WRTM Program Evaluation: UDOT Citizen Reporting Program

Leigh Sturges
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First Season’s Stats
(Dec 2012 – Mar 2013)

- Trained CRs: 56
- Active CRs: 31
- Total # Segments: 143
- Avg. Assigned CRs per Seg.: 2.1
- Total Valid Reports: 607

~99% reports were deemed accurate.

Most CRs (71%) submit their report within 15 minutes of observing the road.
Hypothesis: Citizen reporters will help to fill observational gaps.

<table>
<thead>
<tr>
<th>Segments</th>
<th># Segments</th>
<th>Total Valid Reports</th>
<th>Average Assigned CRs per Segment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary</td>
<td>62</td>
<td>180</td>
<td>1.0</td>
</tr>
<tr>
<td>Secondary</td>
<td>56</td>
<td>115</td>
<td>1.9</td>
</tr>
<tr>
<td>Tertiary</td>
<td>25</td>
<td>312</td>
<td>5.3</td>
</tr>
<tr>
<td>All</td>
<td>143</td>
<td>607</td>
<td>2.1</td>
</tr>
</tbody>
</table>
Benefits to Weather Operations

Data can be used to assist forecasting, traveler information, traffic management and maintenance.

Benefits will be realized more fully in coming years.

Ultimately, less CR data oversight will be needed.
- Trusted reporters
- Automated weighting
- Data source information for public
To optimize distribution of reports...

- *Recruit* to populate primary routes.
- *Recruit* from multiple sectors of the work force (temporal variety).
- *Communicate with CRs* through the year to keep them engaged.
  - Rewards, prizes?
  - Push notification, alarms?
- Emphasize reporting *even when weather is clear* (consistent flow of info).
- Emphasize reporting *post-storms*.

Other Recommendations

- Repeat analysis yearly to highlight remaining gaps.
- Repeat analysis yearly to allow public to realize benefits.
- Repeat analysis yearly to gauge internal benefits.

*From focus group:*
- Tell public the source of observations.
Questions?

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