



# UDOT's 511 Traveler Information Phone Line

Where have we been and where are we going?

August 10, 2015  
Snowbird, Utah



# About UDOT

## Keeping Utah Moving

UDOT's vision is as simple and straightforward as our name. We aim to **Keep Utah Moving**. That includes everything from improving our roads and traffic lights to providing alternate means of getting from A to B, like bike lanes and public transit. We want to make sure that whatever is being moved, freight and cargo or the people in a vehicle, arrives safe and promptly. It isn't easy, but **Keeping Utah Moving** is what keeps UDOT going.

## ZERO CRASHES, INJURIES AND FATALITIES

UDOT is committed to safety, and we won't rest until we achieve zero crashes, zero injuries and zero fatalities. <http://ut.zerofatalities.com/>

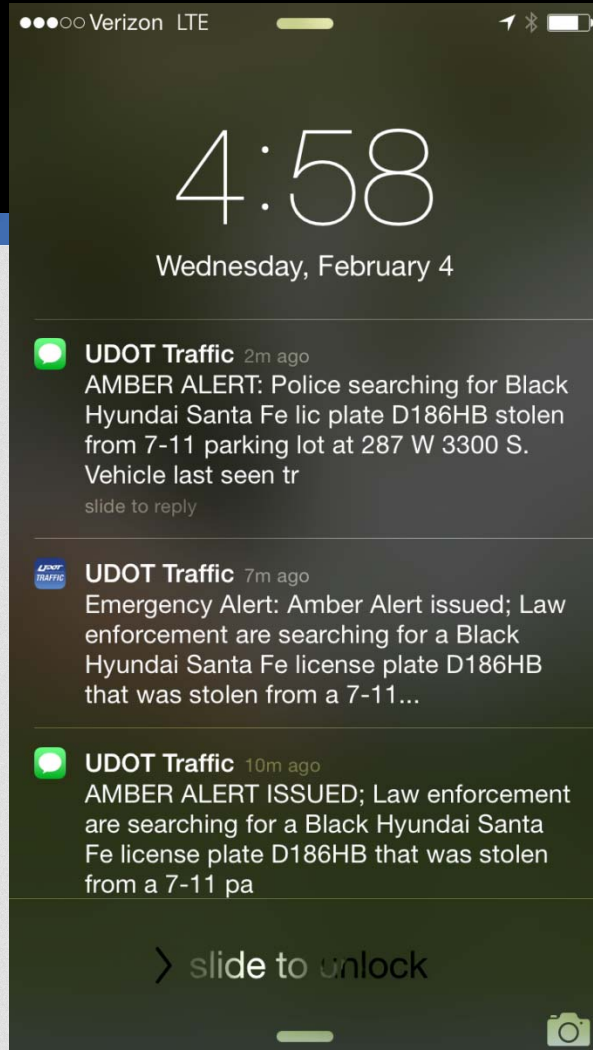
## PRESERVE INFRASTRUCTURE

We believe good roads cost less, and through proactive preservation we maximize the value of our infrastructure investment for today and the future.

## OPTIMIZE MOBILITY

UDOT optimizes traffic mobility by adding roadway capacity and incorporating innovative design and traffic management strategies.

# Amber Alerts





# Utah's opening of national parks paid off big

By Brett Prettyman The Salt Lake Tribune

Published March 14, 2014 3:44 pm

Utah Parks Impact by The Salt Lake Tribune

## Operating national parks benefited Utah

While the state paid \$999,432 to the National Park Service to operate nine national parks for six days, its return on the investment was \$9.95 million in visitor-related spending.



SHOW ME MORE LIKE UTAH PARKS IMPACT

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**Shutdown • New report says visitors spent nearly \$10 million during the six days the state paid to open national parks.**

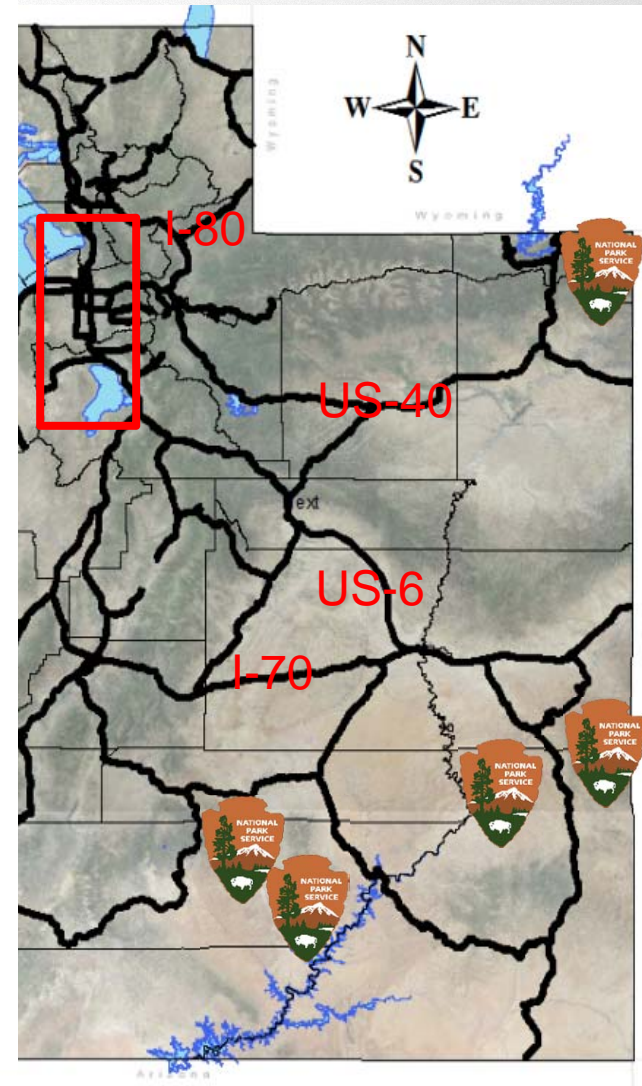


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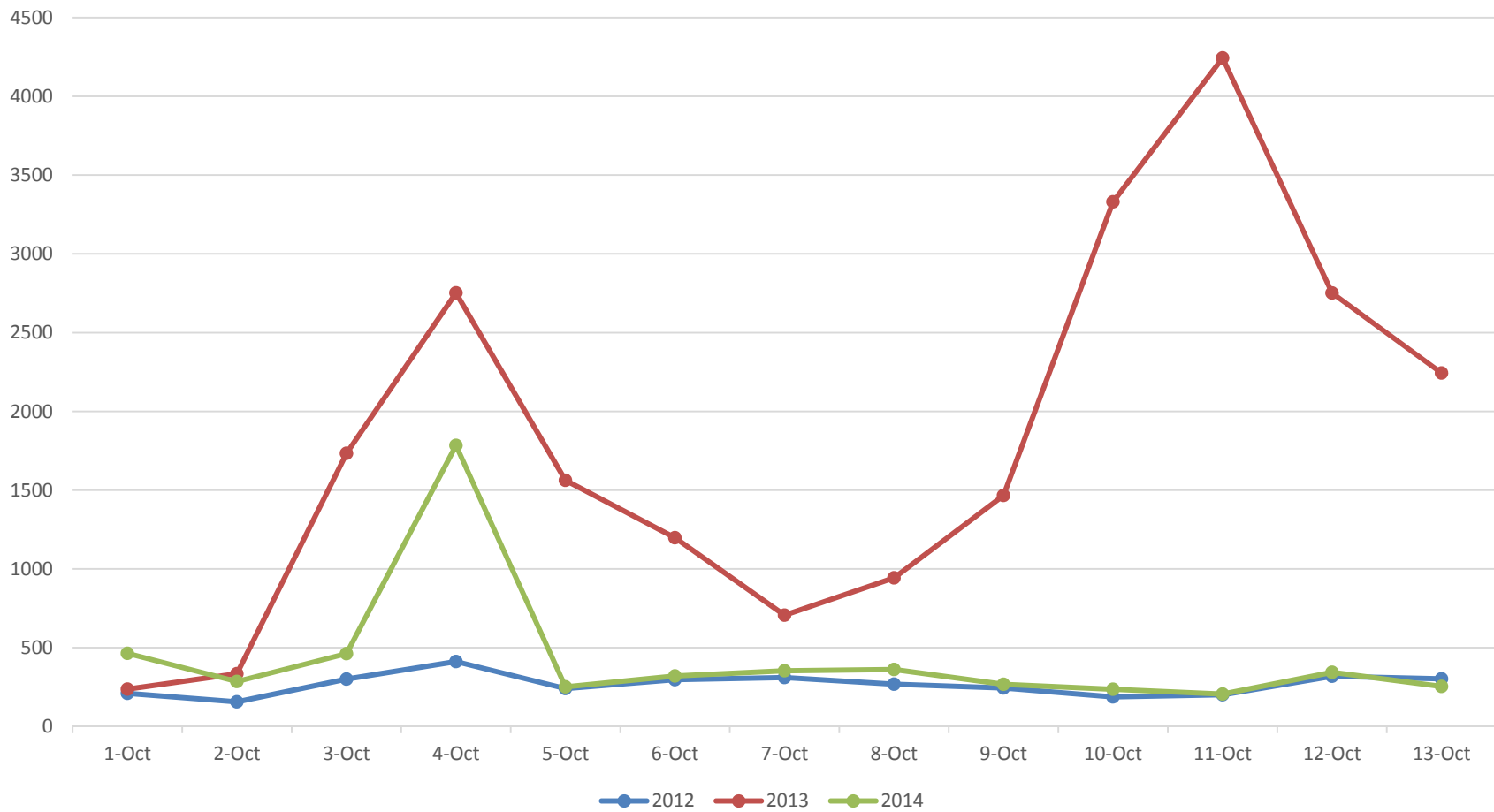
This is an archived article that was published on sltrib.com in 2014, and information in the article may be outdated. It is provided only for personal research purposes and may not be reprinted.

A decision by the Utah Legislature to [fund the opening](#) of national parks during the federal government shutdown in 2013 did more than provide memories for visiting tourists.

## and Road Network



UT 511 Call Volumes October 1-13 2012, 2013, 2014



# Population Breakdown

**144**

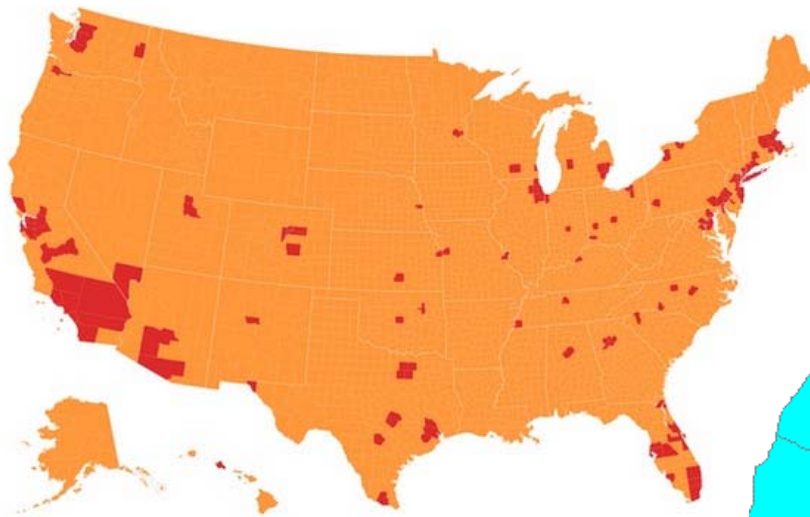
**largest counties**

population: 159,524,138  
50.03% of total population

**2,998**

**smallest counties**

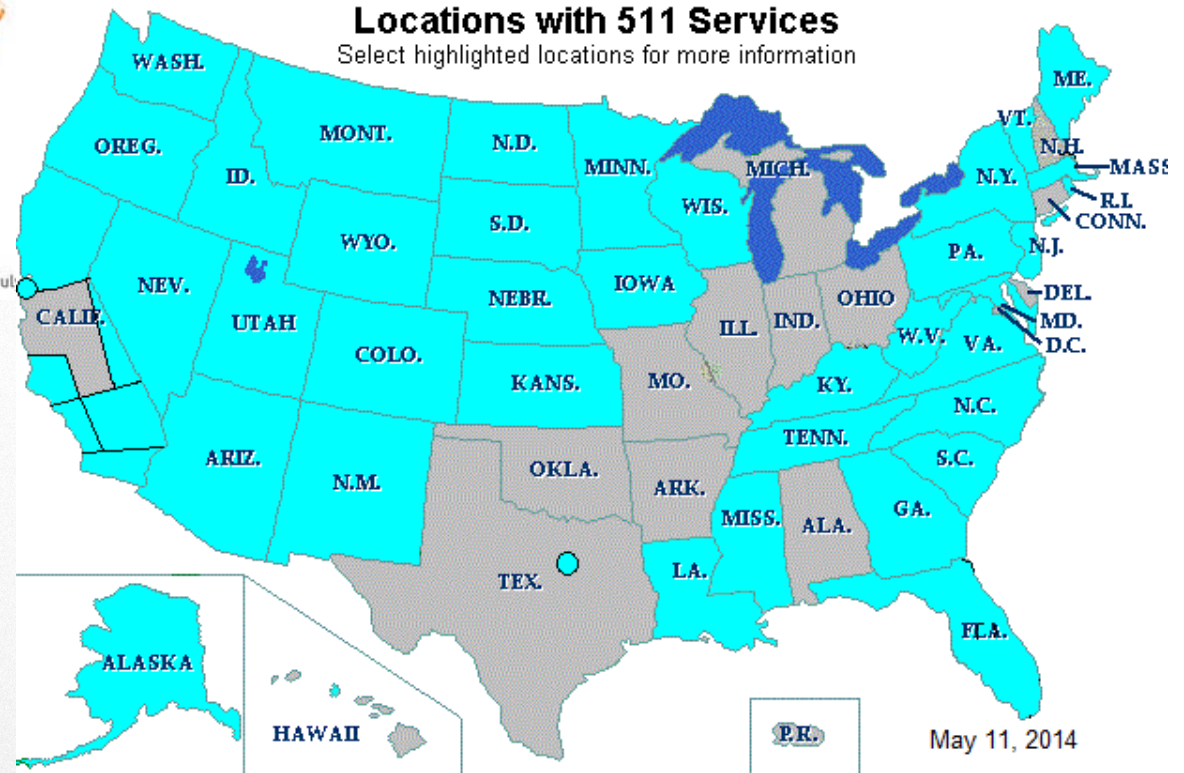
population: 159,332,918  
49.97% of total population



Population Estimate, as of July

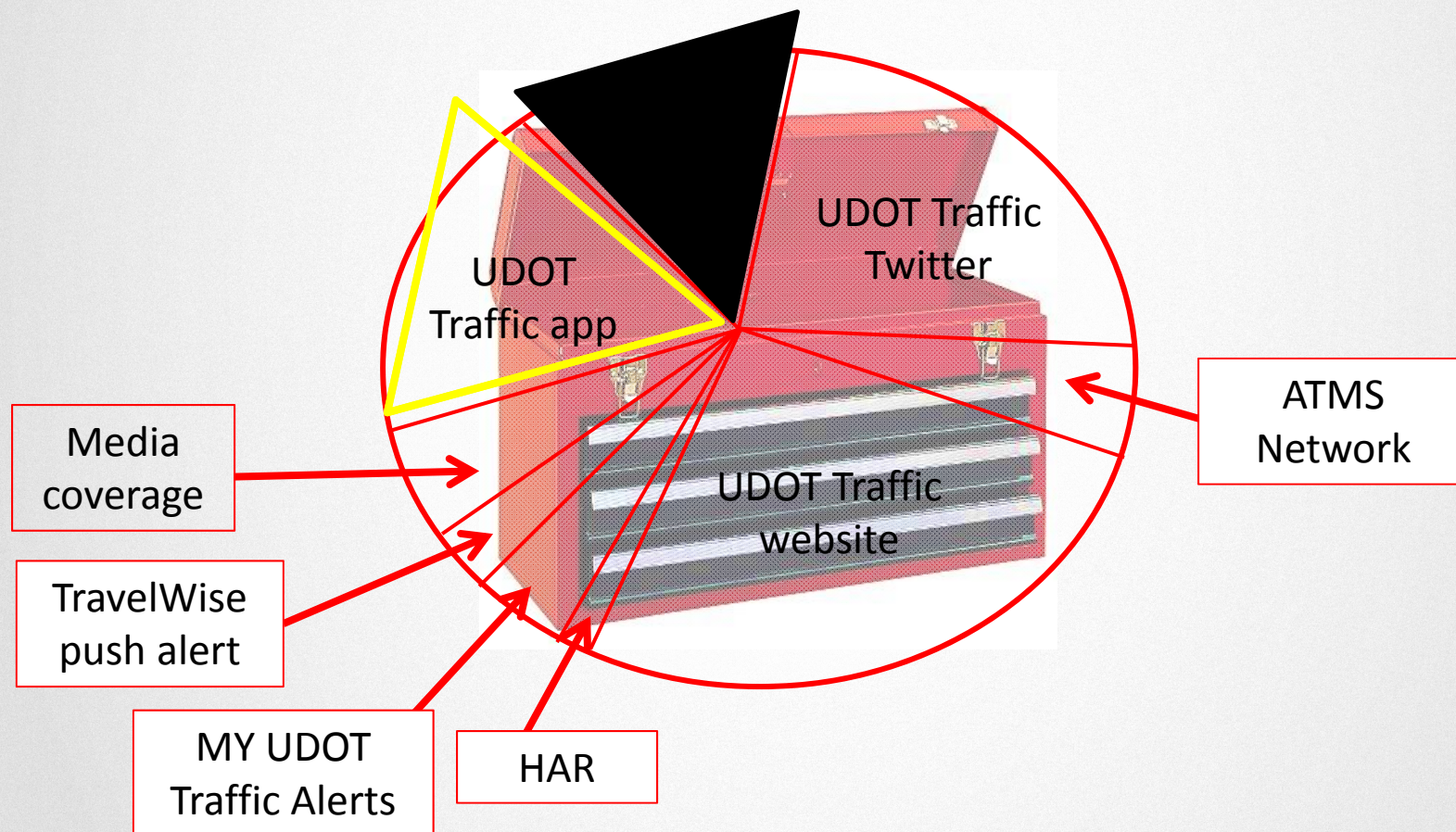
## Locations with 511 Services

Select highlighted locations for more information





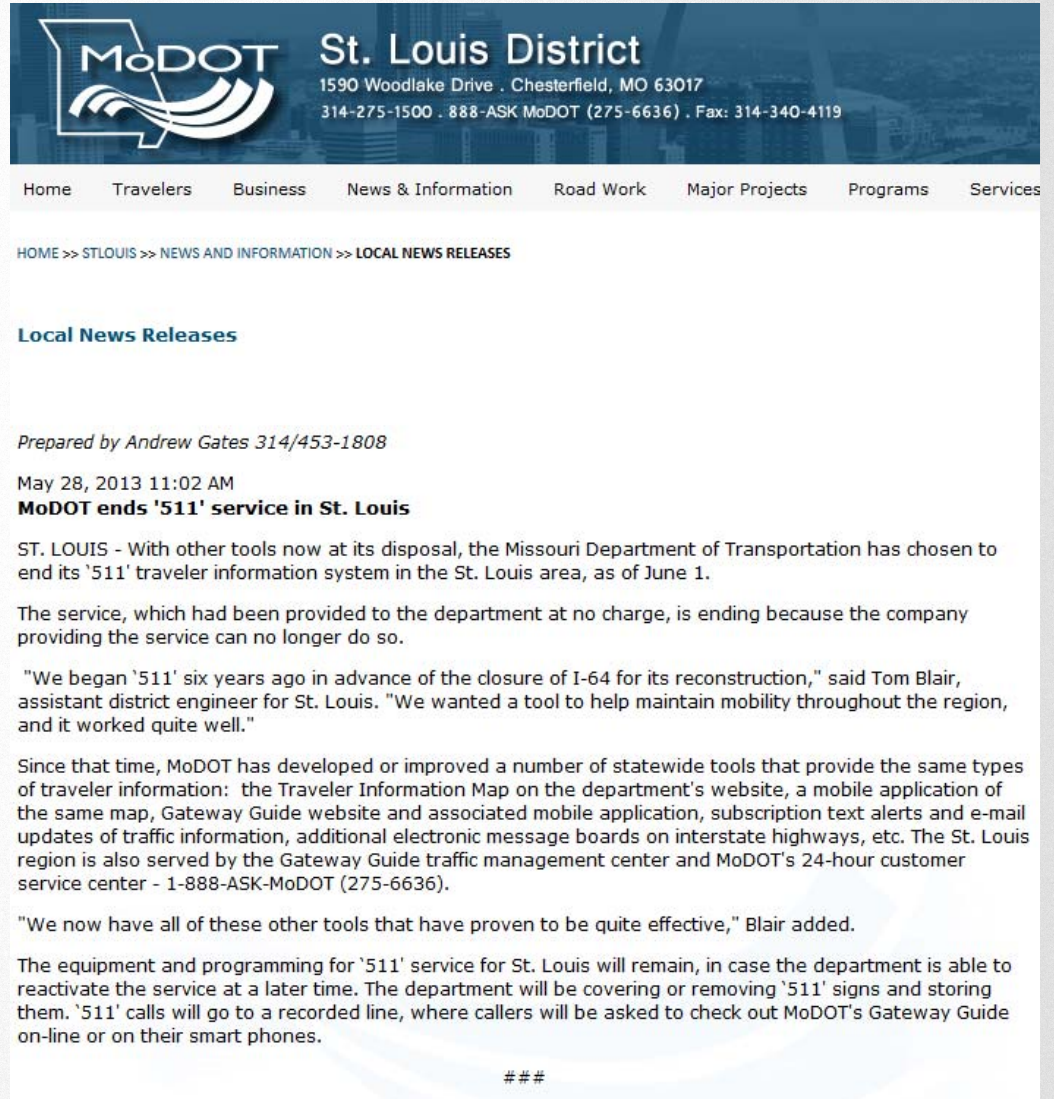
# UDOT's Traveler Information Toolbox





# UDOT's Traveler Information Goal?

- If our goal is to keep Utah moving, how does our traveler information toolbox fit that goal? Would we be remiss to dismiss 511 as a channel?



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1590 Woodlake Drive . Chesterfield, MO 63017  
314-275-1500 . 888-ASK MoDOT (275-6636) . Fax: 314-340-4119

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HOME >> STLOUIS >> NEWS AND INFORMATION >> LOCAL NEWS RELEASES

**Local News Releases**

*Prepared by Andrew Gates 314/453-1808*

May 28, 2013 11:02 AM  
**MoDOT ends '511' service in St. Louis**

ST. LOUIS - With other tools now at its disposal, the Missouri Department of Transportation has chosen to end its '511' traveler information system in the St. Louis area, as of June 1.

The service, which had been provided to the department at no charge, is ending because the company providing the service can no longer do so.

"We began '511' six years ago in advance of the closure of I-64 for its reconstruction," said Tom Blair, assistant district engineer for St. Louis. "We wanted a tool to help maintain mobility throughout the region, and it worked quite well."

Since that time, MoDOT has developed or improved a number of statewide tools that provide the same types of traveler information: the Traveler Information Map on the department's website, a mobile application of the same map, Gateway Guide website and associated mobile application, subscription text alerts and e-mail updates of traffic information, additional electronic message boards on interstate highways, etc. The St. Louis region is also served by the Gateway Guide traffic management center and MoDOT's 24-hour customer service center - 1-888-ASK-MoDOT (275-6636).

"We now have all of these other tools that have proven to be quite effective," Blair added.

The equipment and programming for '511' service for St. Louis will remain, in case the department is able to reactivate the service at a later time. The department will be covering or removing '511' signs and storing them. '511' calls will go to a recorded line, where callers will be asked to check out MoDOT's Gateway Guide on-line or on their smart phones.

###



# Traveler Information Assessment

- Who are we trying to reach?
- What channels are we reaching our audience through?
- Where are the gaps?
- What are we hearing from the public?
- What emerging trends should we incorporate into our TOC?
- What is our budget?
- What and where are our resources?
- What is our role?
- Who are our partners?
- Why is good traveler information beneficial? (To us? To the traveling public?)
- What do we need to get where we want to be?

# Traveler Information Projects

- SRHP2 L02: Establishing Monitoring Programs for Travel Time Reliability (2014)
- SHRP2 L14: Effectiveness of Different Approaches to Disseminating Traveler Information on Travel Time Reliability (2014)
- SHRP2 L11: Evaluating Alternative Operations Strategies to Improve Travel Time Reliability (2013)
- NCHRP: Real-Time Traveler Information Systems (2009)
- TCRP: Strategies for Improved Traveler Information (2003)



# Traveler Information Assessment

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# Variables

- How does Utah's need for traveler information differ from other states?

2001 – UT 511 launched

2006 – UDOT annual survey questions

2011 – UDOT TI Manager hired  
UDOT Traffic app launched

2012 – 511 Focus Group  
My UDOT Traffic Alerts Launched  
UDOT Traffic website remodel

2014 – Strategic Planning



# Why 511 – THEN...

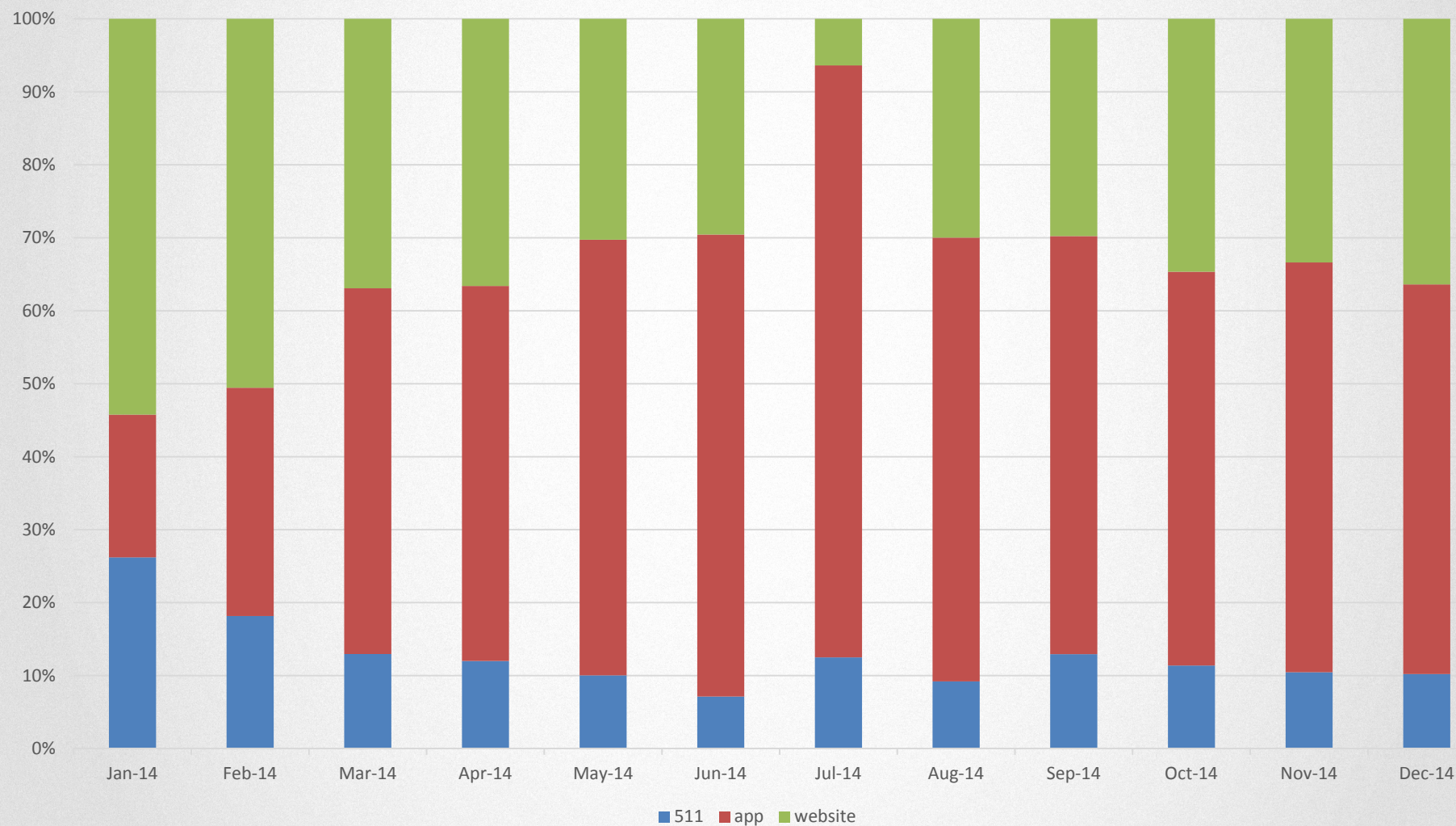
- Nationwide designation
- Ease of access
- Variety of clients served
- Trucking community preference
- Lack of other cost effective channels
- Lack of wide reaching channels

# Why 511 – NOW...

- Nationwide designation
- Ease of access
- Variety of clients served
- ~~• Trucking community preference~~
- ~~• Lack of other cost effective channels~~
- ~~• Lack of wide reaching channels~~
- Prevalence of wide reaching channels that provide excellent data
- Crowdsourcing platforms and data sharing
- Hands free/eyes free legislation
- Prevalence of cost effective channels
- Budget considerations



# Usage statistics



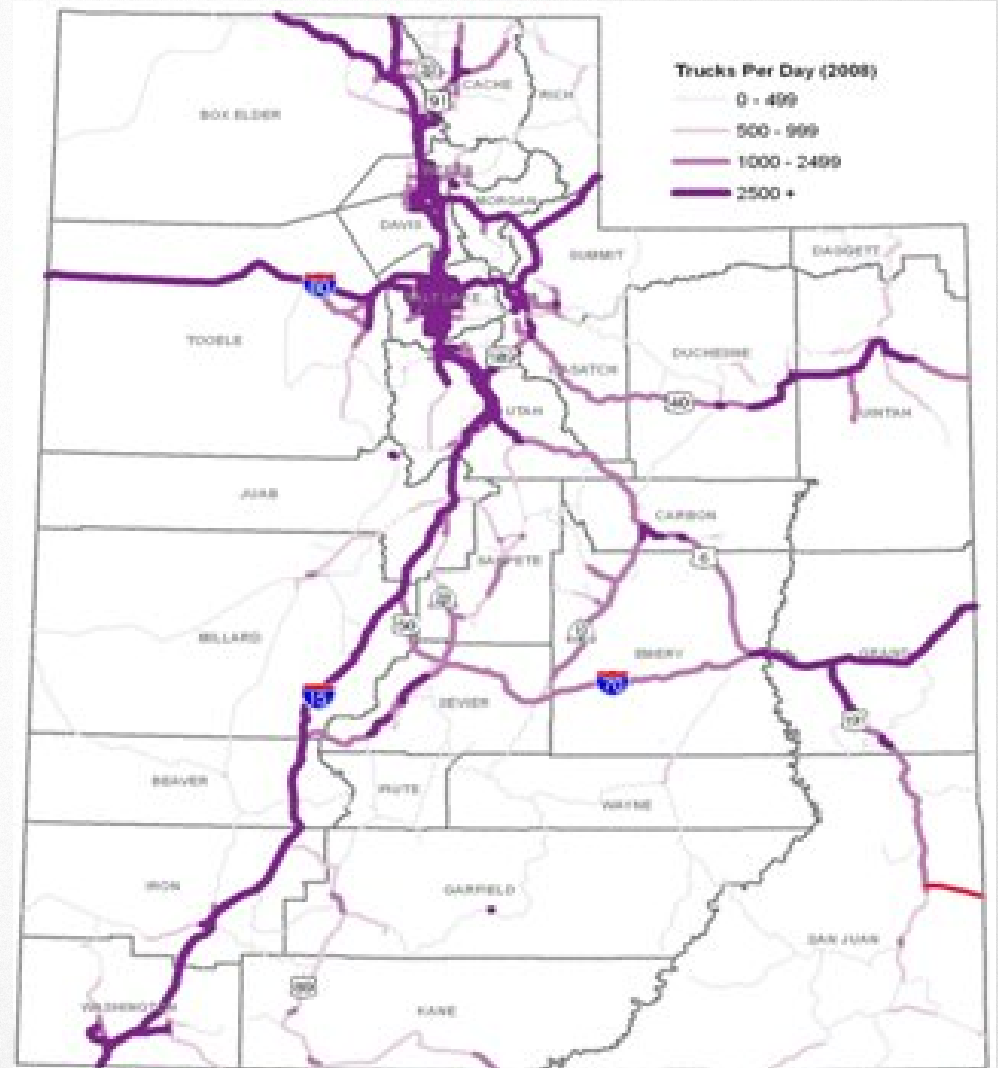
# “Why should we keep the UDOT 511 phone line running?”

- Preserves the 511 channel for Traveler Information
- Provides critical information (State Parks, Amber Alerts, Major Emergencies/Closures)
- Is currently the only traveler information channel that can be broadcast via VMS
- Large rural population, Large tourist population, Significant truck traffic
- Preserves a nearly-nationwide traveler information channel
- Budget line-item relatively low compared to other services
- Utah was one of the first states to launch a 511. It's timely that we are considering program changes, but is it the right time to turn the system off?
- As recently as November 2014, as many as 25% of travelers looking to UDOT were using 511.



# 511 Strategic Planning

- Options for changing the system
  - Cost
  - Implementation
  - Outreach
  - Implications
  - Interim Changes
  - Other states and their 511 enhancements (personalization, etc)

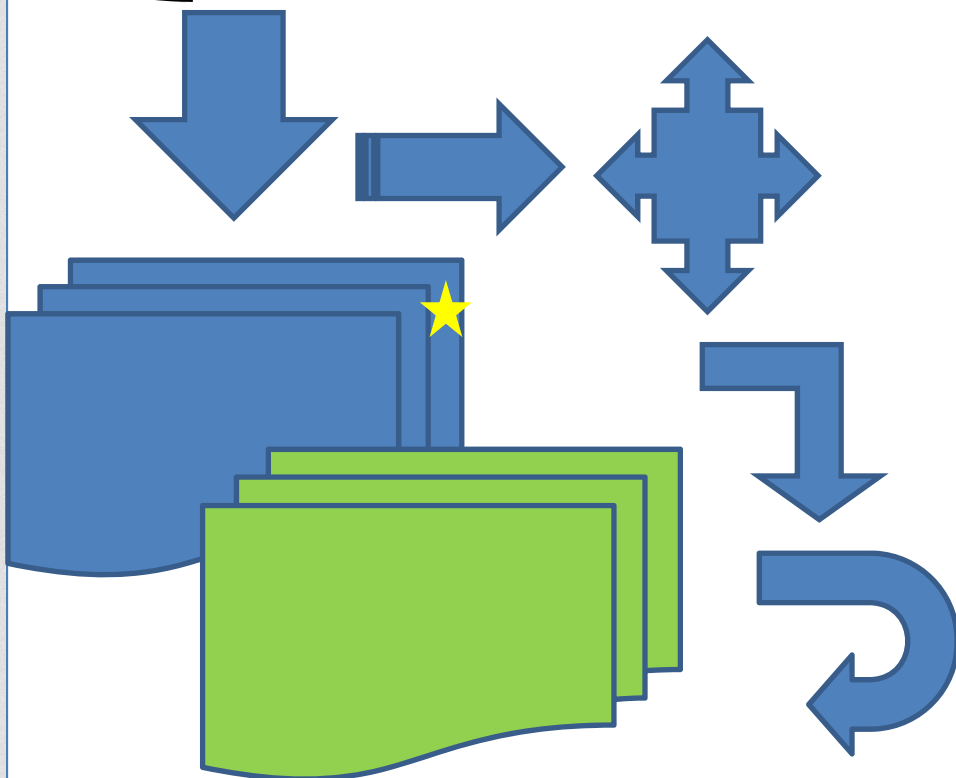




## System before

MENU OPTIONS

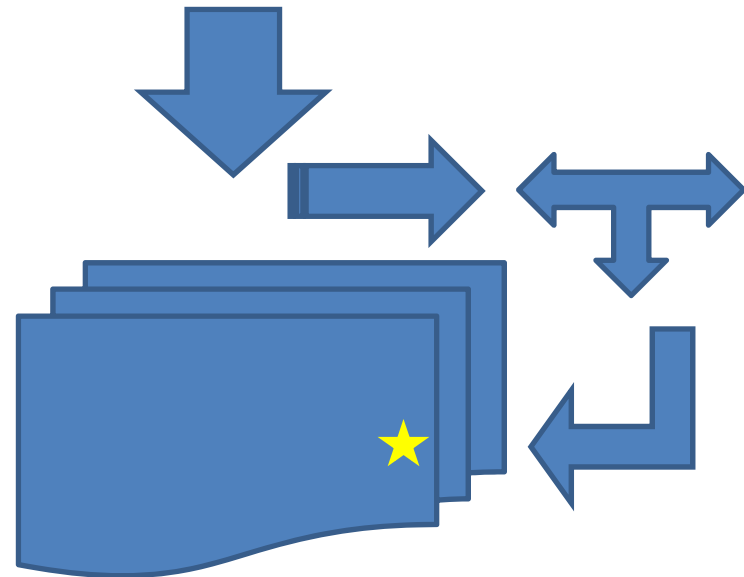
- 1 Traffic & Road Conditions
- 2 Weather
- 3 Transit
- 4 Other States
- 5 Ferries
- 6 Travel Times
- 7 Special Events



## Proposed

MENU OPTIONS

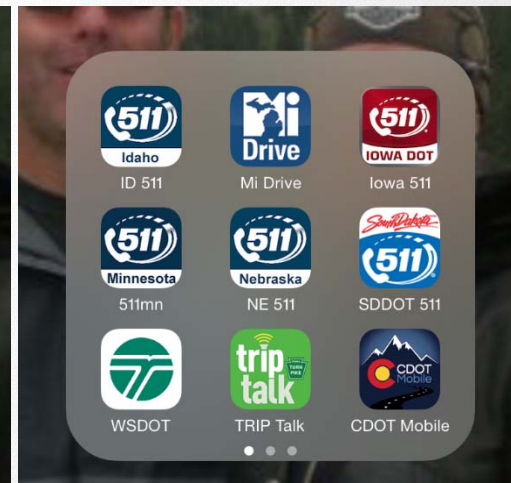
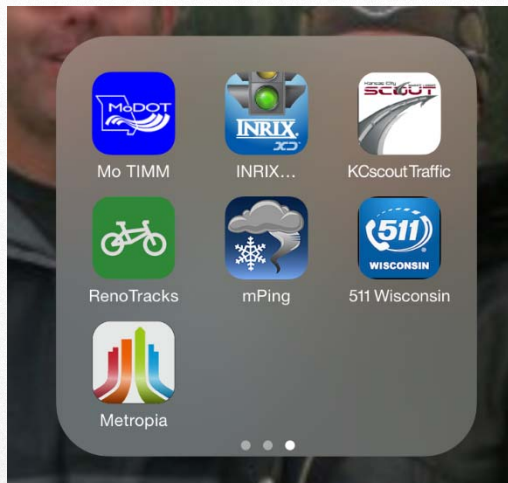
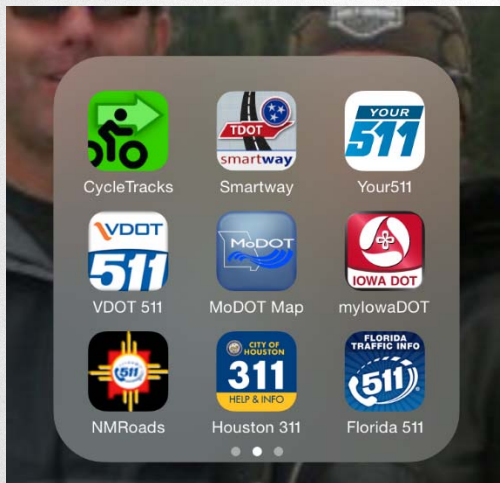
- 1 Traffic & Road Conditions
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# The Future of Traveler Information in Utah

- Data sharing partnership with Waze
- Connected vehicles
- IVR difficulties
- Reducing menu options



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Thank you!