

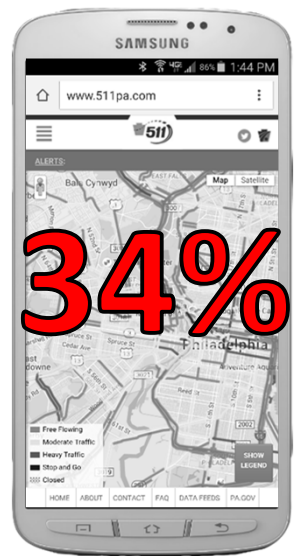


511PA Case Study

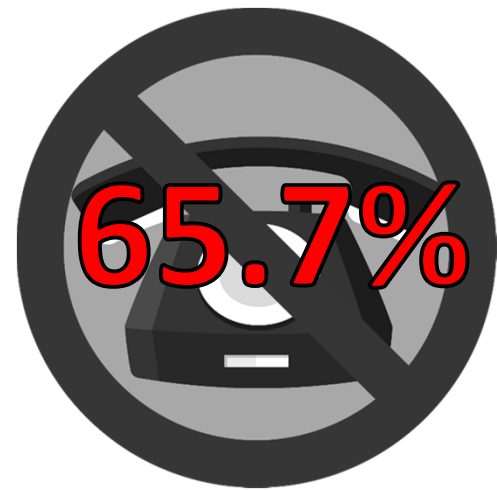
TRANSITIONING TO NEXT GENERATION 511



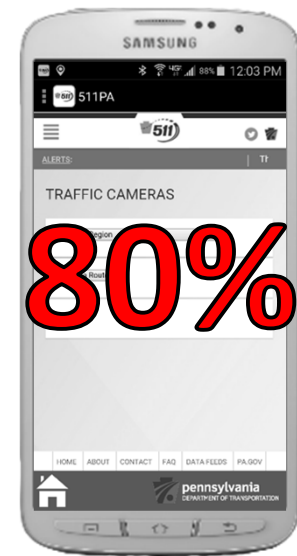
The mobile age is upon us...



Mostly Browse on phones



Millennials have no landline



Get Travel Info on phone

The Digital Divide



21%

(That's 25 million households)

***NO regular
access to the
Internet***

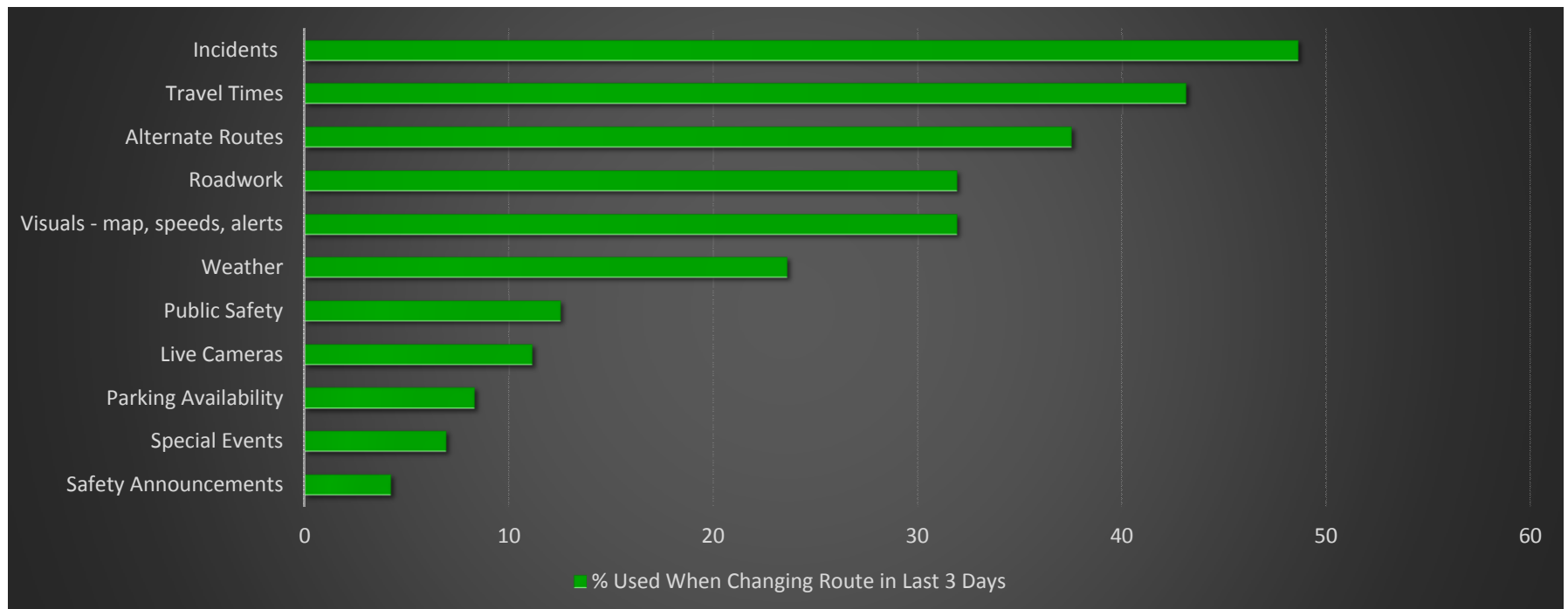
Mobile is growing...
BUT
It does not reach
everyone.

Where do travelers look for information?

1	Radio – AM/FM/Satellite	54.2%
2	Mobile Devices – Smartphone Apps & Websites	43%
3	DMS – Highway & Local	32%
4	PC/Non-Mobile Devices - Websites	22.2%
5	Television	19.4%

6	Highway Advisory Radio	15.3%
7	Email/Text/Phone Alerts	13.9%
8	Calling 511	8.3%
9	Social Media	8.3%
10	On-Board Devices in Vehicle	6.9%

What do travelers want to know?



What *should* 511 provide?

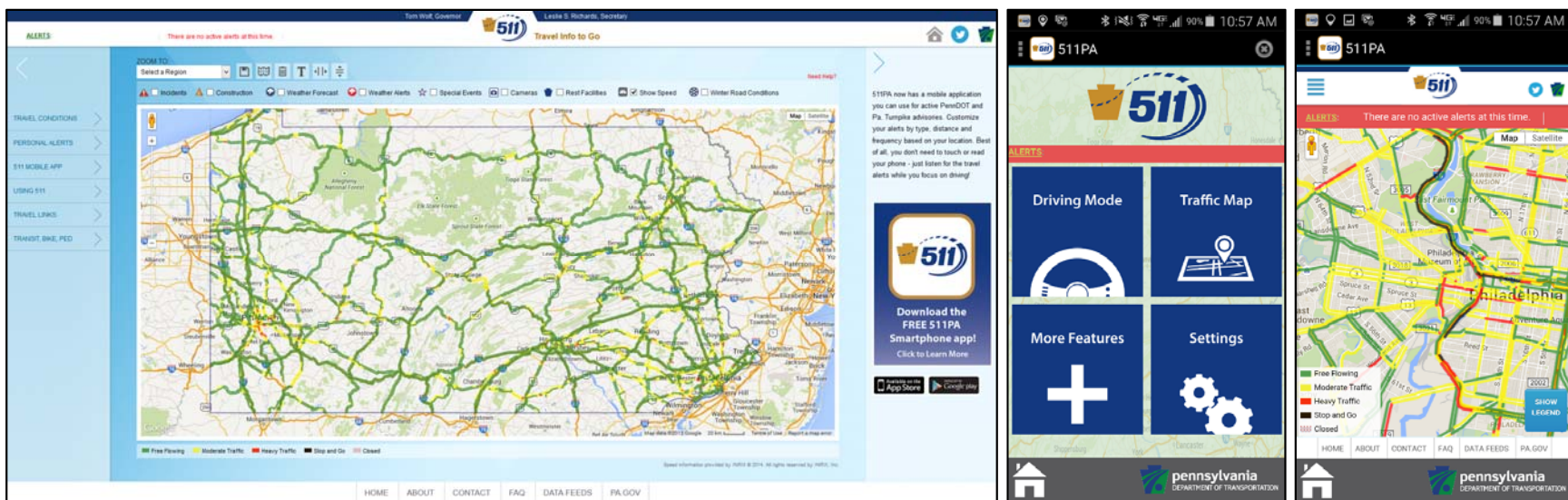
Reliable & Real Time	Local & Tailored	Automated Alerts	Detailed Info
Time Stamps	Accessible	Radio	Apps
No Boundaries	Alternate Routes	Multimodal	Key Decision Points

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

	Adaptive Web Map/Site	IVR	Mobile App	Email Alerts	Twitter Alerts	HAR
Command Center						
Maintenance Crews						
3 rd Party Data Feeds	★	★	★	★	★	★
Citizen Reports						
Camera Feeds	✓	✗	✓	✗	✗	✗
Snow Plow Information						
Truck Parking Availability						
Smart Work Zones						

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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