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.
* In completing a feasibility study in 2010, among the results, we found that 3 of 4 West Virginians polled, responded favorably.
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
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
♦ 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
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
Potential for new data delivery models
- Mobile-web (Smartphones)
- Mobile applications (iPads etc..)
- Satellite Radio subscriber services
- Multi-modal traveler information portals
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
- 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