



Real-Time Traveler Information Trends and Statistics

Lisa Miller
Utah Department of Transportation
September 22, 2016



The Landscape Is Changing...



Toyota USA @Toyota

Tag a photo of yourself #wishgranted on Twitter or Instagram and you may be in a Toyota ad. bit.ly/gitbg twitpic.com/bsk3kp

[Hide photo](#) [Reply](#) [Retweet](#) [Favorite](#)



By Toyota USA @Toyota

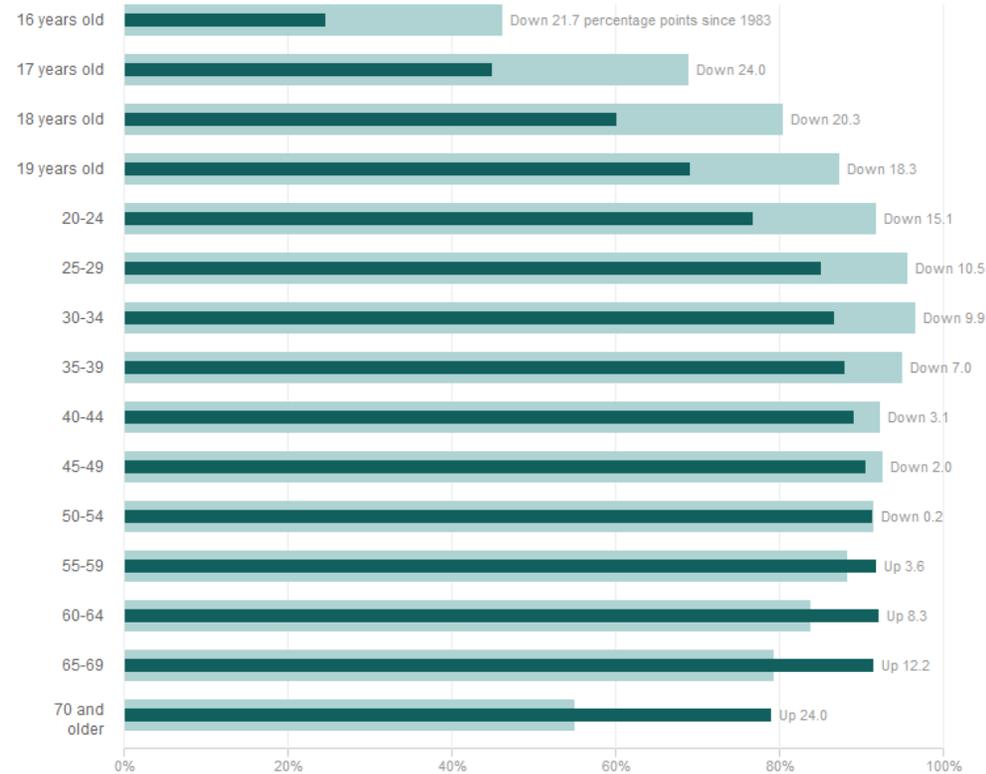
TwitPic @TwitPic · Follow

The Landscape Is Changing...

Fewer Drivers Among Younger Generations

Proportion of licensed drivers in 1983 and 2014, by age

■ 1983 ■ 2014



Source: University of Michigan Transportation Research Institute

Credit: Katie Park/NPR

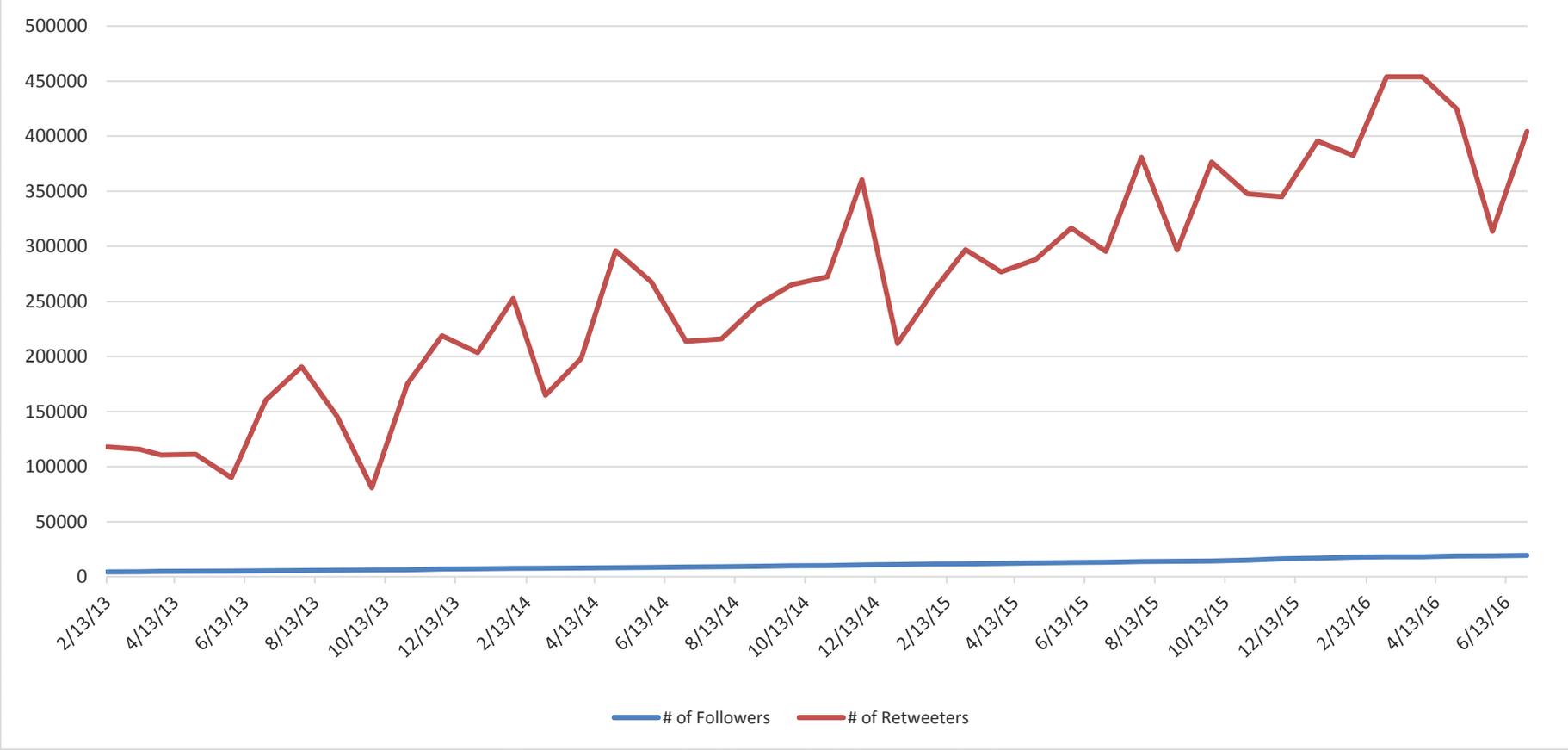
The Landscape Is Changing...



The Landscape Is Changing...



Performance Measures



internet live stats

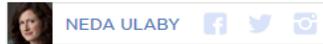
www.internetlivestats.com

Demonstrating the Value of Social Media

SOCIAL WEB

How Do You Measure Passion? Figuring The Value Of Social Media Followers

January 28, 2016 · 4:38 AM ET
Heard on Morning Edition



"Look at someone like this guy right here," Alex Taub says, intently peering at his laptop screen.

We're in Taub's office right off Union Square in New York City. It's the headquarters of [SocialRank](#), the startup he co-founded. SocialRank shows companies and public figures with brands to promote which of their followers on Twitter and Instagram are most valuable.

Taub's pulled up his own Twitter account to show me one of his own followers, someone who *seems* valuable.

"This guy's got 1.4 million followers," he says admiringly. "That's crazy. That's like, more followers than some of the big celebrities."



Additional details are available below

Your Twitter account is valued at...

\$17,564.23

Tweet



Social Network Ad Spending to Hit \$23.68 Billion Worldwide in 2015

Advertisers in North America spend the most to be social

Demonstrating the Value of Social Media

- Real determination comes when there is a crisis.



The Old Guard
@The_Old_Guard

"I will guard everything within the limits of my post and quit my post only when properly relieved." #Blizzard2016

3:25 PM - 22 Jan 2016

2,446 Retweets 2,436 Likes

Dani Garner
@GarnerWraps

#I75 Officially 12 hrs in the same spot....

5:51 AM - 23 Jan 2016

KY State Police
@kystatepolice

UPDATE I-75: KY Emerg Mgmt teams R making their way 2 cars stranded w/ water, fuel & snacks. KSP & Nat Guard are moving cars one at a time

12:37 AM - 23 Jan 2016

31 Retweets 20 Likes

Kentucky Emergency Management

12 hrs ·

Shelter open for travelers diverted off I75 Exit 41 @ 360 Parker Rd, London (West London Baptist Church) #KyWX

20 Likes · 2 Comments · 112 Shares

Snowfall Records at NWS Jackson, KY

Greatest January Snowstorms		
#	Amount	Date
1	16.4"	January 5-7, 1996
2	16.2"	January 22-23, 2016 through 7 am EST
3	15.4"	January 17-18, 1994
4	8.8"	January 17-19, 2002

Weather Records Date
Back to 1981

Greatest One Day Snowfalls		
#	Amount	Date
1	19.8"	March 12, 1993
2	16.2"	January 22-23, 2016 through 7 am EST
3	15.1"	January 17, 1994
4	12.0"	February 12, 1985
5	11.8"	February 15, 2015
6	8.5"	January 6, 1996
7	8.2"	April 3, 1987
8	8.1"	December 19, 2009
9	7.3"	February 1, 1985
10	7.2"	January 7, 1996

Greatest Two Day Snowfalls		
#	Amount	Date
1	20.3"	March 12-13, 1993
2	19.8"	March 13-14, 1993
3	16.2"	January 22-23, 2016 through 7 am EST
4	15.7"	January 6-7, 1996
5	15.4"	January 17-18, 1994
6	15.1"	January 16-17, 1994
7	13.8"	April 3-4, 1987
8	12.9"	February 12-13, 1985
9	12.3"	December 18-19, 2009
10	12.0"	February 11-12, 1985

Published on: 01/23/2016 at 7:29AM

NWS Jackson, KY
@NWSJacksonKY

Storm total is now 16.2" at NWS Jackson. Here's a look at where this #WinterStorm stands in our record book. #kywx

5:29 AM - 23 Jan 2016

13 Retweets 9 Likes

London City Police
@LondonCityPD

I-75's Exit 38 is blocked with vehicles. Please use extreme caution while driving on the roadways. #I75 #Kentucky

11:49 AM - 22 Jan 2016

Demonstrating the Value of Social Media

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Dani Garner @GarnerWraps
#I75 Officially 12 hrs in the same spot....

BREAKING NEWS

Active shooter reported at the Naval Medical Center San Diego, according to the center's Facebook page.

The Old Guard @The_Old_Guard
"I will guard everything within the limits of my post and quit my post only when properly relieved." #Blizzard2016
3:25 PM - 22 Jan 2016

Kentucky Emergency Management
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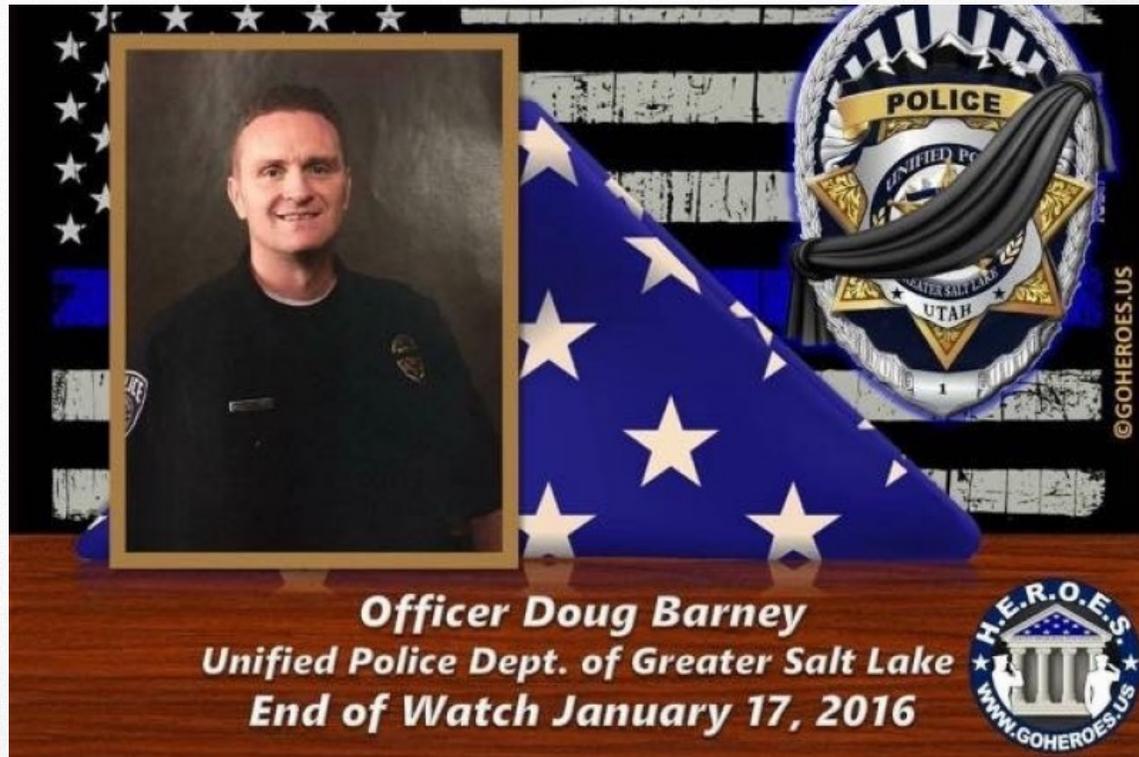
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Demonstrating the Value of Social Media

- Real determination can also come in the form of value to a community.



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- Real determination can also come in the form of value to a community.

Notifications

All / People you follow

 **Rob E Herndon** and 58 others followed you

 **Terri Coppa** and 3 others liked your Retweet
28m: The hearse has departed, flanked by our motors. Until we meet again #OfficerBarney... pic.twitter.com/WpFj6QYnXk



 **SHERRY FACER** and 4 others liked your Retweet
1h: Getting ready to roll out to honor our fallen brother Barney. What an honor this is for us. pic.twitter.com/LgV2Xc487b



 **sockless_blonde** and 6 others liked your Tweet
20m: #OfficerBarney procession has reached NB I-215 at SR-201. Watch for slow vehicles and closed on/off ramps. pic.twitter.com/xDxAkukqGg



 **Rikki Meece** Retweeted you 8m
12m: #OfficerBarney procession approaching I-80 EB State St. @WVCUT @UPDSL @UDOTRegion3 @UDOTRegionTwo Procession is in the center lane.
4 other Retweets

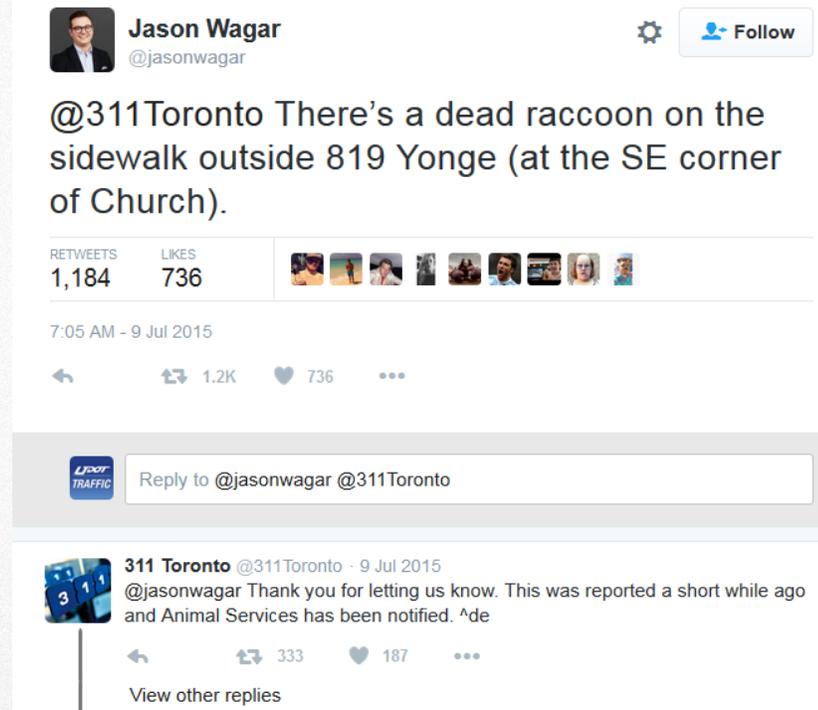
 **Blancaa(:** and 11 others Retweeted you 10m
20m: #OfficerBarney procession has reached NB I-215 at SR-201. Watch for slow vehicles and closed on/off ramps. pic.twitter.com/xDxAkukqGg



 **Daily Herald** Retweeted you 11m
12m: #OfficerBarney procession approaching I-80 EB State St. @WVCUT @UPDSL @UDOTRegion3 @UDOTRegionTwo Procession is in the center lane.

Demonstrating the Value of Social Media

- Determination of Social Value for other types of events



Jason Wagar @jasonwagar

@311Toronto There's a dead raccoon on the sidewalk outside 819 Yonge (at the SE corner of Church).

RETWEETS 1,184 LIKES 736

7:05 AM - 9 Jul 2015

1.2K 736

Reply to @jasonwagar @311Toronto

311 Toronto @311Toronto · 9 Jul 2015
@jasonwagar Thank you for letting us know. This was reported a short while ago and Animal Services has been notified. ^de

333 187

View other replies



Meeting the Challenge of Real-Time Traveler Information!

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Utah Department of Transportation
lisamiller@Utah.gov
(801) 887-3761



 **Utah DOT** 
@UtahDOT  **Following**

There's a time & place for using your phone. In car while driving is not one of them
[#MessageMonday](#) [#ZeroFatalities](#)



RETWEETS 38 LIKES 69 

2:51 PM - 9 Nov 2015