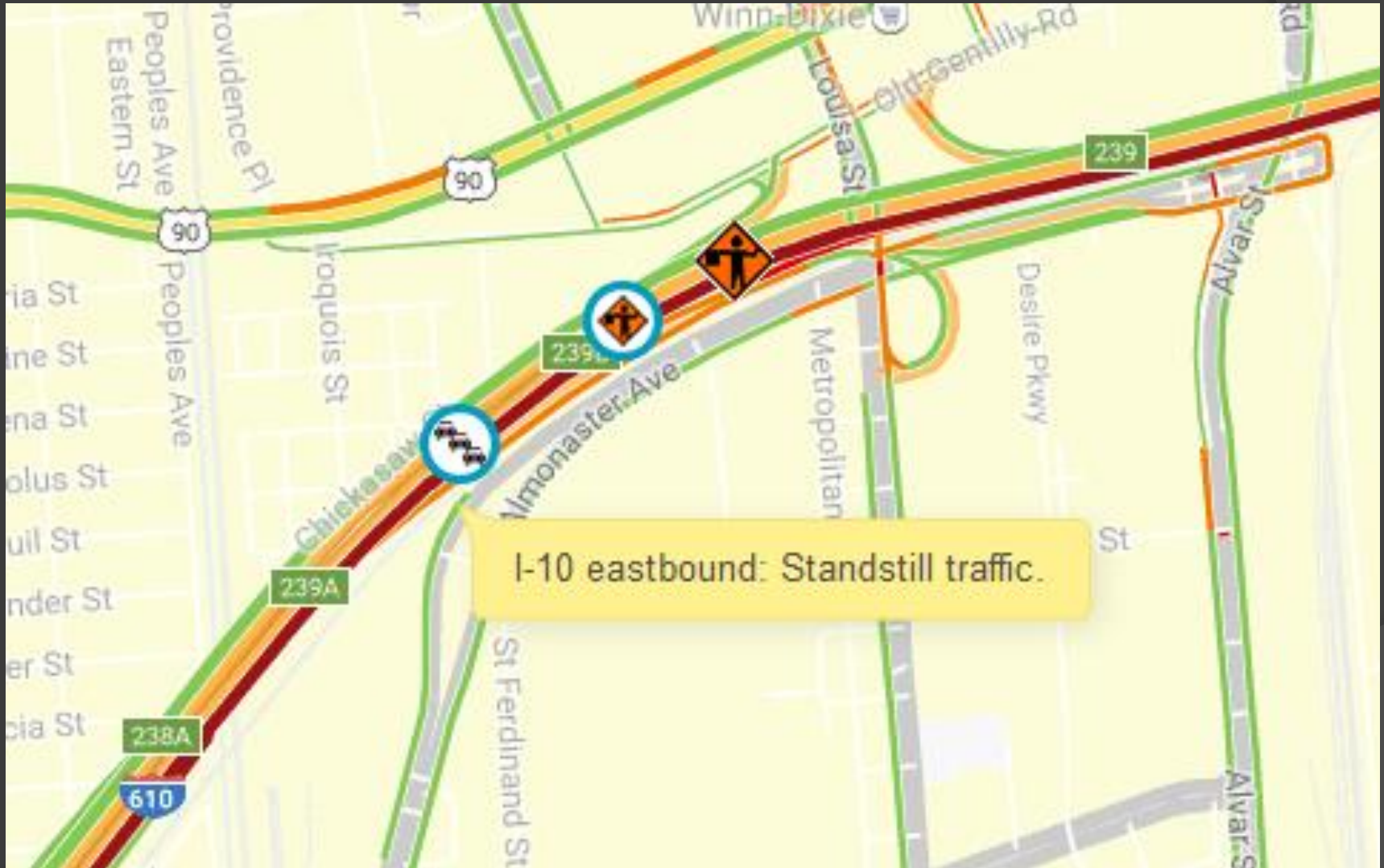
**REPORT REAL-TIME TRAFFIC
& ROAD CONDITIONS TO
IMPROVE DRIVING FOR ALL**



How 511 complements Waze



How Waze complements 511



Initial question: *Where to import?*

Iowa Department of Transportation:

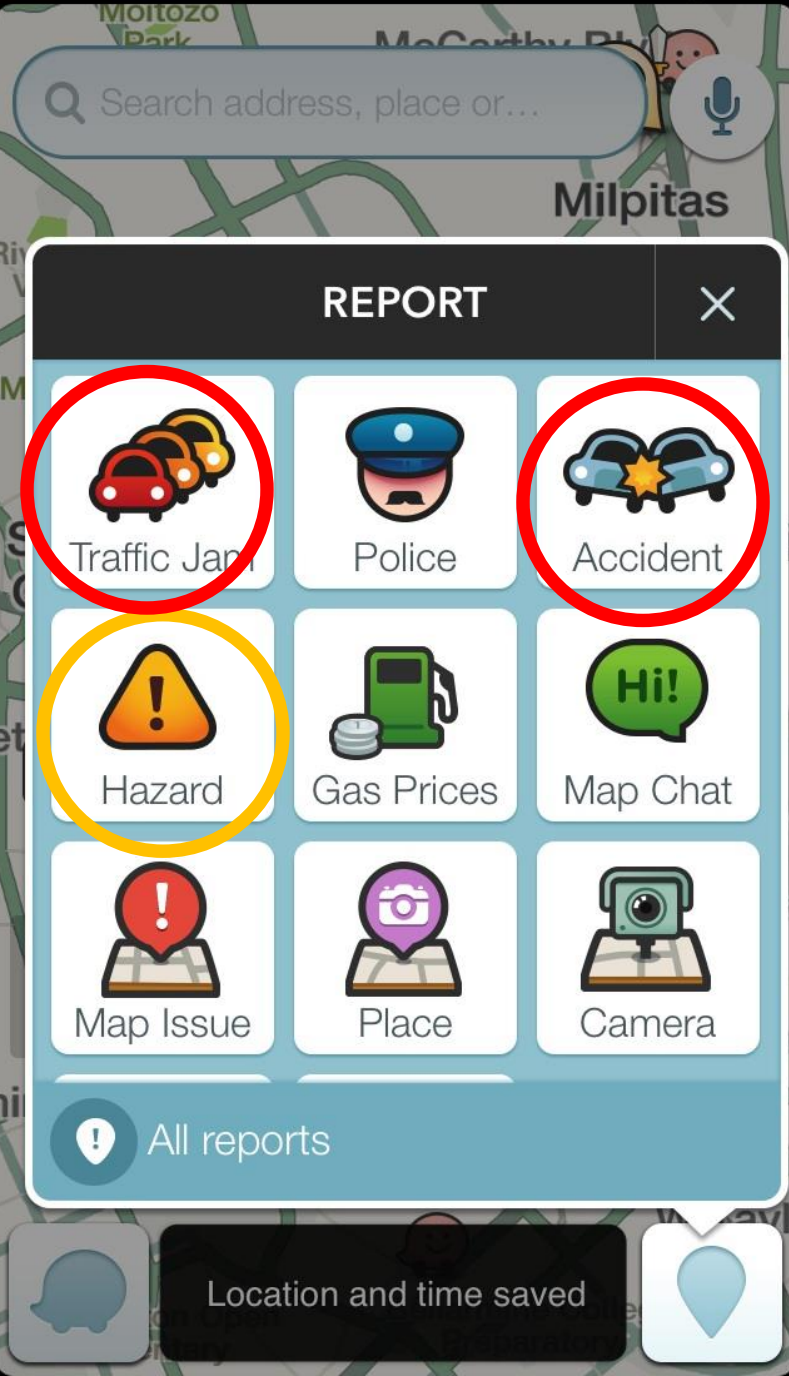
24/7 TMC →

only import events on rural roadways

Kentucky Transportation Cabinet:

limited operator resources →

import events on *all* roadways



What to import?

Initial questions:

Identifying similar DOT/Wazer reports

The screenshot displays the 511 website interface. At the top, the 511 logo is on the left, and navigation links (HELP, MORE 511, TRUCKERS, WINTER DRIVING, BORDERING STATES' 511, CONTACT) are in the center. On the right, there is a link for "Your 511 (sign in)". Below the navigation bar, a status bar shows "Text Size A A A", "Text Only", "View Streamlined Version", and "Future Info: 6 (4 reports), IA 7, IA 9 (3 reports), IA 10, IA 12 (2 reports), IA 15, IA 17 (3 reports)".

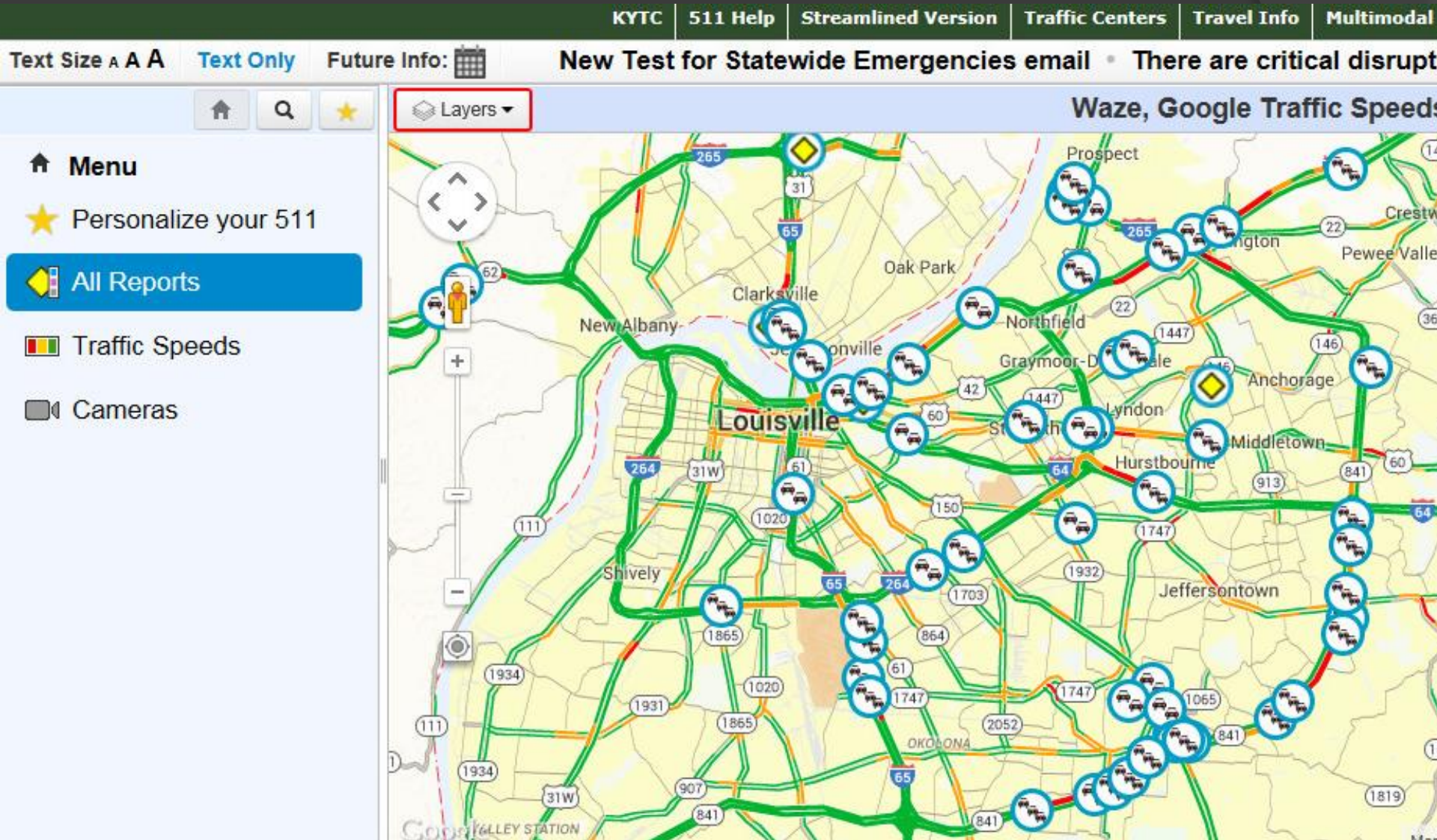
The main content area is titled "Incidents, Waze Reports" and features a map of a region including the Mondamin Wildlife Area. A yellow diamond icon with a black border indicates a road construction incident on I-29 southbound. A tooltip for this incident reads "I-29 southbound: Road construction." The map also shows other roads like Austin Ave, Burcham Ditch, and Detroit Ln, as well as a scale bar for 200 meters.

On the left side, there is a "Menu" section with the following options:

- Personalize your 511
- Travel At-A-Glance
- Incidents
- Construction
- Winter Driving & Incidents
- Cameras & Speeds
- Twitter
- Facebook

At the bottom right, there is a "Legend" button with an upward arrow icon. The footer includes "Map data ©2015 Google" and links for "Terms of Use" and "Report a map error".

Initial questions: Too much of a good thing?



Initial questions: user comments



KENTUCKY **TRANSPORTATION** CABINET



[KYTC](#) | [Full-Feature Version](#) | [About 511](#) | [Traffic Centers](#) | [Travel Info](#) | [Multimodal](#) | [Weather](#) | [Construction](#) | [Roadside Assistance](#)

Text Size **AAA** Text Only : is a closure or blockage on [US 641](#)

[Menu](#) | [Road Reports](#) | [I-71](#)



--- Citizen Update ---

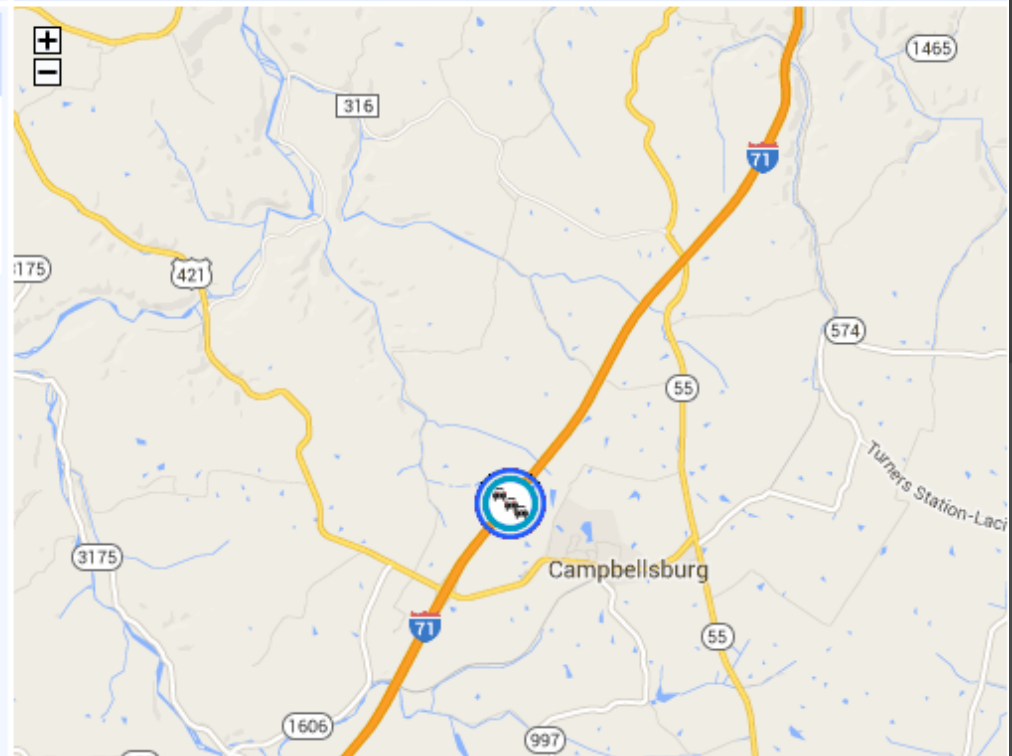
I-71 northbound: Standstill traffic.

Between Milepoint 34 and Milepoint 36. A Waze user reported standstill traffic.

Wazer comment: uggghh

Reported by Waze app today at 3:45pm EDT

I-71 northbound: Standstill traffic.



Attribution

How do we differentiate?



--- Citizen Update --- US 84 westbound: Standstill traffic.



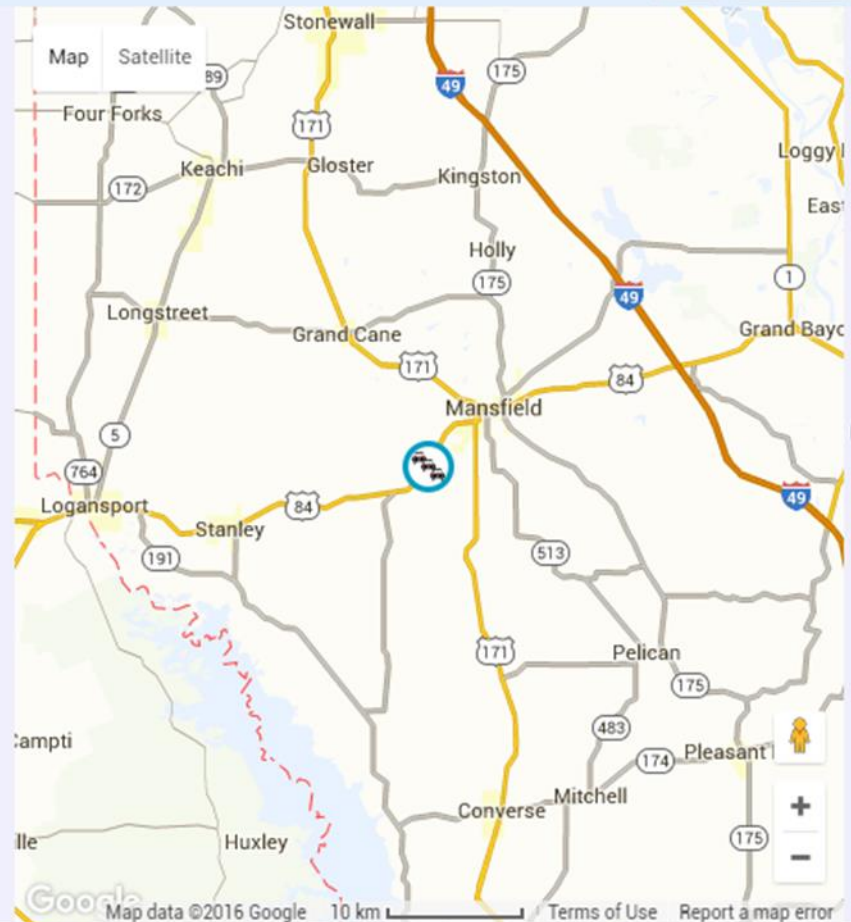
share ▾




Between Bunker Hill Road and Parish Road 341 (near Mansfield).

A Waze user reported standstill traffic.

Reported by Waze App Today at 2:28 PM



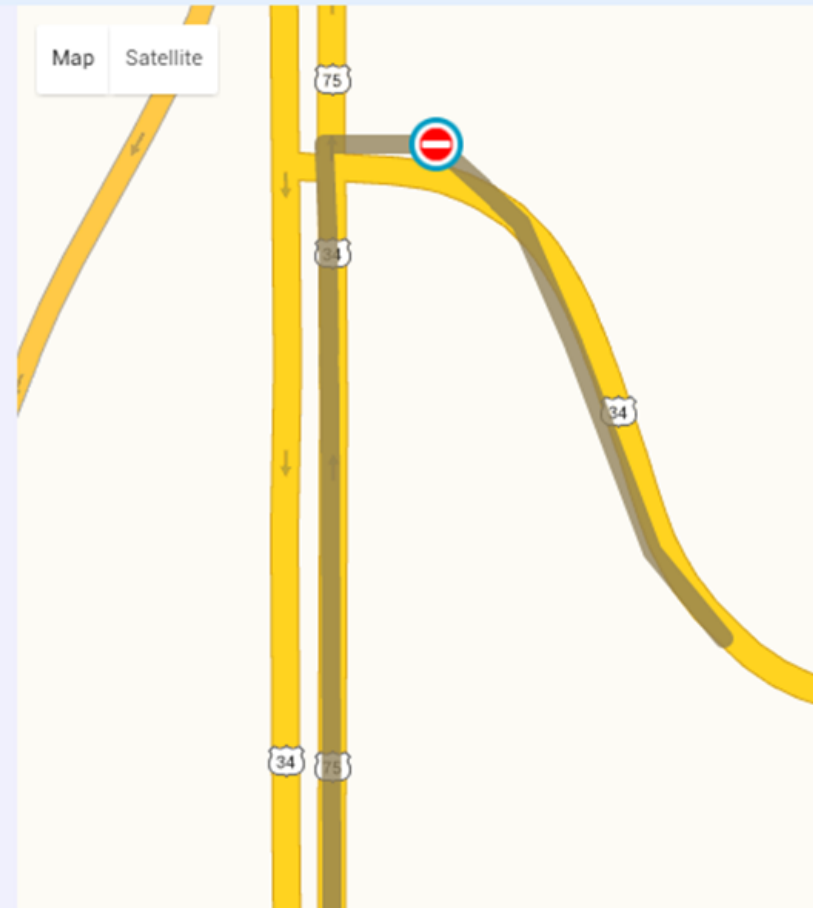
Aggregation

 --- Citizen Update --- US 34 northbound: Road closure.

Between East La Platte Road (TO CLOSE) and South 5th Street
Multiple Waze users reported a road closure.

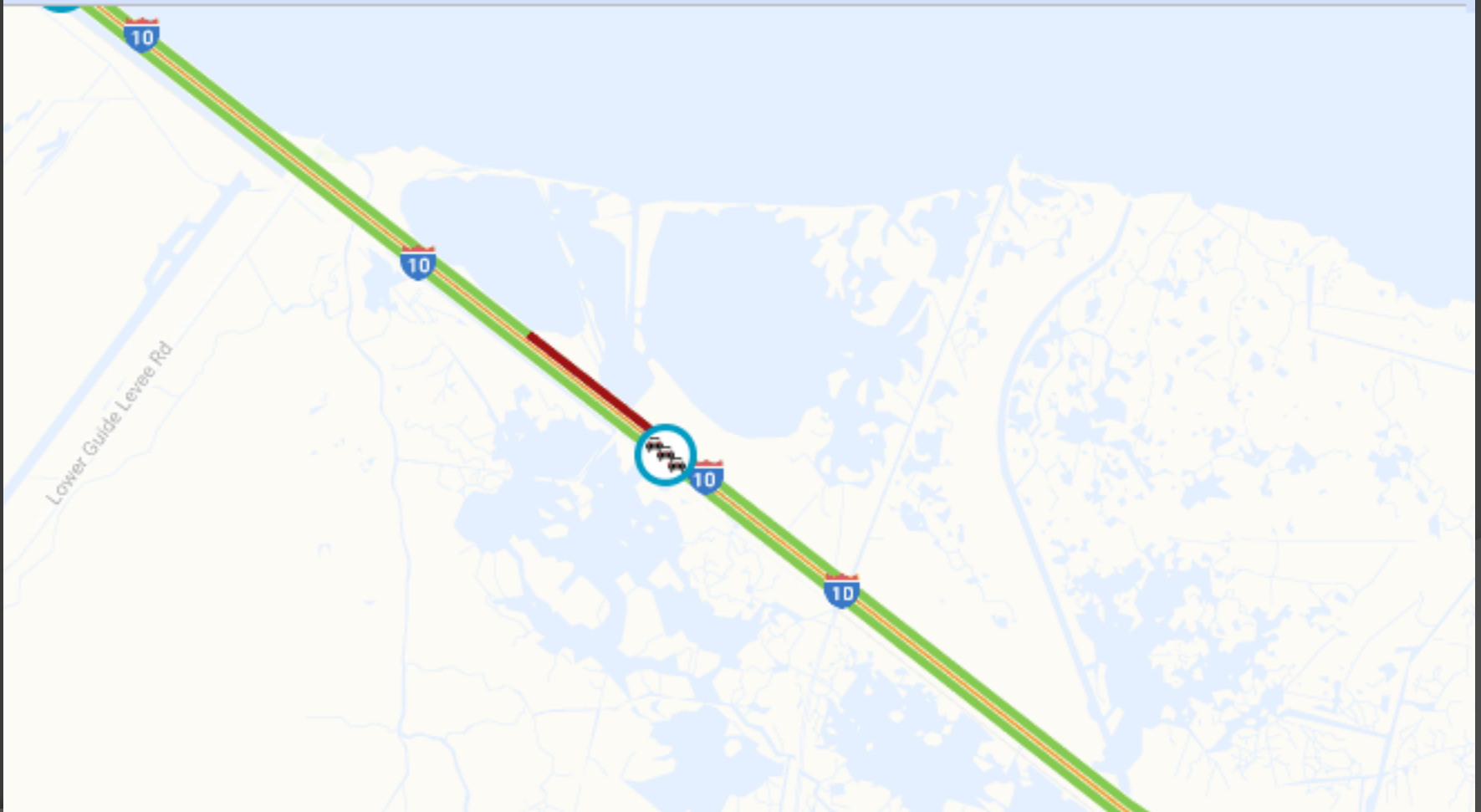
Comment: Road Construction

Reported by Waze App 05/13/2016



verifying accuracy

Road Reports, Construction, Waze Reports, Weather Warnings, Ferry Status



Questions?

Abby Smith
Castle Rock Associates

abby.smith@crc-corp.com

503.892.2603

