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.

Nationalwide 511 Deployment

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

511 DEPLOYMENT

Active	
Assist $	

August 11, 2011
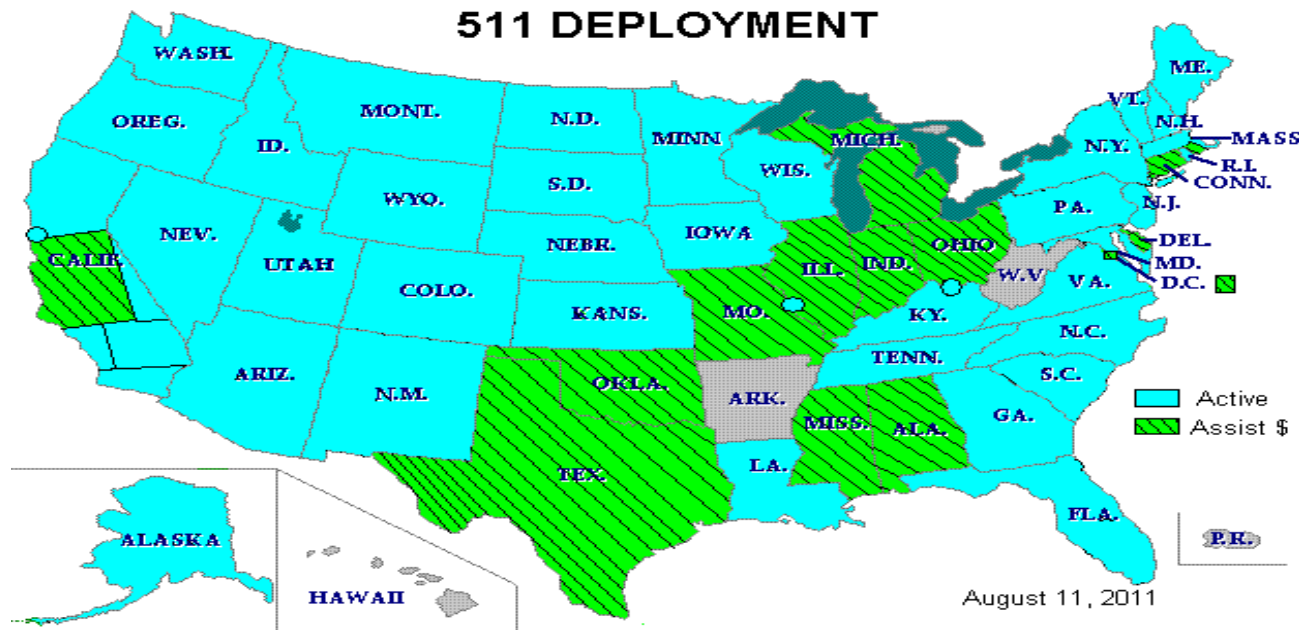
Project Phases

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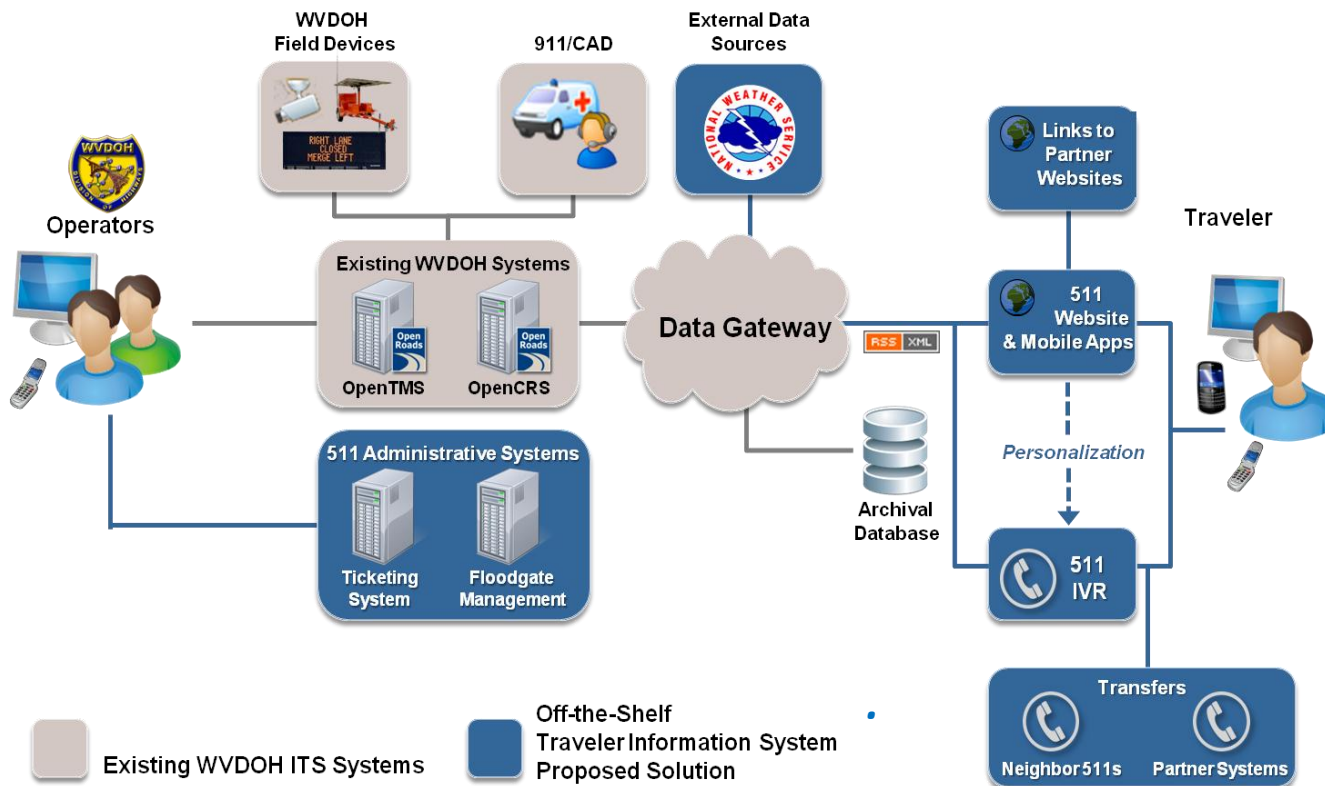
- OpenTMS
- OpenCRS
- CAD integrations
- Data Gateway
- OpenTMS Web
- Integrated with IVR

Information Throughput

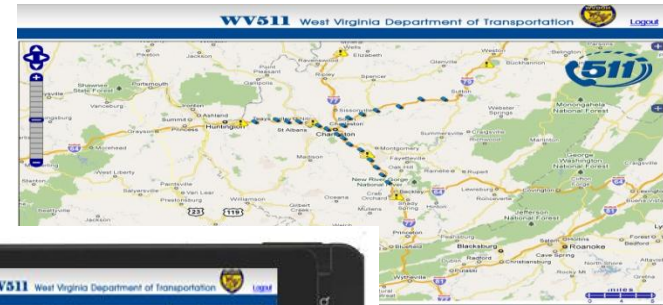- **Public Website**
  - Map-centric
  - Incidents
  - Events / Amber Alerts etc.
  - Construction / Work Zones
  - Real-time Alerts
  - Weather
  - Video Cameras
- **Mobile Website**
- **Social Media**
  - Flickr, Twitter, Facebook

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

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
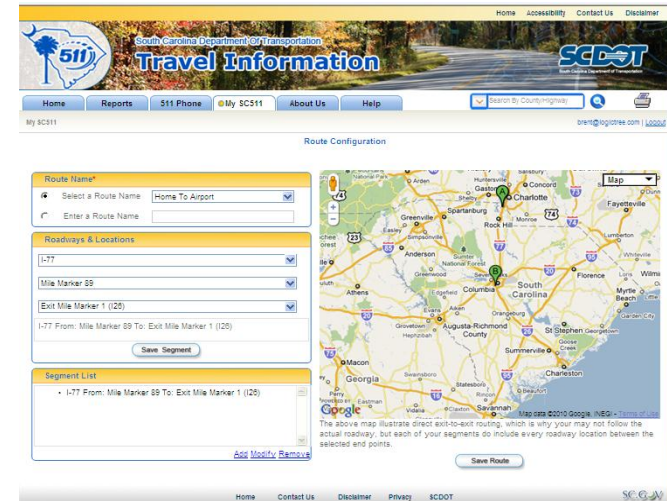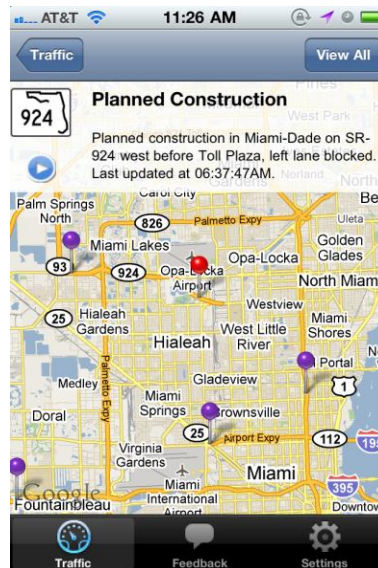
Revenue Services

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?

Contact Information

Bruce E. Kenney III, P.E.

Bruce.E.Kenney@WV.GOV

304-558-9449