



Planning 511 Traveler Services for  
Extraordinary Events:  
Lessons from Pennsylvania's Papal Visit  
(and other big events)

Mary Farrell

October 3, 2016



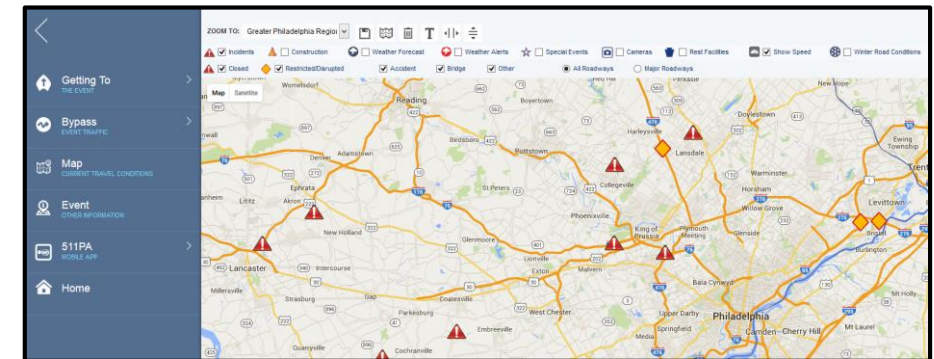
# Special Event 1: 2015 Papal Visit to Philadelphia



- A National Special Security Event.
- Cooperative cross-agency effort.
- 25+ miles of highways closed across states.
- Vehicles prohibited from a 4.7 square mile section of Center City.

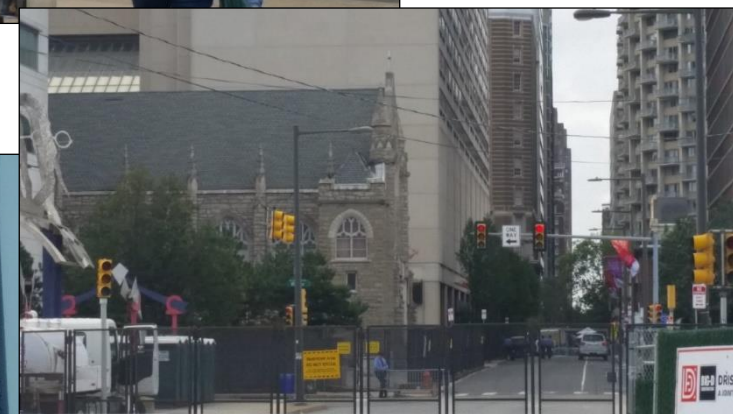
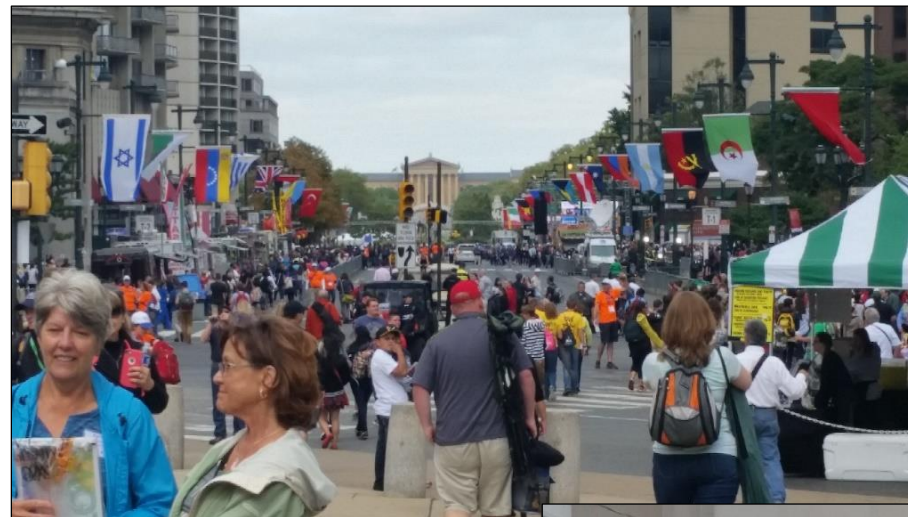
# Planning for The Papal Visit

- PennDOT and PA Turnpike Partnership
  - [www.papal511.org](http://www.papal511.org)
- Joint expansion of traveler information systems
  - MOBILE Website, MOBILE App, Special IVR
- Coordinated with 3<sup>rd</sup> party data provider (INRIX) to display closures
- Plans for emergency management, evacuations, etc. & using web, social, mobile, IVR for communications.



# The Reality of the Papal visit.

- Actual stats:
  - Anticipated 1-2 Million  
860,000 attended (estimated)
- 511 stats, 9/14/2015 – 9/28/2015
  - 127,458 web sessions
  - 50.26% mobile/tablet users
- Estimated 20% drop in overall traffic through the impacted region
- Everything went great!

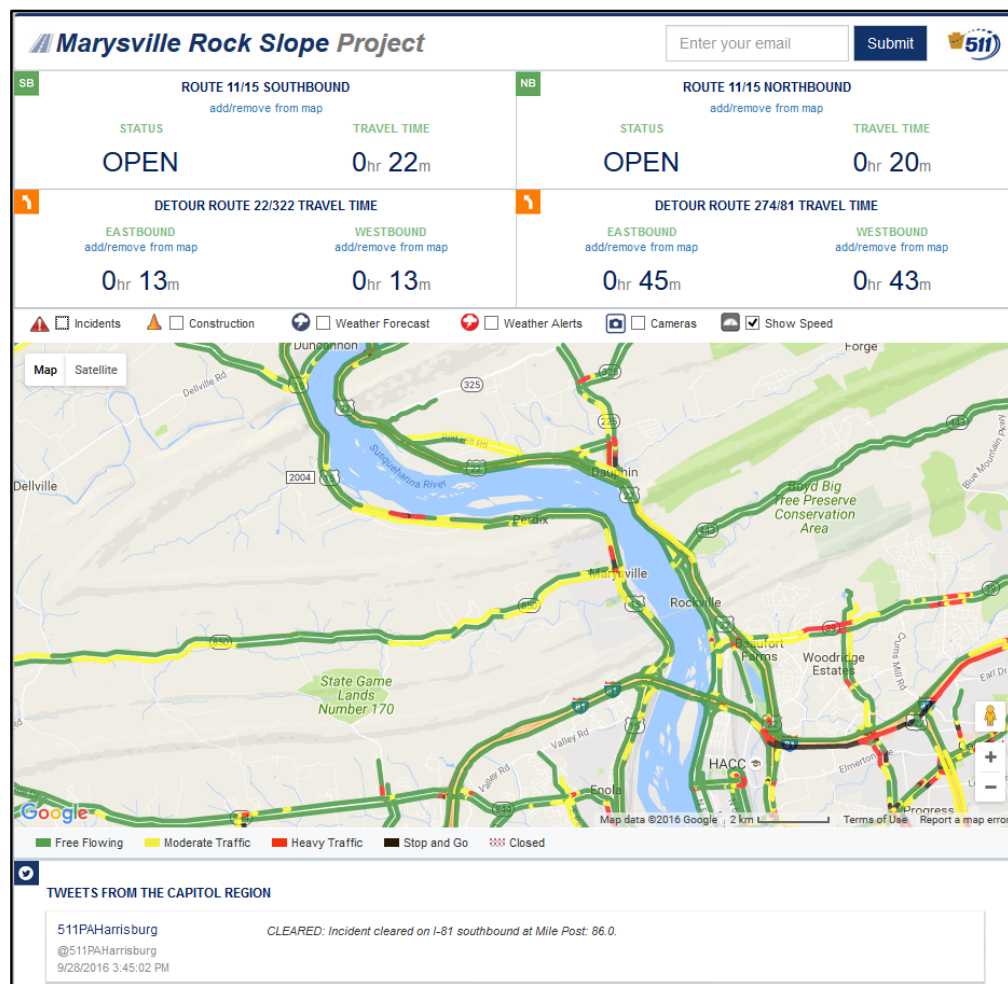


## Special Event 2: 2016 Democratic National Convention



- Another National Special Security Event.
- 3+ miles of I-95 closed to commercial traffic.
- Multiple ad-hoc lane and planned restrictions/closures.
- Special one-way communications using existing technologies:
  - Special website (No special IVR).
- Everything went great!

# Special Event 3: Marysville Rock Slope Project



- Not a National Special Security Event (construction event).
- Major detours near state capitol commuting route.
- Special one-way communications (using existing technologies):
  - Special website.
  - Event-specific email subscription.
- Everything went great!

## What is the take-away?

- The one-way communication methods were successful in helping get the word out.
- The systems were well used before and during the events in relation to the magnitude of the event.
- Social media was successfully used for all events.
- The planning paid off.
- Everything went well.

But what if it didn't?





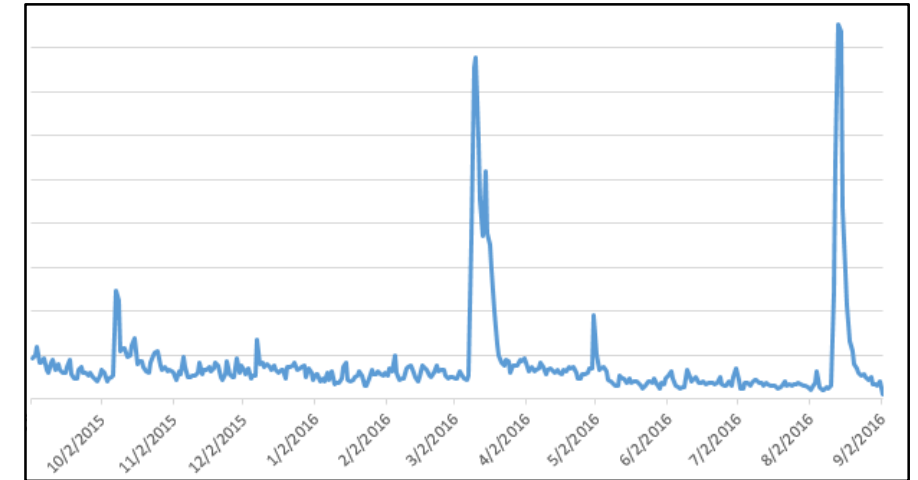
10/3/2016



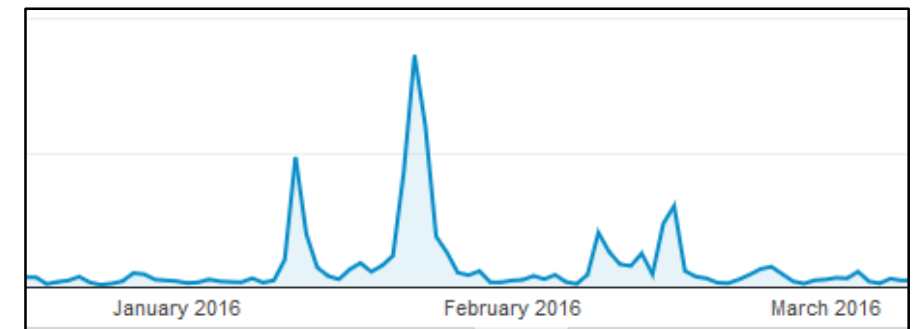
It was a dark and stormy night.

# Today, what happens during unplanned events?

- Lots of social media use (tweeting, Facebook).
- Regardless of agency efforts, travelers complain that agency is not in touch with them.
- People with old tech, like flip phones, have limited options for getting info.
- But...  
Travelers look to agencies for “official” updates.



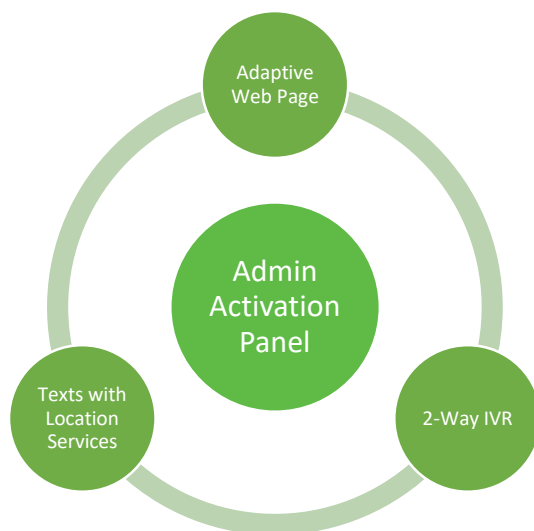
Way to Geaux Usage - 2016 Flooding



511PA Website Usage – Winter 2015-2016

# What could be helpful?

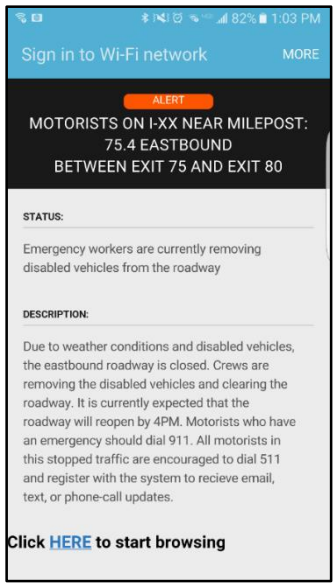
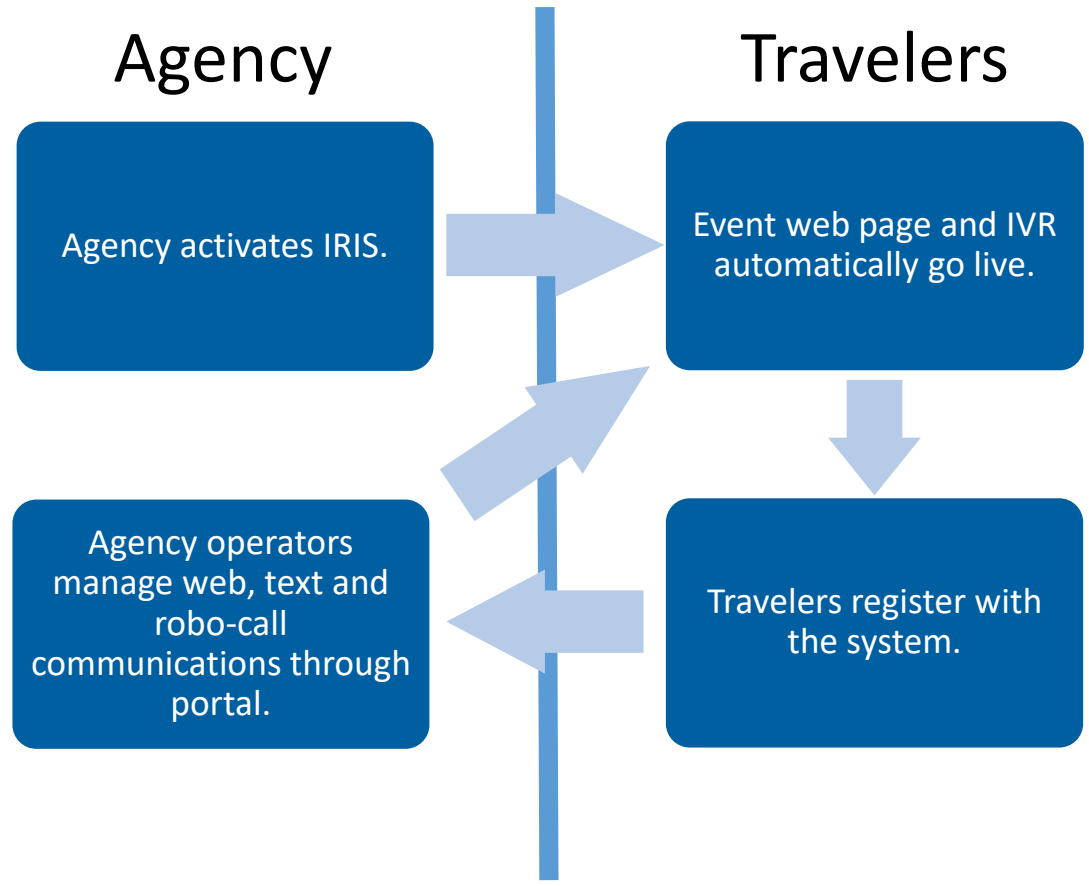
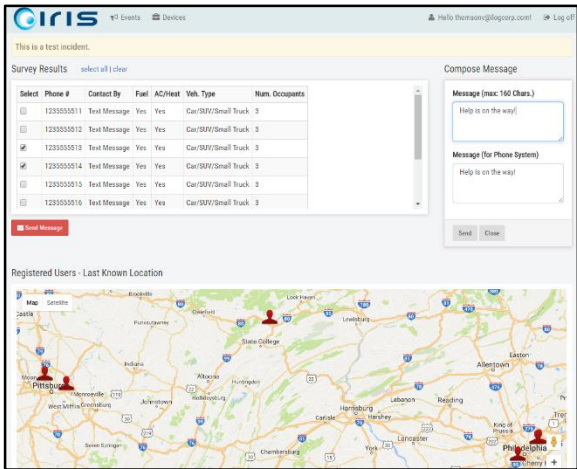
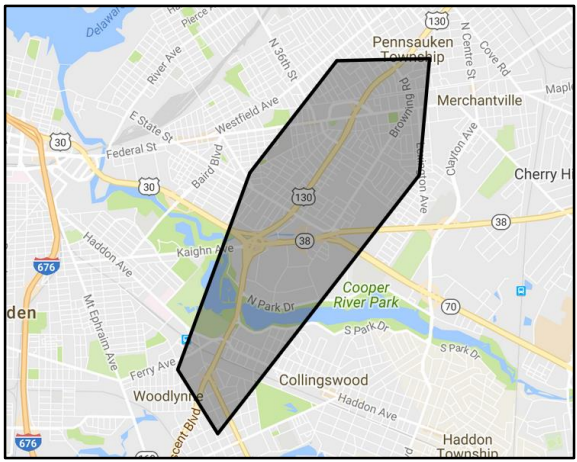
- Knowing more about the types of vehicles stuck on the roads (trucks vs. cars vs. buses).
- Knowing more about the length of queues.
- Identifying and periodically checking in with motorists.
- Understanding (and responding to) motorist concerns.



## Can existing technologies adapt?

- Two-way IVR
- Text messages
- Web page
- Mobile phone + location services

Yes they can.



Register for Updates  
*If you have an immediate emergency or medical need, please call 911.*

Phone #

Contact Me Via:

Is your vehicle indicating that you are in need of fuel?

Is your climate control (heater or air conditioning) working?

What type of vehicle are you in?

How many occupants are in your vehicle, including yourself?

# How can it be improved? Our thoughts....

- Address “dead zones”  
With a portable device that serves up event web info – like a hotel access point with no user Internet needed.
- Warn drivers  
Before a work zone, incident location or roadway hazard:
  - With mobile apps.
  - Continue to leverage geofencing.
- Warn work crews  
Of high-speed vehicles approaching.



# Your thoughts and questions?

## Let us know!

Mary Farrell  
President  
Information Logistics, Inc.

[www.ilogcorp.com](http://www.ilogcorp.com)

[mfarrell@ilogcorp.com](mailto:mfarrell@ilogcorp.com)

856-324-1600