

If you build it . . .



... will they come?

# SITE OF DREAMS

Frank Broen  
President, Teach America



## Reaching Critical Mass



Keeping up with Communication Technology:  
An Online Workshop on the Practical Uses of Social Media



2 monthly active users  $\downarrow 5$  since last week

8 people like this  $\downarrow 1$  since last week

0 wall posts or comments this week  $\uparrow 0$  since last week

4 visits this week  $\downarrow 1$  since last week



# What is social media?



myspace.com



Blogger

Google+

yammer

yelp

digg YouTube



facebook

wikispaces



flickr



with friends

tumblr

Quora

WIKIPEDIA  
The Free Encyclopedia

Gowalla



skype

twitter

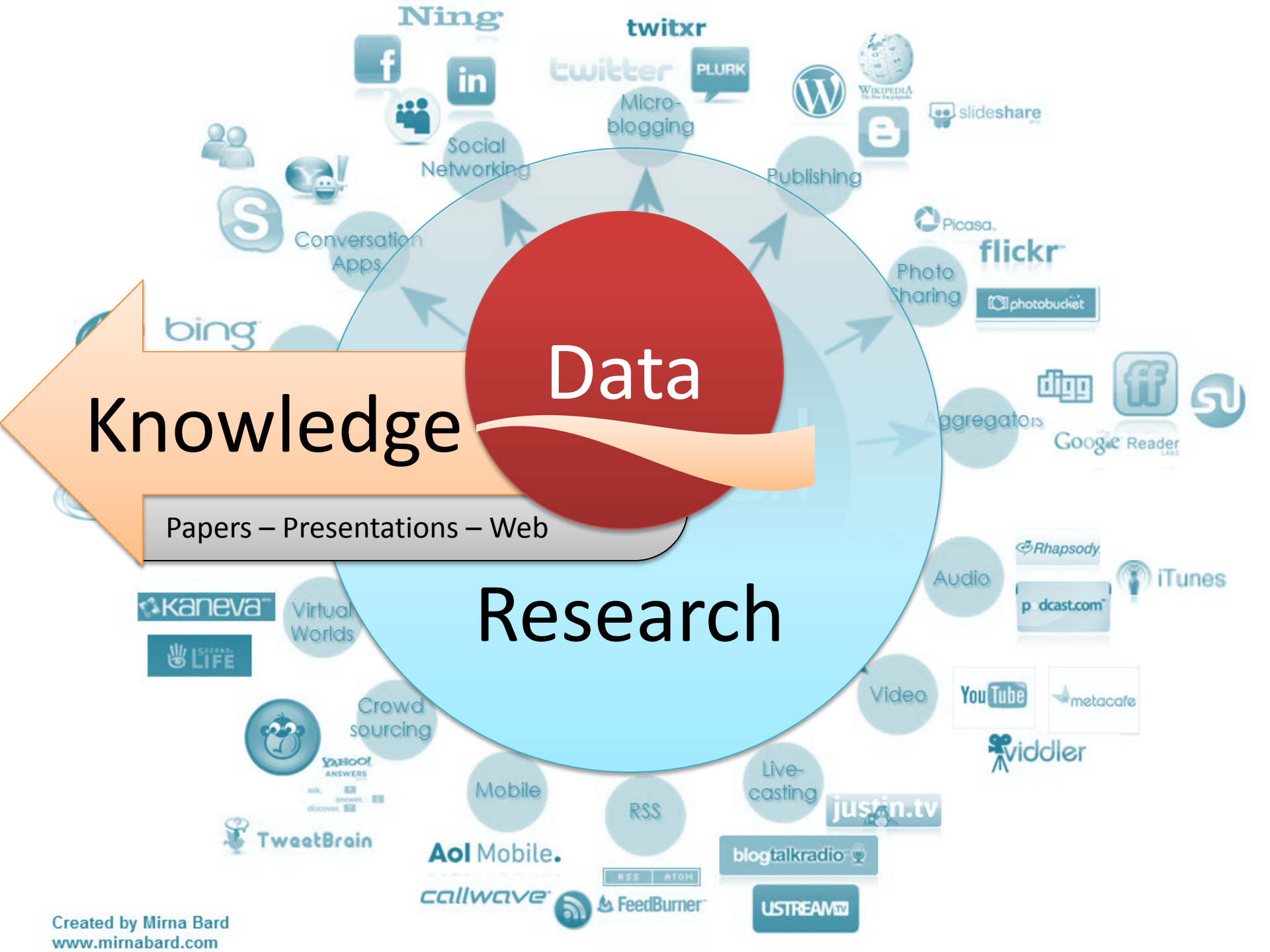
WORDPRESS



Google buzz

foursquare

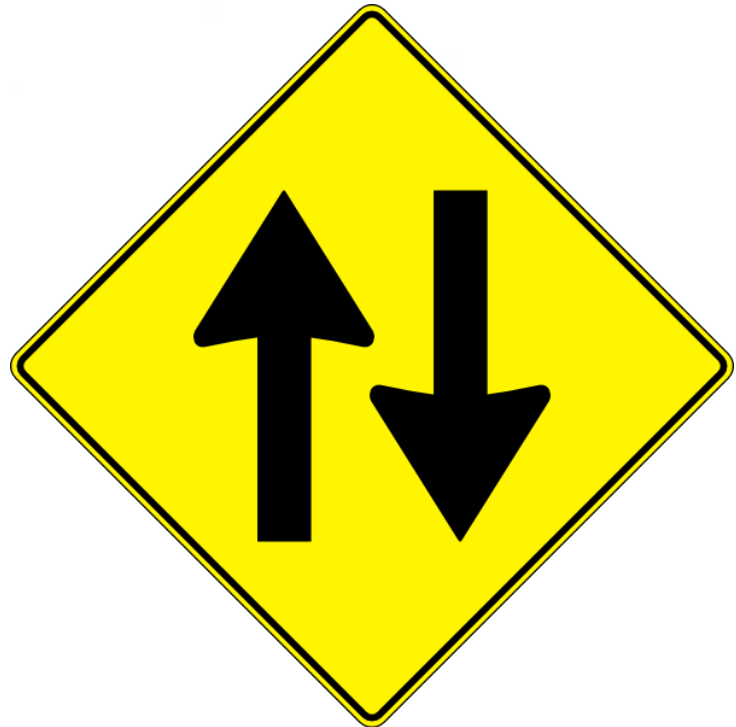
Socialtext



Web 1.0



Web 2.0



# If you build it, will they come?



Social Media is fundamentally a collaboration destination.



**Shell uses Blogs and Wikis  
as well as knowledge-  
sharing networks.**

A primary source of  
knowledge for the next  
generation

7% Will

85%

Might

?

8% Will Not

Social Media





# Annual average daily traffic

From Wikipedia, the free encyclopedia  
(Redirected from [AADT](#))

*"Aadt" redirects here. It is also the name of a minor [Enochian angel](#).*

It has been suggested that this article or section be [merged with \*Average daily traffic\*](#). ([Discuss](#))

**Annual average daily traffic**, abbreviated **AADT**, is a measure used primarily in [transportation planning](#) and [transportation engineering](#). It is the total volume of vehicle traffic of a [highway](#) or [road](#) for a year divided by 365 days. AADT is a useful and simple measurement of how busy the road is. It is also sometimes reported as "average annual daily traffic".

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## Uses [\[edit\]](#)

The most important use of the AADT is for determining the amount of federal funding a state will receive. Each year on June 15, every state in the United States submits a [Highway Performance Monitoring System HPMS](#) [\[?\]](#) report. The HPMS report contains various information regarding the road segments in the state and only contains a sample size (not all of the road segments) of the road segments. In the report, the AADT is converted to Vehicle Miles Traveled (VMT). VMT is the AADT multiplied by the length of the road segment. To determine the amount of traffic a state has, the AADT cannot be summed for all road segments since an AADT is a rate. The VMT is summed and is used as an indicator of the amount of traffic a state has. For federal-funding, formulas are applied to include the VMT and other highway statistics.

## Data collection [\[edit\]](#)

To measure AADT on individual road segments, traffic data is collected either by an automated [traffic counter](#) or hiring an observer to record traffic. There are two different techniques of measuring the AADTs for road segments. One technique is called continuous count data collection method. This is where sensors are permanently embedded into a road and traffic data is measured all 365 days. The AADT would be the sum of the total traffic for the entire year divided by 365 days. There is a problem with calculating the AADT with this method. The continuous count equipment is not operating for the full 365 days due to being shut down for maintenance or repair. A better calculation method is to average the daily traffic for each of the 12 months - MADT Monthly Average Daily Traffic - and take the average of the MADTs. This method is outlined in the [\[FHWA Traffic Monitoring Guide\]\[1\]](#) [\[?\]](#). The continuous count method is costly. There are monthly maintenance fees involved and it is expensive to install and purchase the sensors. It can cost money to power the sensors if it is connected to the local power grid. It can cost money to maintain the communication connection whether it is a phone line or an IP address.

The alternative or second technique is called the short count data collection method also known as the coverage count data collection method.

The AADT can be estimated with portable sensors that are attached to the road and record traffic data typically for 2 – 14 days. These are typically pneumatic road tubes although other more expensive technology such as radar, laser, or sonar exist. After recording the traffic data, the traffic counts on the same road segment are taken again in another three years. FHWA Traffic Monitoring Guide [\[2\]](#) [\[?\]](#) recommends to perform a short count on a road segment at a minimum of every three years. After collecting the data with a portable traffic counter, the data is converted into an ADT - Average Daily Traffic. This would represent the average day of traffic for the month the data was recorded. Seeing traffic varies throughout the year, with it generally being low in the winter months and high during the summer months, the AADT is estimated by removing this seasonal bias by multiplying the ADT by the Monthly Seasonal Adjustment Factor. Short counts are taken either by state agencies, local government, or contractors. For the years when a traffic count is not recording, the AADT is estimated by



A traffic counter on BIA Road J-9 in the United States [\[?\]](#)

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9% Contribute

# daily traffic

It has been suggested that this article or section be merged with *Average daily traffic*. (Discuss)

abbreviated AADT, is a measure used primarily in transportation planning and transportation engineering. It is the total volume of vehicle traffic of a road segment divided by 365 days. AADT is a useful and simple measurement of how busy the road is. It is also sometimes reported as "average annual daily traffic".

90%

**View**

90/9/1

AADT is used for determining the amount of federal funding a state will receive. Each year on June 15, every state in the United States submits a Highway Performance Report (HPMS) report. The HPMS report contains various information regarding the road segments in the state and only contains a sample size (not all of the road segments). In the report, the AADT is converted to Vehicle Miles Traveled (VMT). VMT is the AADT multiplied by the length of the road segment. To determine the total AADT for a state, the AADT cannot be summed for all road segments since an AADT is a rate. The VMT is summed and is used as an indicator of the amount of traffic a state receives. Formulas are applied to include the VMT and other highway statistics.

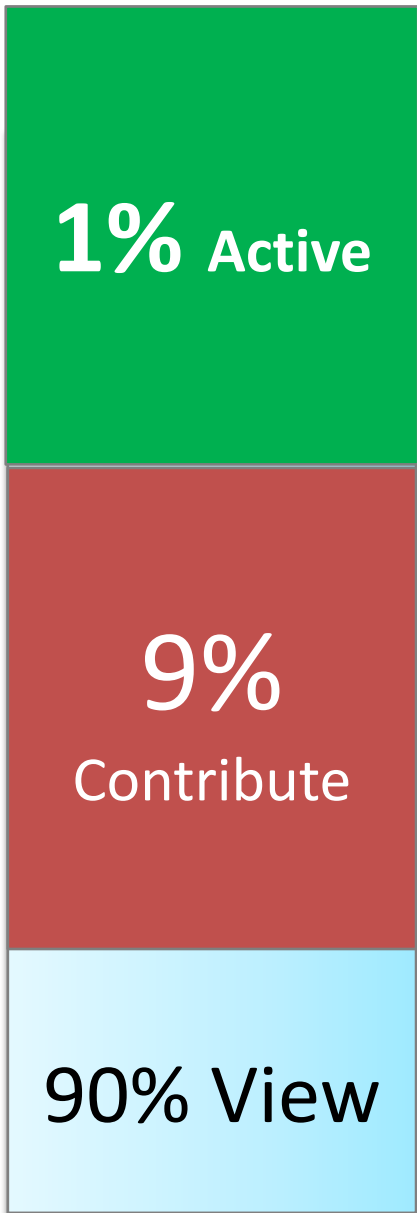
On all road segments, traffic data is collected either by an automated traffic counter or hiring an observer to record traffic data. There are two techniques of measuring the AADTs for road segments. One technique is called continuous count data collection. Traffic counters are permanently embedded into a road and traffic data is measured all 365 days. The AADT would be the sum of the traffic counts over the year divided by 365 days. There is a problem with calculating the AADT with this method. The continuous count method is not used for the full 365 days due to being shut down for maintenance or repair. A better calculation method is to average the traffic counts over the months - Monthly Average Daily Traffic (MADT) - and take the average of the MADTs. This method is outlined in the FHWA Traffic Monitoring Guide [1]. The continuous count method is costly. There are monthly maintenance fees involved and it is expensive to use the sensors. It can cost money to power the sensors if it is connected to the local power grid. It can cost money to maintain the communication connection whether it is a phone line or an IP address.



A traffic counter on BIA Road J-9 in the United States

The other technique is called the short count data collection method also known as the coverage count data collection method. Portable traffic counters with sensors that are attached to the road and record traffic data typically for 2 - 14 days. These are typically pneumatic road tubes although other more expensive technology such as radar, laser, or sonar exist. After recording the traffic data, the traffic counts on the same road segment are taken again in another three years.

The FHWA Traffic Monitoring Guide [2] recommends to perform a short count on a road segment at a minimum of every three years. After collecting the data with a portable traffic counter, the data is converted into an ADT - Average Daily Traffic. This would represent the average day of traffic for the month the data was recorded. Seeing traffic varies throughout the year, with it generally being low in the winter months and high during the summer months, the AADT is estimated by removing this seasonal bias by multiplying the ADT by the Monthly Seasonal Adjustment Factor. Short counts are taken either by state agencies, local government, or contractors. For the years when a traffic count is not recording, the AADT is estimated by



Focus efforts to  
make Social Media work

# SITE OF DREAMS

Provide users with  
value

share  
knowledge

find  
quickly



Can interact

collaboration

social elements

skills sharing

sharing

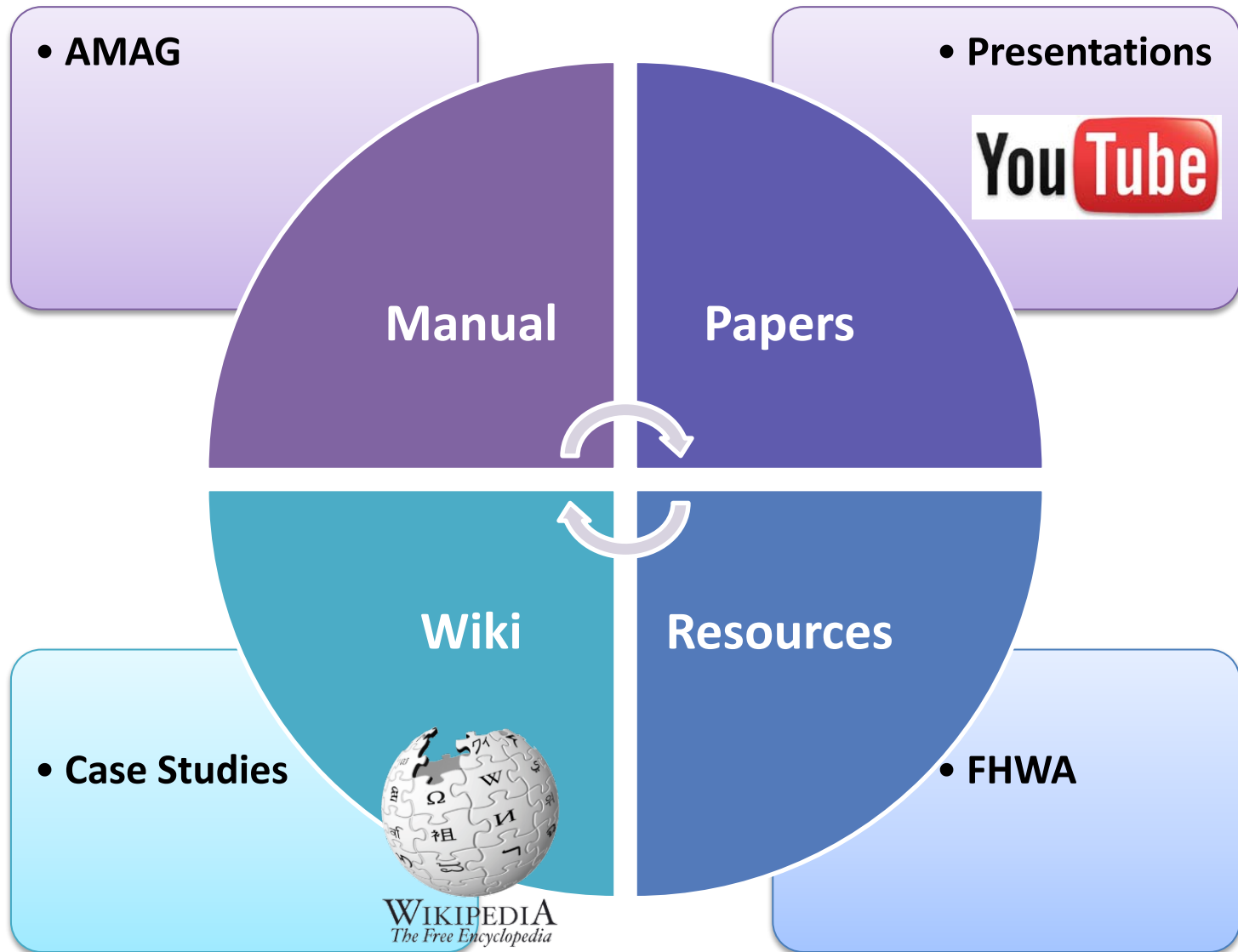
# SITE OF DREAMS

If you build it . . .



... will they come?

[www.accessmanagement.info](http://www.accessmanagement.info)



[accessmanagement.info](http://accessmanagement.info)

The web's most valuable feature



Search

# Match the player to the field



Match the player to the field



# Match the player to the field

