

TRAINING COURSE: CROWDSOURCING FOR OPERATIONS

Developed by the Federal Highway Administration (FHWA) Every Day Counts (EDC) Program



Source: fotosearch.com



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Why Crowdsourcing for Operations?

Crowdsourcing turns transportation system users into real-time sensors who provide low-cost, high-quality data on traffic operations, roadway conditions, travel patterns, and more. When combined with traditionally collected data, crowdsourcing will help agencies implement proactive transportation systems management and operations (TSMO) strategies. Agencies could make roadways safer and more reliable, improve operational efficiency, and support cost-effective monitoring through crowdsourcing for operations.

Course Objectives and Structure

This introductory, interactive crowdsourcing for operations course is intended to (1) broaden understanding of how crowdsourced data can improve transportation operations; and (2) help participants consider whether specific applications of crowdsourcing may meet their agency's needs for improving TSMO capabilities. The course includes five lessons (introduction, data sources, applications, data management, and next steps) and six optional application modules (traffic incident management, arterial management, road weather management, emergency management, work zone management, and traveler information).

Target Audience

There are no prerequisites for participation in this course. The target audience includes managers and operators of traffic management centers and transportation systems

programs, such as traffic incident management, traveler information, arterial or corridor management, work zone management, road weather management, maintenance management, plus executives from State and local departments of transportation, metropolitan planning organizations, regional mobility authorities, and toll authorities.

Course Feedback

The course debuted in summer of 2022, with a 4.8 out of a 5-star rating! Attendees overwhelmingly confirm its value.

"This was really well done, and the content was very timely. There was a good balance of technical information and practical, applicable case studies."

"I liked the group interaction that we had amongst us. We had a great mix of State and local government participation."

Accessing the Course

The curriculum is best delivered as an in-person, full- or half-day course. The FHWA Crowdsourcing Innovation coleads may be able to help deliver the course in person or, if needed, using an online platform. Reach out to any of the coleads listed below. Individuals may also take the course through five prerecorded webinars hosted by the Intelligent Transportation Systems Professional Capacity Building program (www.pcb.its.dot.gov/itscourses).



For additional information, please contact any of the following Crowdsourcing Innovation coleads:

James Colyar
FHWA Office of Operations
360-753-9408
james.colyar@dot.gov

Greg Jones
FHWA Office of Operations
404-895-6220
gregm.jones@dot.gov

Ralph Volpe
FHWA Operations Technical Team
404-985-1268
ralph.volpe@dot.gov