

West Virginia's New Generation 511



WV 511 TRAVELER INFORMATION SYSTEM

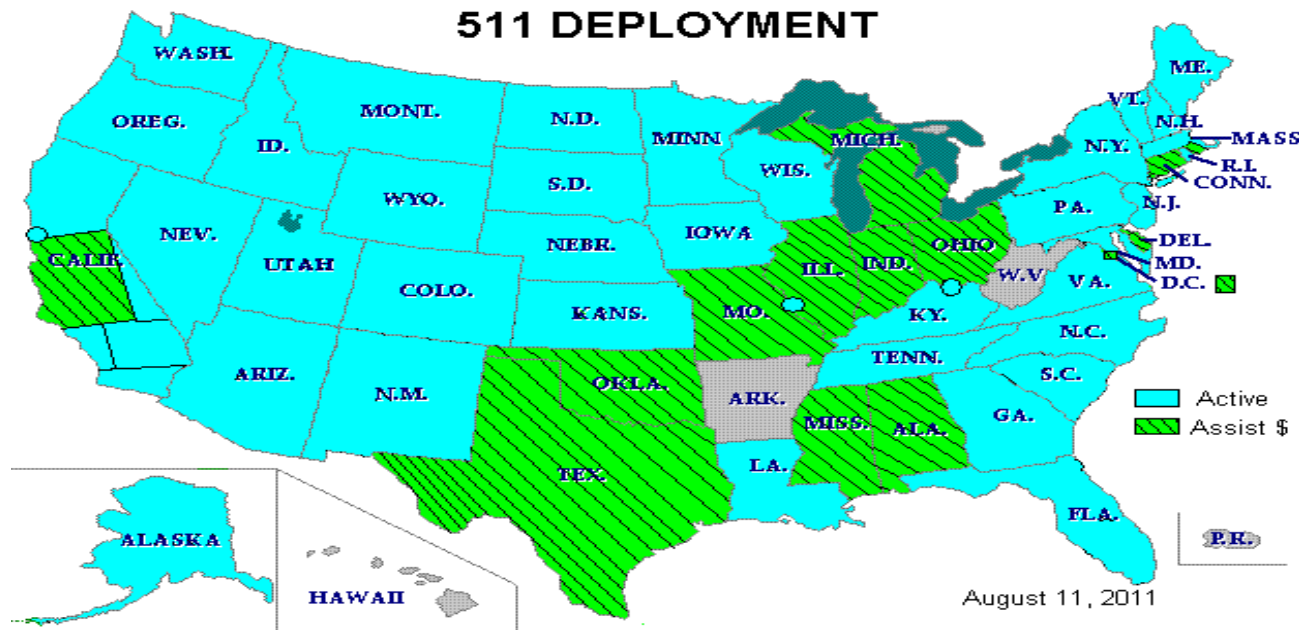
In completing a prior feasibility study in 2010, we found that our 511 initiative would be an essential region wide tool for traveler information system that provides motorists and/or travelers real-time information regarding weather, accidents, incidents, events, construction/work zones and tourism information.

On July 21, 2000, the FCC designated this 3-digit “511” number as a single traffic information telephone number to be made available to states and jurisdictions.

Simply put, by dialing 511 in your commute, or preferably in pre-planning with regard to your travel, one may log into our WV511.org website and a traveler will gain useful, real-time information regarding their travel and destination.

Nationwide 511 Deployment

* In completing a feasibility study in 2010, among the results, we found that 3 of 4 West Virginians polled, responded favorably.





Project Phases

Project Scope of Work

- ◆ Integrate WVDOH Existing ATMS Architecture
- ◆ Communications Platform
 - IVR and 511 Structure
 - Communications Platform with Telco
 - Floodgate Management Tool
- ◆ Marketing/Revenue Management Platform
 - Statewide Marketing/Promotion
 - Acknowledgement Signing/Advertising



ATMS Integration

◆ **OpenTMS and OpenCRS**

- ◆ 511 Message Builder built into OpenTMS
- ◆ Planned Events & Road Conditions activated in OpenCRS
- ◆ Standardized xml feed for IVR and website

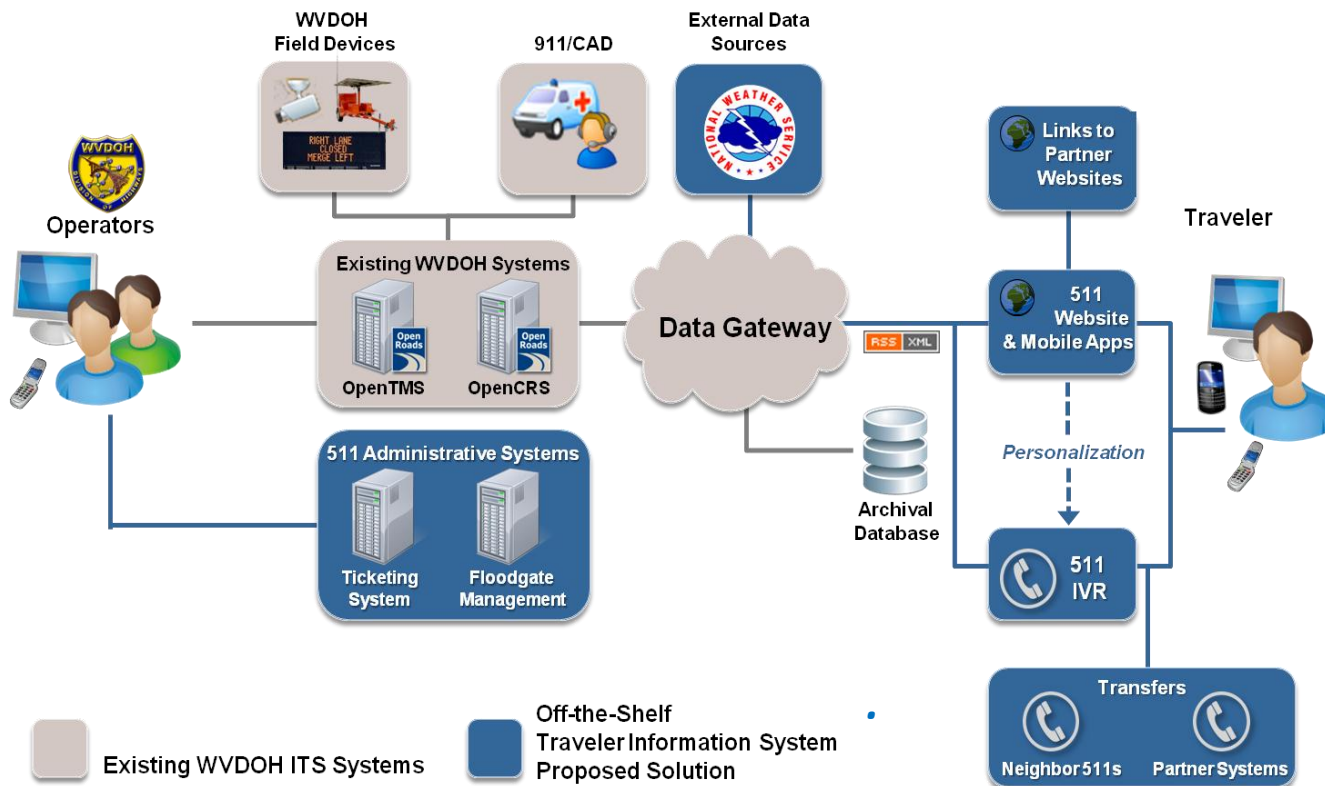
◆ **Data Gateway**

- ◆ Connection with an IVR that will be modified to support WVDOH specialized needs
- ◆ Data transformed into Facebook and Twitter compliant formats: will be modified to support WVDOH specialized needs

◆ **OpenTMS Web**

- ◆ Currently being deployed for WVDOH: will be modified to serve as public facing website

511 Architecture



- ◆ OpenTMS
- ◆ OpenCRS
- ◆ CAD integrations
- ◆ Data Gateway
- ◆ OpenTMS Web
- ◆ Integrated with IVR

Information Throughput

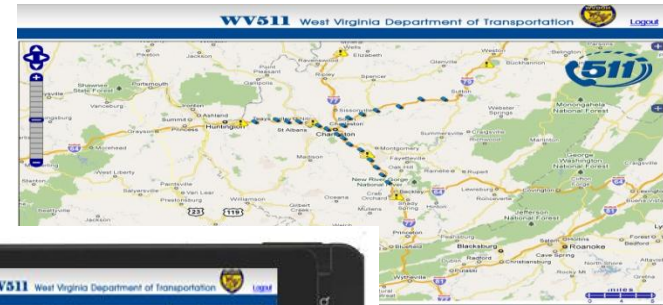
- ◆ **Public Website**

- ◆ Map-centric
- ◆ Incidents
- ◆ Events / Amber Alerts etc.
- ◆ Construction / Work Zones
- ◆ Real-time Alerts
- ◆ Weather
- ◆ Video Cameras

- ◆ **Mobile Website**

- ◆ **Social Media**

- ◆ Flickr, Twitter, Facebook





Partnership Entities

Public Sector Needs

- WVDOT
- WV State Police/Fusion Ctr.
- WVTA
- WV DHS
- WV Emergency Mgmt.
- NWS NOAA
- Air/Army Reserves
- Other State Agencies
- Federal, State and Local Governments

General Public Needs

- Media
- General Citizenry
- Business Partners
- Other 3rd Party Needs

IVR Capabilities



- ◆ Integrated Bursting Capacity → **no busies**
- ◆ Road, City, County, Segment and/or exit references
- ◆ Intelligent Personalization
- ◆ Dynamic Floodgate Messaging
- ◆ Transit agencies by name
- ◆ Scalable services and communications channels

Marketing

Establish and Maintain Awareness

- ◆ Outreach to WVDOH Employees
- ◆ Develop Editorial Calendar & Distribute to Charleston and Clarksburg Media
- ◆ Develop a 511 Newsroom Web Page
- ◆ Host Media Events at TMC





Reach a Broader Audience

- ◆ Free PSA Placements
- ◆ Media, Major Employers & Universities
- ◆ West Virginia Division of Tourism
- ◆ Social Media

stay safe

EMERGENCY CONTACTS

Ambulance/Fire/Police: 911
 Reason Info Center: 800-222-4222
 Crime Line: 800-431-7191
 Crisis Hotline: 407-423-2624

NON-EMERGENCY CONTACTS

Orlando Fire Dept: 321-235-5000
 Orlando Police Dept: 321-235-5000
 Orange Co. Sheriff: 407-254-7000
 Seminole Police Dept: 407-844-2333
 Duval County Sheriff: 407-548-2222
 Polk County Sheriff: 853-534-6200
 Sumner Co. Sheriff: 407-865-8400

HOSPITALS

Evolution Health: 407-764-4000
 Dr. P. Phillips Hospital: 407-531-8500
 Florida Hospital: 407-896-6811
 Osceola Regional: 407-845-2266
 S. Seminole Hospital: 407-767-0000
 Lakeland Regional: 853-687-1000

TRANSPORTATION

Valeten's Taxi: 407-460-7440
 Orlando Airport Taxi: 407-448-3549

SAFETY TIPS

When traveling by vehicle...

- Ask hotel personnel for directions to your destination.
- Carry a local and highway map in the vehicle.
- Have enough gas to get where you're going.
- While driving, buckle your safety belts and keep all doors locked.
- Store valuables in your vehicle's trunk.
- If someone suspicious approaches your vehicle while stopped in traffic or in a parking lot, repeatedly blow the horn.
- Park in a well-lit area.
- Check the inside of your vehicle when you return to it.
- Lock your vehicle doors even if you plan to return immediately.
- When you return to your vehicle, have the door key ready.

When traveling by plane...

- Do not discuss details of your trip with strangers.
- Arrive early at the airport.
- Hand carry any valuables (electronics, money, jewelry, credit cards).
- Stay with your luggage until it is checked.
- Limit personal information on your luggage tags.
- Sit only in your airplane's assigned seat.
- Plan transportation to your hotel before arriving.
- Leave your flight information with a family member.
- If your travel plans change let your family know.
- Call family or friends when you have arrived at your destination.

While at the hotel...

- Lock your vehicle and take all valuables with you to your room.
- When checking into the hotel, review the floor plan on the back of your room door, and familiarize yourself with fire and emergency exits.
- Always lock your door using the deadbolt.



Promote and Market WV 511

- ◆ 511 Brand to reflect West Virginia “Spirit and Safety”
- ◆ Utilize Existing ITS Assets to Promote 511



Value Added Options

- Potential for new data delivery models
 - Mobile-web (Smartphones)
 - Mobile applications (iPads etc..)
 - Satellite Radio subscriber services
 - Multi-modal traveler information portals



Revenue Generation

WV511 Logo and Signage Program

- ◆ Signage in ROW highly Effective and Valuable – 90% of Funding Derived
- ◆ Offset Cost though 511 Sign Sponsorship
- ◆ 12 Month Contracts with Market
- ◆ Personalized Website
- ◆ FHWA Requires all Generated Funds Relating to 511 Sponsorship to Fund the 511 Platform



Acknowledgement Signing

- Must adhere to MUTCD
- Maximum of eight (8) square feet
- Non specific to directionality of business
- Avoidance of contentious sponsors (i.e. Lawyers, Alcohol, etc.)
- All revenues captured must be directed to 511 program



Revenue Services

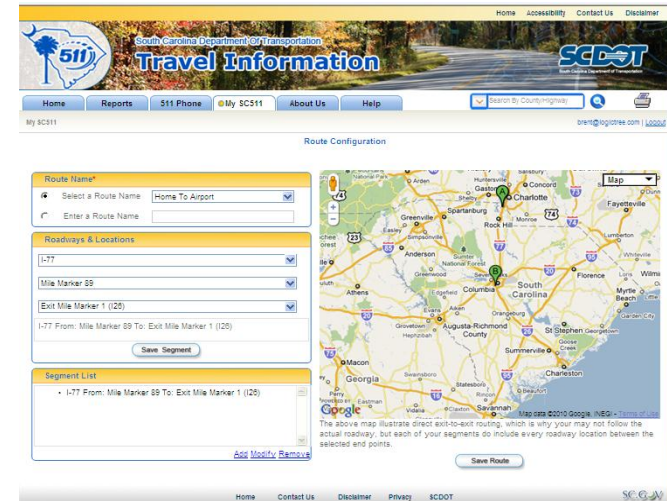
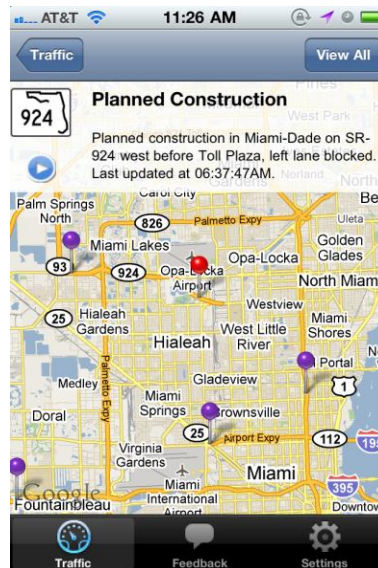
Recommendations

- ◆ Establish Policies and Procedures
- ◆ 511 Roadside Signs / Opt In Personalized Services / Website / IVR / Courtesy Service Patrol / Rest Areas
- ◆ Leading National advertisers



Future Program Supplements

- ◆ Travel Time
- ◆ Personalization
- ◆ iPhone App





Questions?

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