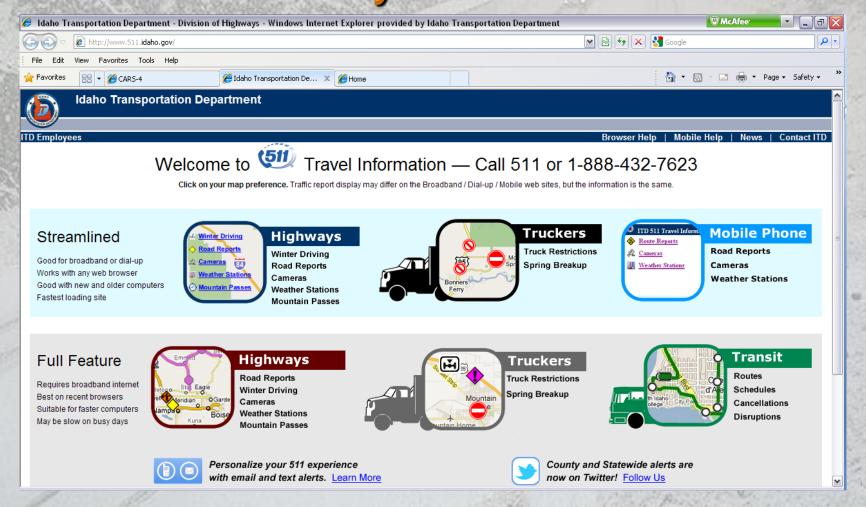
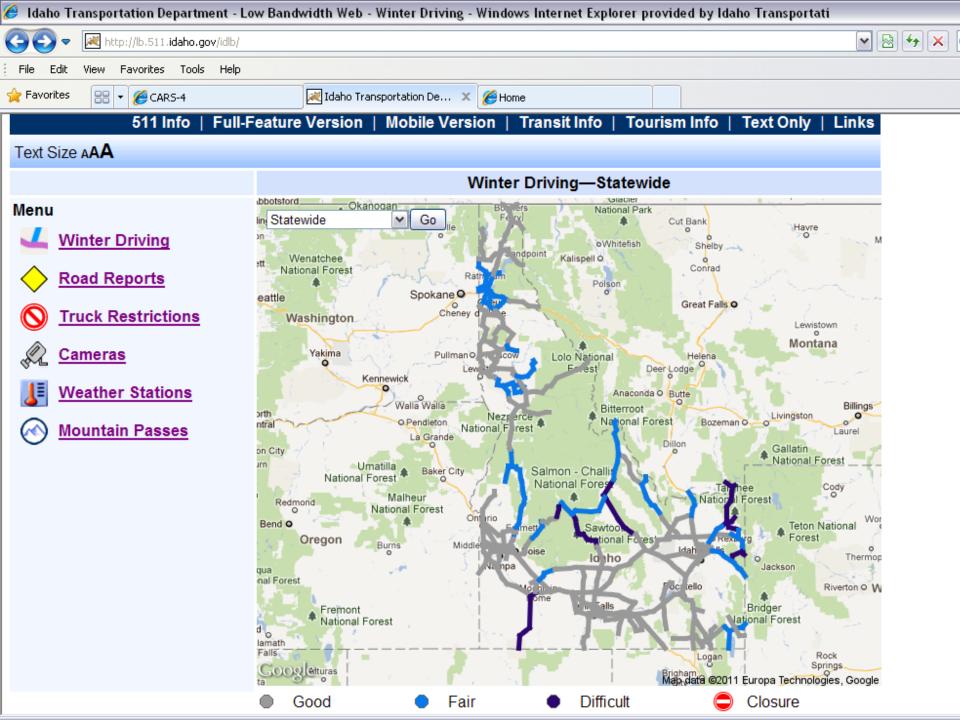


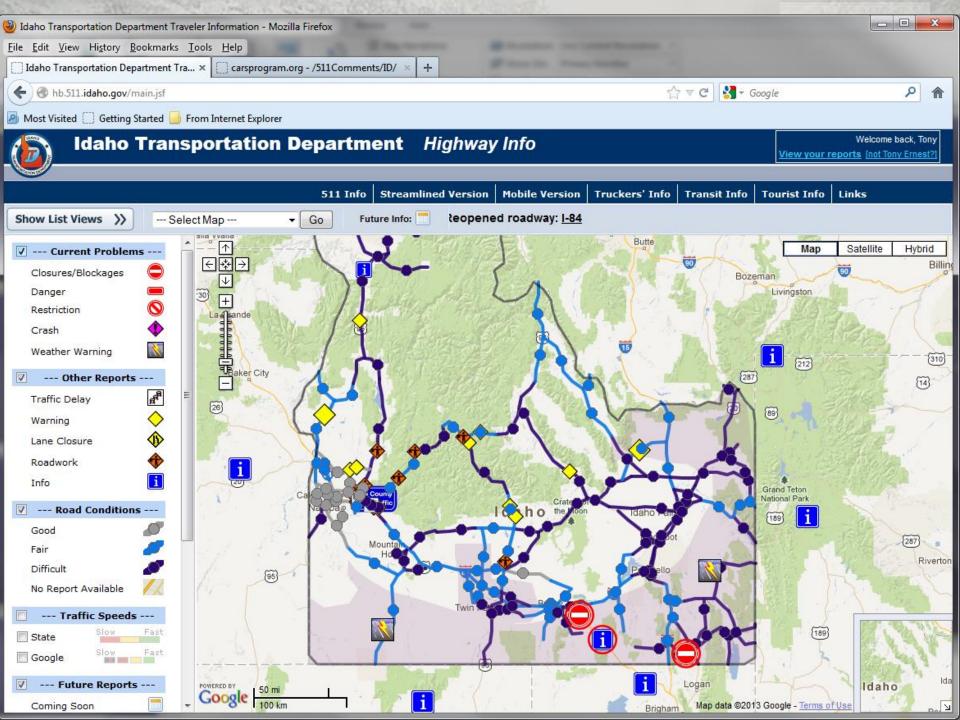
Idaho 511 Citizen Reporting Program

Tony Ernest – Traveler Services Coordinator North/West Passage Citizen Reporting Peer Exchange October 27, 2014

Idaho's 511 Traveler Information System

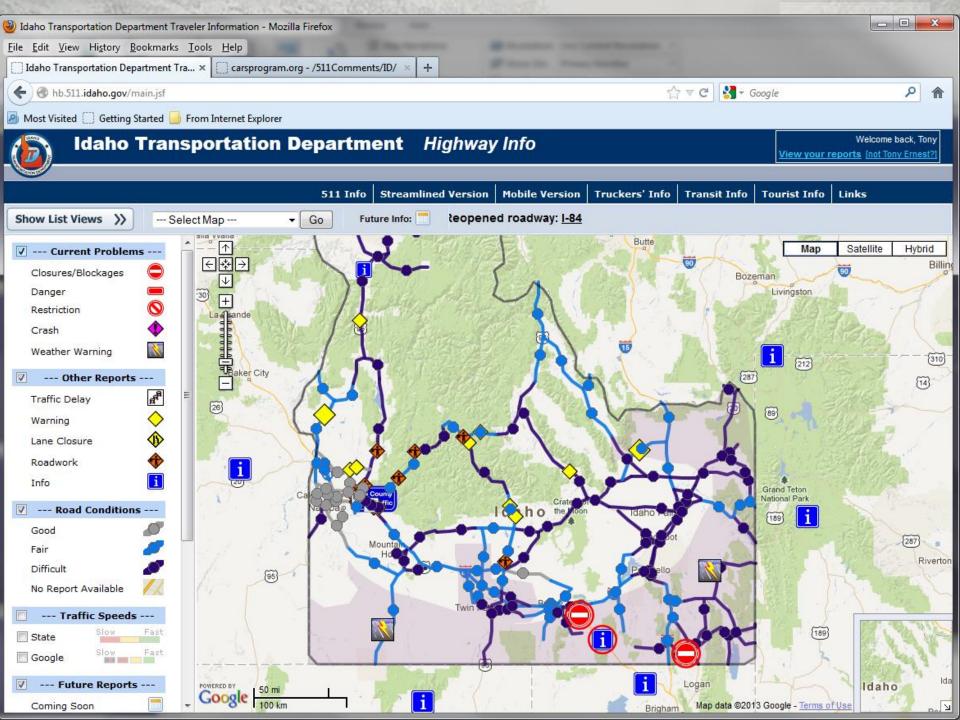


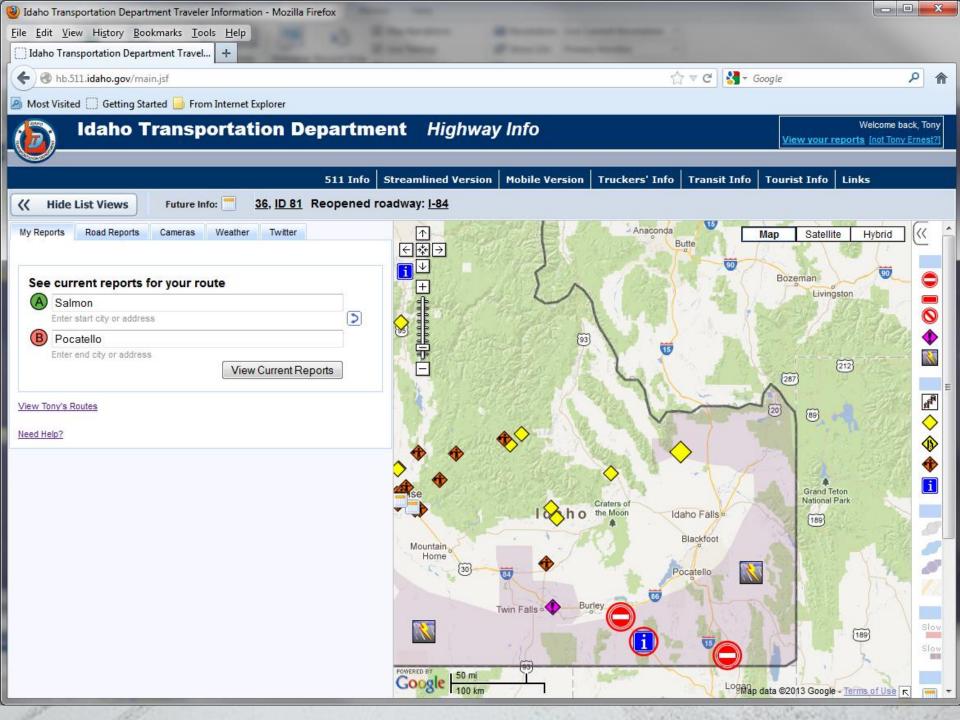


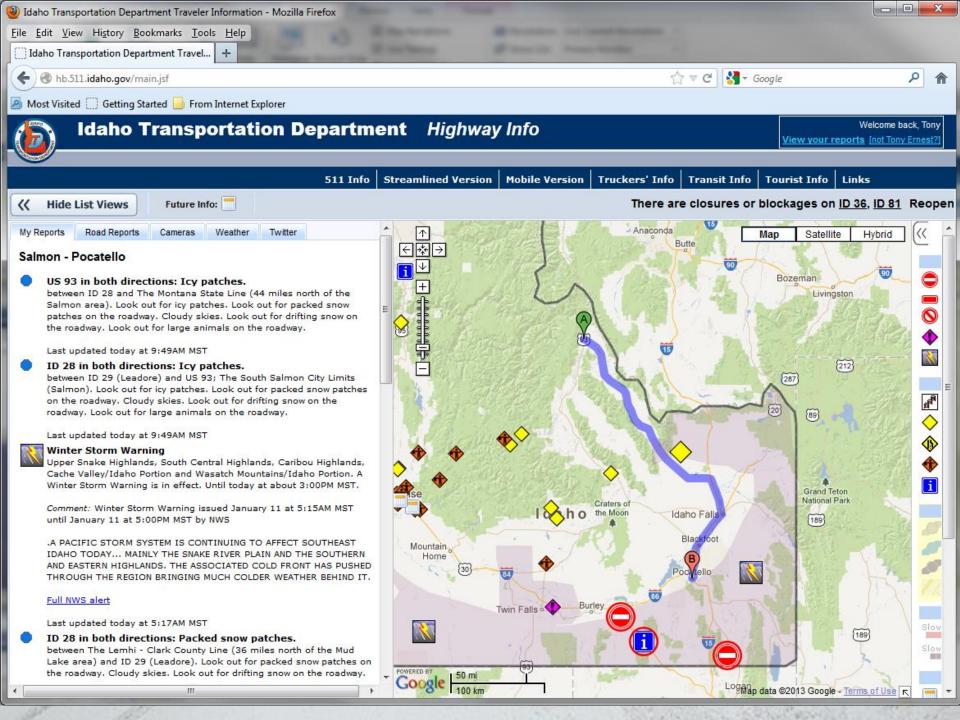


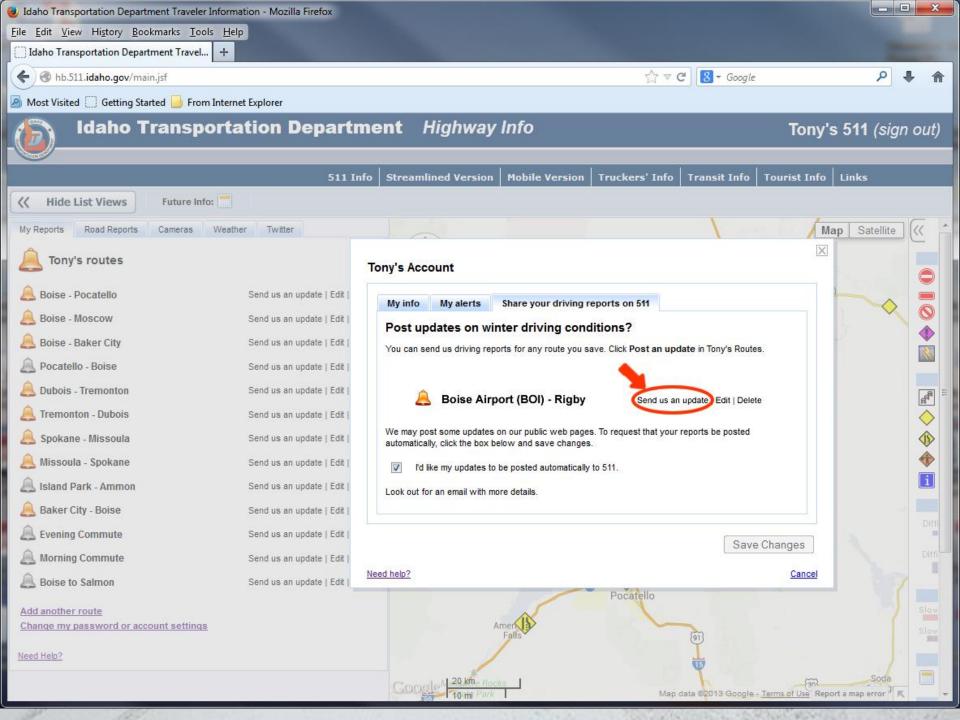
Winter Road Condition Reporting in Idaho

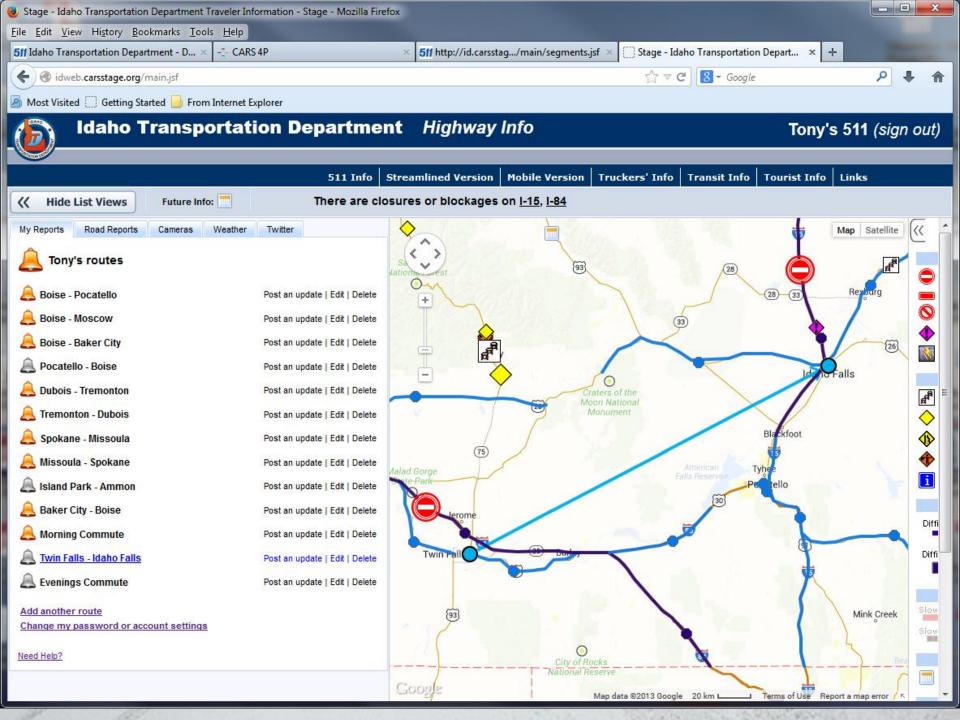
- Reports radioed in by Maintenance Crews
 Minimum scheduled daily reports
 And as conditions change
- Hard to track reliability of "as conditions change" reporting
- Individual reports are time tagged
- ❖ 24 hour lifespan, or until overwritten
- Public complaints of out of date information
- Need: to improve timeliness and frequency of winter road condition reporting!

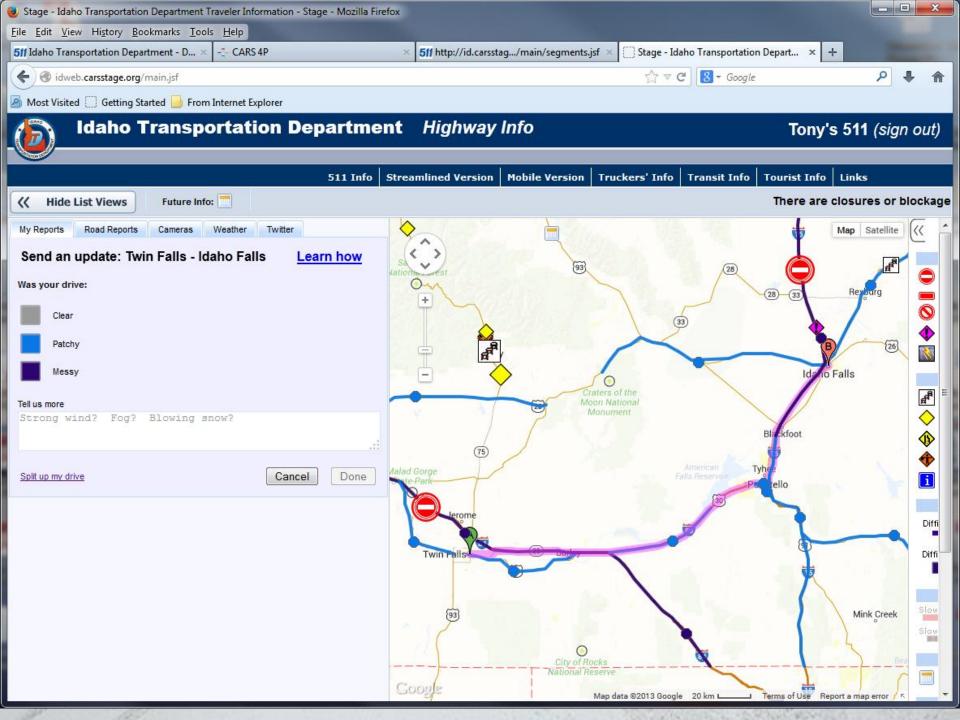


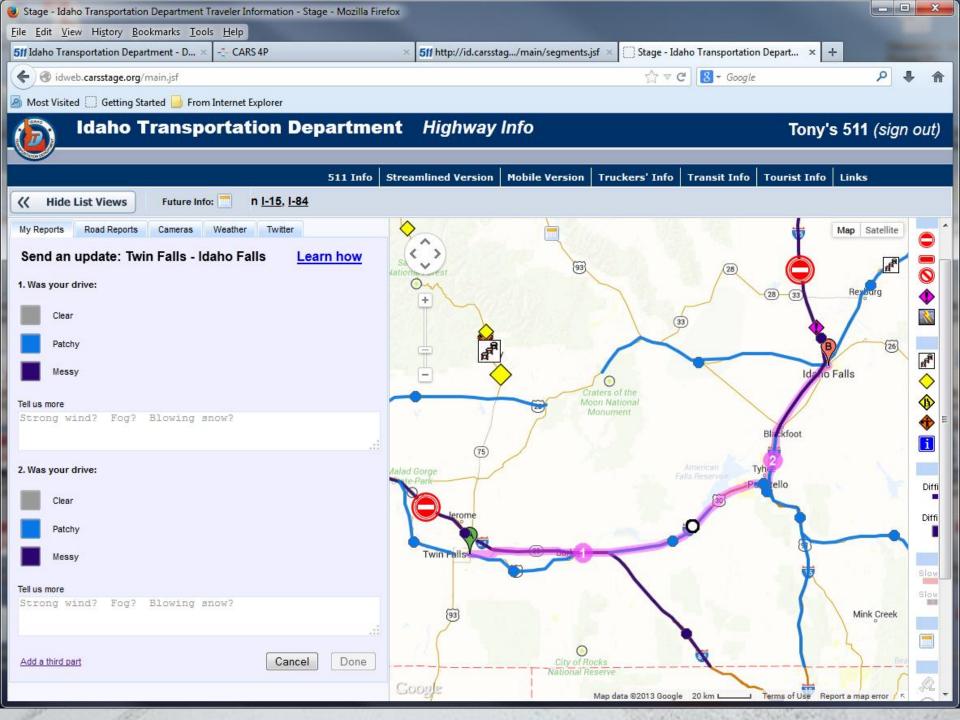


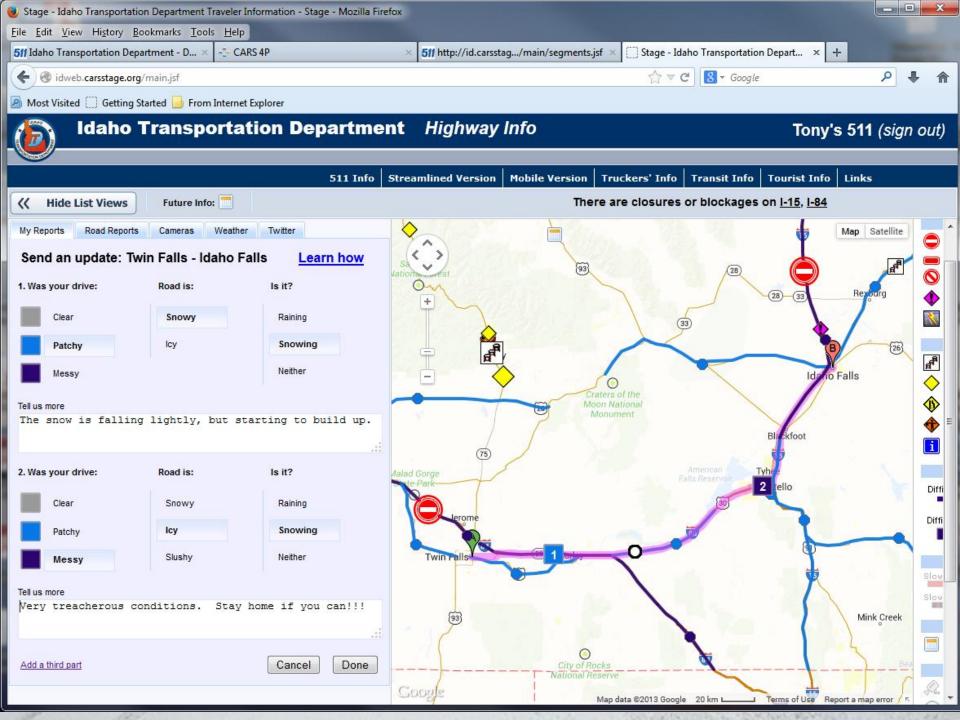


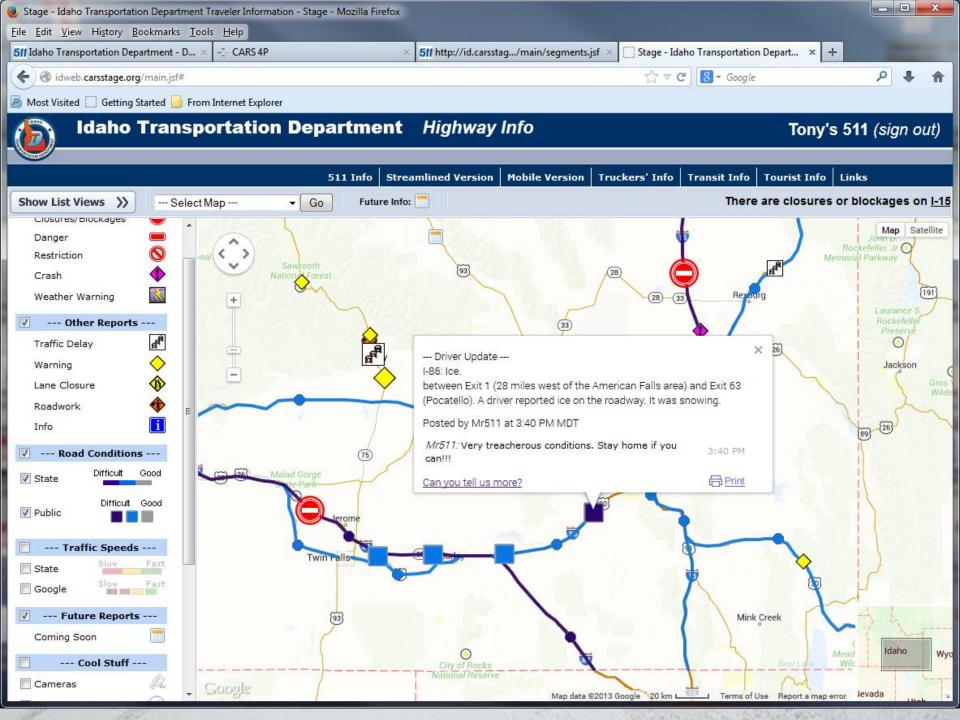


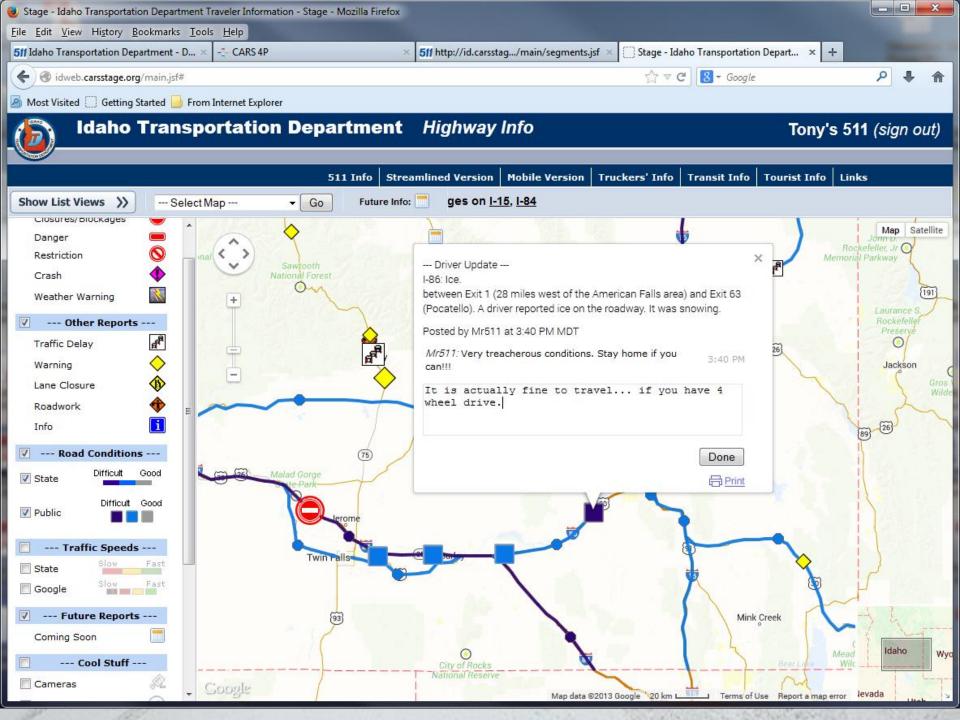












Initial Implementation



- **❖** \$65,000 initial development cost.
- ❖ Online for 2013/14 winter season.
- * Recruited a small number of reporters initially.
 - Individual private citizens
 Idaho National Laboratory bus system
- Trained reporters on condition reporting.

Immediate Benefits



Improved frequency of reporting

Naturally timed to when most were traveling

Naturally concentrated in higher population areas

- Direct engagement of the public
- Independent source of road weather information

Compare and contrast reports from a different set of eyes Highlighted opportunities for improvement ITD reporting

First Year Impressions

- Very pleased with user mechanics
- Very pleased with report displays
- Accurate reporting
- Need better citizen recruiting
- Citizen reporters asked for ability to report fog

Future Development Options

- Move to online training
 - As demand and confidence improves
 - Less intimidating recruitment barrier
- Expand to include incident reporting

* Mobile citizen reporting via smart phone app



Questions?

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