511PA Case Study

TRANSITIONING TO NEXT GENERATION 511
The mobile age is upon us...

- 34% Mostly Browse on phones
- 65.7% Millennials have no landline
- 80% Get Travel Info on phone
The Digital Divide

NO regular access to the Internet

Mobile is growing...
BUT
It does not reach everyone.

21% (That’s 25 million households)
Where do travelers look for information?

<table>
<thead>
<tr>
<th></th>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Radio – AM/FM/Satellite</td>
<td>54.2%</td>
</tr>
<tr>
<td>2</td>
<td>Mobile Devices – Smartphone Apps &amp; Websites</td>
<td>43%</td>
</tr>
<tr>
<td>3</td>
<td>DMS – Highway &amp; Local</td>
<td>32%</td>
</tr>
<tr>
<td>4</td>
<td>PC/Non-Mobile Devices - Websites</td>
<td>22.2%</td>
</tr>
<tr>
<td>5</td>
<td>Television</td>
<td>19.4%</td>
</tr>
<tr>
<td>6</td>
<td>Highway Advisory Radio</td>
<td>15.3%</td>
</tr>
<tr>
<td>7</td>
<td>Email/Text/Phone Alerts</td>
<td>13.9%</td>
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<tr>
<td>8</td>
<td>Calling 511</td>
<td>8.3%</td>
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<tr>
<td>9</td>
<td>Social Media</td>
<td>8.3%</td>
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<tr>
<td>10</td>
<td>On-Board Devices in Vehicle</td>
<td>6.9%</td>
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</tbody>
</table>
What do travelers want to know?

- Incidents
- Travel Times
- Alternate Routes
- Roadwork
- Visuals - map, speeds, alerts
- Weather
- Public Safety
- Live Cameras
- Parking Availability
- Special Events
- Safety Announcements

![Bar Chart](chart.png)
**What *should* 511 provide?**

<table>
<thead>
<tr>
<th>Reliable &amp; Real Time</th>
<th>Local &amp; Tailored</th>
<th>Automated Alerts</th>
<th>Detailed Info</th>
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</thead>
<tbody>
<tr>
<td>Time Stamps</td>
<td>Accessible</td>
<td>Radio</td>
<td>Apps</td>
</tr>
<tr>
<td>No Boundaries</td>
<td>Alternate Routes</td>
<td>Multimodal</td>
<td>Key Decision Points</td>
</tr>
</tbody>
</table>
A new 511 solicitation approach:

“Hands-Off”
“Eyes-Open”
“Forward Facing”

“to select an Offeror to provide services including, but not limited to, design, develop, implement and provide a fully hosted traveler information service.”
The New 511 System

Adaptive Website
Webmap
Subscriber Services
Cameras
Admin Features (Tickers, Floodgates)
GeoTalker™ Mobile App
IVR
The impact

3x
Average monthly website visitors

70,000+
Peak visits in one day

63%
Savings over prior O&M

30%
Web visits via mobile devices

70%
Increase in unique visitors
How to make it work - Philosophically

- Have a champion
- Stay in the loop
- Options are good
- Have a backup
<table>
<thead>
<tr>
<th></th>
<th>Adaptive Web Map/Site</th>
<th>IVR</th>
<th>Mobile App</th>
<th>Email Alerts</th>
<th>Twitter Alerts</th>
<th>HAR</th>
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<tbody>
<tr>
<td>Command Center</td>
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<tr>
<td>Maintenance Crews</td>
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<tr>
<td>3rd Party Data Feeds</td>
<td>✨</td>
<td>✨</td>
<td>✨</td>
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<tr>
<td>Citizen Reports</td>
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<tr>
<td>Camera Feeds</td>
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<tr>
<td>Snow Plow Information</td>
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<tr>
<td>Truck Parking Availability</td>
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<td>Smart Work Zones</td>
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</table>
Lessons – what did we learn?

- Users rely on quality/accurate information
- Users like slowdown information
- Users will let you know how to make it better
- Users like to tell you what is happening

BUILD YOUR SYSTEM TO ADAPT!
Contact the Authors

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