

Transportation Data Sharing & Waze Connected Citizens Program

Integrating Real-time Traffic Data into City Operations



Data Sharing and a Regional Intelligent Transportation System Strategy



- Included in the Mobility 2040 Plan's Transportation System Management Program
- Architecture developed based on input from regional stakeholders
- Partner Agencies will be able to share data, video, and real-time information
- Improves mobility
- Helps the traveling public make better transportation choices



CONNECTED CITIZENS

by waze

- No Cost to Enter
- No Membership Fees

40% of top
global cities

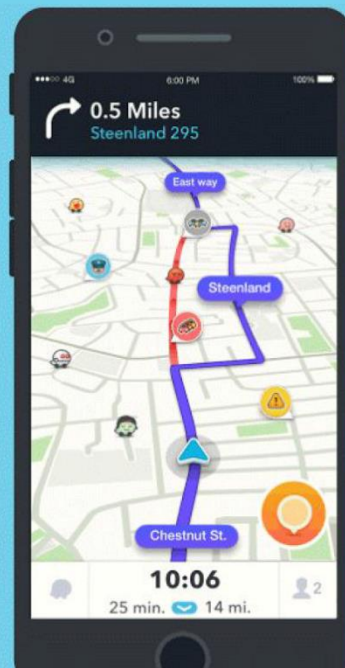
50% of U.S.
Depts of
Transportation



Sounds like “Waze”

What is Waze?

Free, real-time,
crowdsourced traffic
and navigation app



- iOS and Android devices
- Communicates road hazards & closures
- Users submit reports of road conditions
- User-interface optimized for hands-free usage

Minimal Commitment, Actionable Benefits

Free, Two-way Data Exchange

Waze

Anonymous, real-time, Wazer-generated incident and slow-down information



Real-time road closures, construction, major traffic events and incidents

Closures



SPORTS



CONSTRUCTION



HOLIDAY/
FESTIVAL



VIP VISIT

Incidents



CRISIS //NATURAL
DISASTERS



EXTREME WEATHER
CONDITIONS



PROTESTS



Smart Cities Need Smart Data

Get Waze data



Make data-driven infrastructure decisions

Gain insights into locations with frequent congestion or hazards to drive smarter urban planning



Reduce traffic congestion in your area

Reroute Waze users around road closures and incidents in real time



Know what's happening on your roads

Partners receive real-time incident information faster than other reporting methods



Increase the efficiency of incident response

Waze accurately pinpoints and verifies where incidents occur, creating faster response and clearing times

User-reported incidents:

Accidents, traffic jams, hazards, construction, potholes, roadkill, stopped vehicles, objects on road, missing signs

System-generated

traffic jams: identified by analyzing user GPS signals

Storing WAZE data

- WAZE provides real-time streams only
- City can record the WAZE data stream
- Cost savings
 - Reduce frequency of traffic counts
 - Reduce frequency of traffic studies
 - Identify most used corridors and times of use



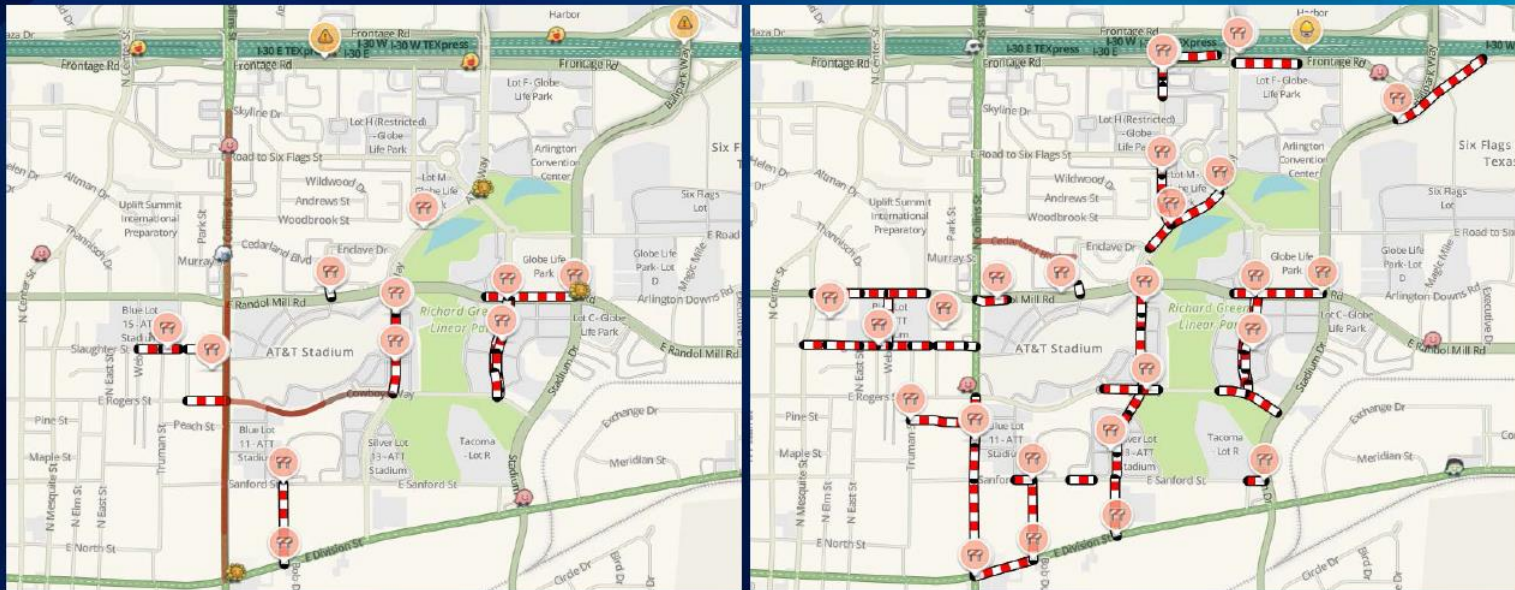
Benefits for McKinney?



- Improved Customer Service
 - Public Works Repairs
 - Signal Outages
 - Missing/Damaged Signs
- Improved Emergency Response
 - Crash Reporting
 - Disabled/Abandoned Vehicles
- Enhanced Public Information
 - Construction Road Closures
 - Emergency Repair Closures
 - Special Events Closures
 - Map Updates

How do others use it?

- Dallas Cowboys – AT&T Stadium
 - Closures – Pre Game & Post Game





Joining is Easy, One-click Agreement

- Most set-ups take less than a day
- Begin recording/archiving data for later analysis
- Stay current with the latest technology that NCTCOG and our sister cities are already using



- Further Questions?

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End.