Where Waze took us
Cobb County Department of Transportation gains Insights on Transportation Management

Lynn Biggs, GIS Manager
Cobb County Department of Transportation
ABOUT COBB DOT

- Own and maintain Georgia’s 2nd largest county-owned road network
  - 5,000 roads / 2,426 miles
  - 235 bridges, culverts

- Approximately 160 employees

- Population 750,000
Where have we been and where are we going?

Cobb Road Status
Cobb Commute and WAZE
Atlanta Braves and WAZE
ArcGIS Enterprise and WAZE
Next Steps
<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
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<tbody>
<tr>
<td>2009</td>
<td>Flood Event</td>
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<td>NEED One Source of Road Closures</td>
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<td>2010</td>
<td>Cobb Traffic Management Center Opens</td>
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<td>Road Status Information System Developed</td>
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<td>2013</td>
<td>Nov. Braves Announce New Stadium in Cobb</td>
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<td>2015</td>
<td>Major Water Line Project</td>
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<td>Cobb Commute Developed</td>
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<td>2016</td>
<td>November Cobb Becomes Connected Citizen Partner</td>
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<td>2017</td>
<td>January XML feed from RSIS to WAZE</td>
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<td>April Braves First Pitch in Suntrust Park</td>
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<td>2018</td>
<td>Implemented ArcGIS Enterprise</td>
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<td>Big Data GeoEvent WAZE &amp; AVL data</td>
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<td>Next Steps</td>
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</table>
Creating the feed to WAZE
ARCADIS
Map RSIS attribute fields to WAZE feed specifications
XML feed – URL -> Citizen Portal
Challenges
• Routing fans to the game from outside the county or even outside of the state
• Fans will be coming to the new Stadium location for the first time

Cobb PD & Partners
• Traffic Management Plan

Braves
• MLB App links to WAZE
New Stadium Could Bring Traffic Nightmare To Cobb County

Cobb County
- CDOT & CPD
- Traffic Management Center

WAZE
- Real-time data
  - Incident Detection & Verification
  - Game Day Turn Restrictions

Game Day Traffic Ops
- Signal Management
- Traffic Management Plan
- Onsite Traffic Ops Center
Braves & WAZE

SMOOTH & STEADY ARRIVALS

95% Fans Parked by First Pitch

MOST WAZE TRIPS – MAY 5, 2017

Cardinals Game

6,200 Wazers

Average Commute time 30 minutes

Arrived early to enjoy the Battery

EN MASSE DEPARTURES

On average, less than

45 MINUTES

POST-GAME

Egress traffic operations shut down

“Braves traffic is more dream than ‘nightmare’”
Snow and Ice Reports – Wazer Reports vs Calls to DOT

**WAZE**
Wednesday Morning

**WAZE**
Thursday midnight -> 11am

**Calls to DOT**
Wednesday & Thursday
Insights
NEXT STEPS

- Perhaps publish snow status to WAZE
- Integrate OMS with WAZE
- More Analytics
- ‘close the loop’
Connect with #CCDOT

- cobbdot.org
- cobbcommute.org
- yourgov.cartegraph.com
Questions?

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