

# AMA Road Reporter



A group of people are driving in a convertible car through a desert landscape. The driver is in the center, with passengers on either side. The car is open-top, and the background shows a wide, flat desert with mountains in the distance under a clear blue sky. The interior of the car is visible, including the steering wheel and dashboard.

**200,000** unique visitors/week

Over **60%** mobile

Average age of **28**

A woman with dark hair and sunglasses is driving a red convertible on a two-lane asphalt road in a desert landscape. The background features rocky hills under a clear blue sky. The text 'BUT...' is overlaid in the upper left, and a longer paragraph is overlaid in the center of the image.

**BUT...**

Consuming weather and traffic information much differently than they used to, and they expect real time information



## Think About It...

If a user wanted this information today, they would have to toggle between the following data sources:

- ✓ Check Google Maps
- ✓ Listen to the Radio; Watch TV
- ✓ Follow up to 15 different twitter accounts
- ✓ Check Alberta 511
- ✓ Check with their friends (because in many circumstances, the data simply doesn't exist today)



**CONDITION INFORMATION WAS NOT  
ENOUGH**

Albertan's needed community-based  
road reporting

# AMA Road Reporter = Traffic + Event + Condition

## ✓ Traffic

Classification of traffic where actual vehicle speed is compared to posted speed limits. Based on input from location-enabled devices.

## ✓ Event

Identification of incident impacting road or traffic conditions. Can includes road condition, traffic, construction, and can also include collision, detours, planned and unplanned incidents.

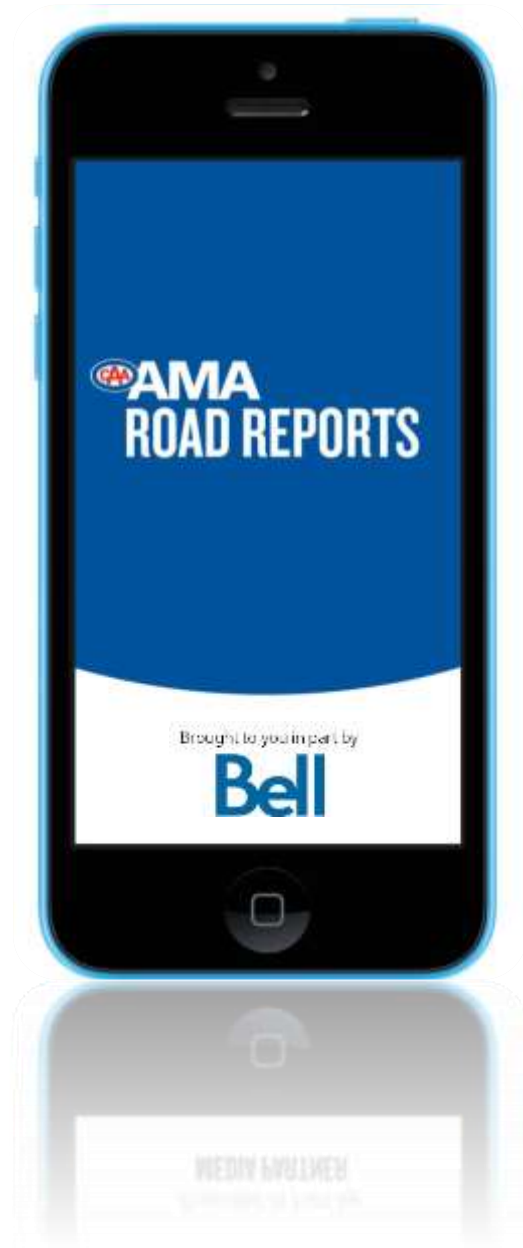
## ✓ Condition

Classification of highway driving conditions based on the surface of the road, prevailing weather and visibility.

**HOW?**

VIDEO





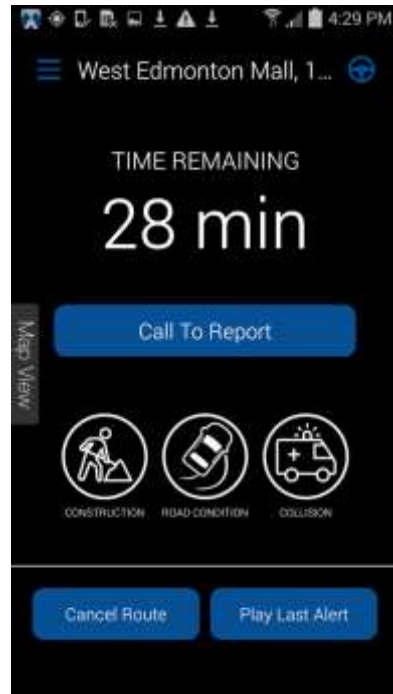
Hi  
I'm the AMA Road Reporter

Provides audio updates on driving conditions, while facilitating crowd-sourcing.

Destination-Based Routing



Destination Timing



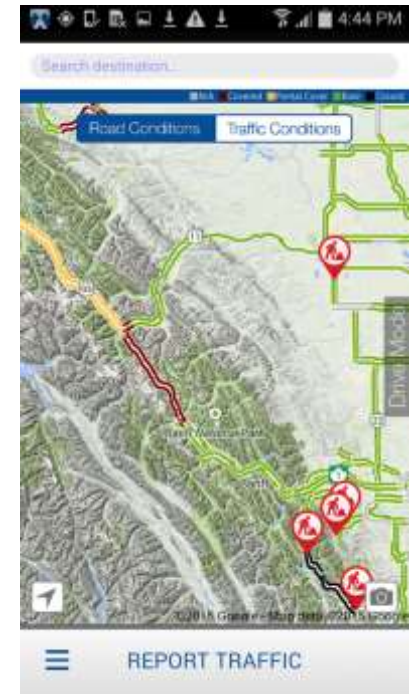
Advanced Monitoring and Alerts

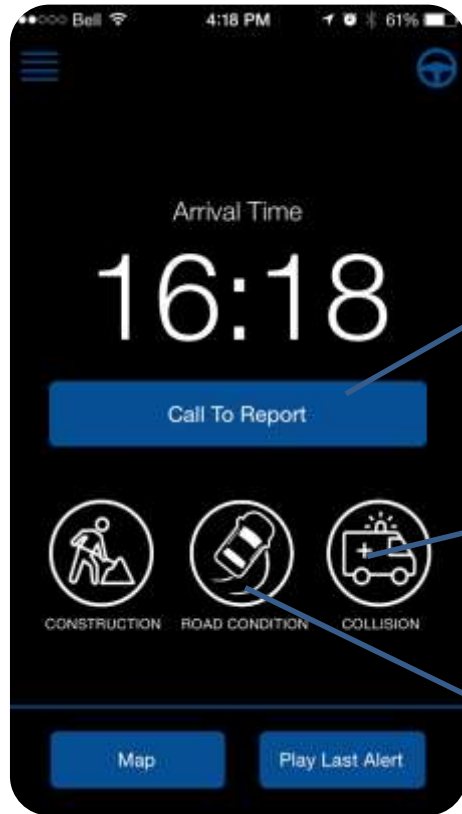


Traffic Cameras



Road Conditions





Users Contribute Road Event and Condition Data through the AMA app

Direct Contact with AMA to describe event

Road Event (Collision, Construction)

Condition

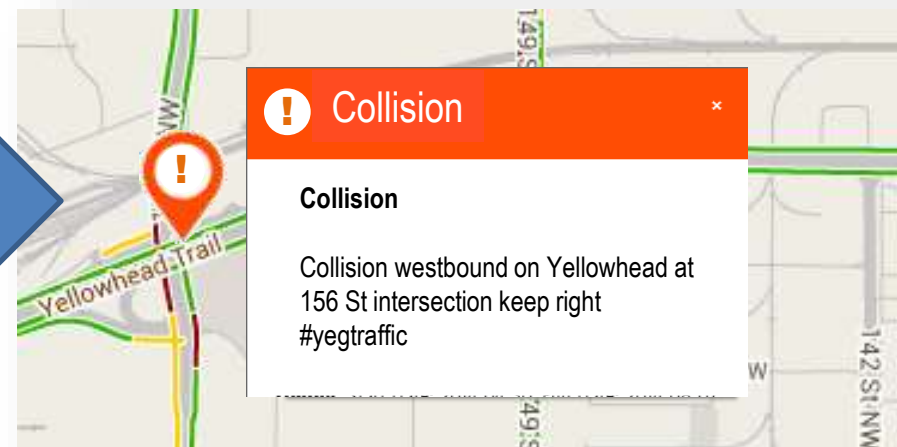
Twitter feeds are automatically scanned for road event, traffic and condition information.

Social Media scanned for event, traffic, and/or condition info in Alberta



“Collision westbound on Yellowhead at 156 St intersection keep right #yegtraffic”

Geo-referenced plot on Road Reports



# Additional Partners & Data Sources

- Alberta 511
- City of Calgary
- Bell Media
- Parks Canada
- Green Owl
- Our members





**HOW ARE WE DOING?**

# Results to Date

(3 months)



80,000 Downloads

15,000 Active Daily Users



Nicole W  
A day aft  
N. #yeg  
4 hurt. 1  
pic.twitter



Details

Cory Ed  
yuck!

Kimberl  
West or  
stand at  
#yegtra  
@ctved  
pic.twitter



Details

Cory Ed  
Kimberly  
#yegtraff  
RUNNING  
twitter.co



Details

Cory Ed  
7:23am E  
Careful o  
#Camros  
today #c  
pic.twitter



Details

Josh Cla  
Snow no  
(heading  
pic.twitter



Enter your destination

Fast Very Slow Closed

Road Condition Traffic Condition

Drive Mode

Edmonton

16 216 14 2

Devon Beaumont

Tap to report traffic conditions

REPORT TRAFFIC

View original

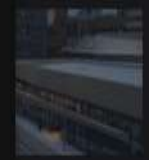
Flag media

TanR Dee @tanrdee  
This still surprises me even though it happens every first snowfall  
#yegtraffic #yeg @AMARoadReports @ctvedmonton  
pic.twitter.com/zUcllC5Gpp

Details



@edmonton... now  
coming traffic  
on the LRT  
/news/local  
igwx  
sCSyK



WestbergCTV 57m  
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remains closed.  
e investigating  
wAKZNN



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1m  
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this morning!

1m  
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dth I just made  
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1m  
@SCCTradit...  
Panini  
Box - Random  
#2  
om/2014-panini-  
b9Umb68e



# Challenges

- Usage volatility – performance issues
- Adoption requires marketing
- Crowdsourcing takes time

We are establishing critical mass to obtain sufficient crowdsource data.



**Thank you**