

# MAKING THE CASE FOR RURAL TSMO

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# Topics

Why is TSMO important in rural areas?

- Safety/Traveler information
- Incident/Emergency management
- Multipurpose solutions

How do you make this topic resonate?

- Case studies
- Reach out, listen & network
- Minimize/explain jargon

How do you fund and implement TSMO when resources are so scarce?

- Plan for operations
- Identify communications and power
- Include in other projects/Leverage
- Alternative to traditional rural projects



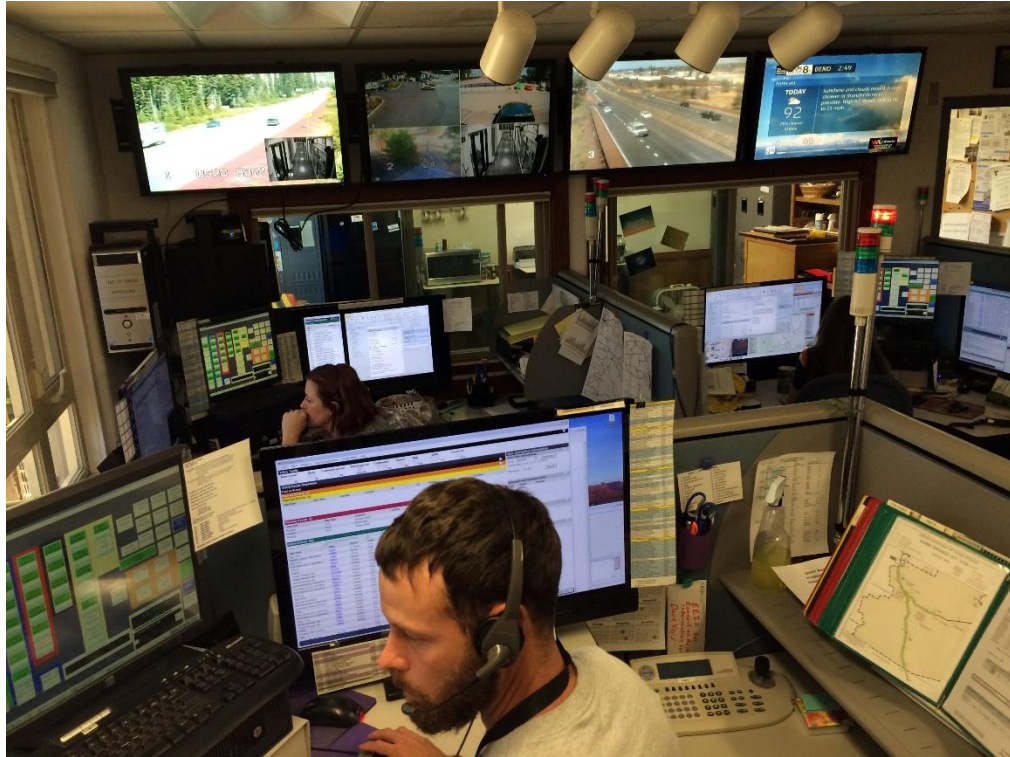




Why?

Safety and traveler information





# Why? Incident/Emergency Management

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Why?

Multipurpose  
solutions



How to resonate?

Case study: Trip Check and use in 2020 Oregon wildfires

# What do you get on **Trip Check**? [www.tripcheck.com](http://www.tripcheck.com)

**Travel conditions**  
**Real time updates**  
**Twitter alerts**

**TRAFFIC CAMS**  
Statewide traffic cameras

**INCIDENT ALERTS**  
Weather  
Construction  
Crashes

**TRAVEL INFORMATION**  
Travel options, Waze reports... and more!

**SPEED MAP**  
Statewide travel times

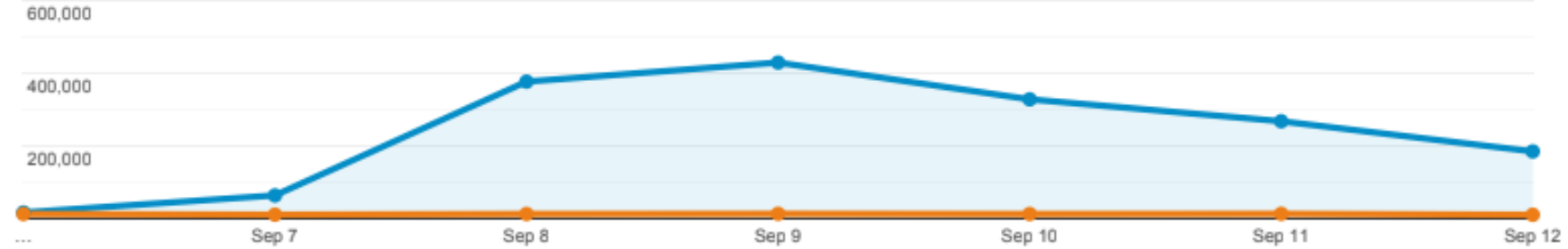
**Know before you go.**  

Source: [www.TripCheck.com](http://www.TripCheck.com) 



Sep 6, 2020 - Sep 12, 2020: ● Sessions

Sep 6, 2019 - Sep 12, 2019: ● Sessions



Users

**1,637.69%**  
792,910 vs 45,630



New Users

**2,572.71%**  
735,209 vs 27,508



Sessions

**1,739.09%**  
1,671,641 vs 90,895



Number of Sessions per User

**5.84%**  
2.11 vs 1.99



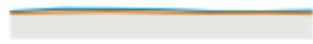
Pageviews

**1,917.72%**  
2,691,330 vs 133,385



Pages / Session

**9.71%**  
1.61 vs 1.47



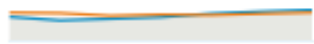
Avg. Session Duration

**48.26%**  
00:03:59 vs 00:02:41



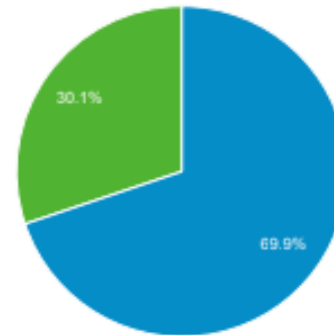
Bounce Rate

**-4.87%**  
35.74% vs 37.57%

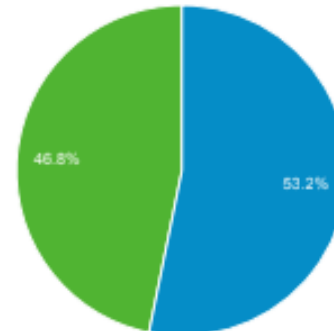


■ New Visitor ■ Returning Visitor

Sep 6, 2020 - Sep 12, 2020



Sep 6, 2019 - Sep 12, 2019



2021 Annual Meeting

How to  
resonate?

Case study:  
Smart work  
zones and real  
time delay

**OREGON DEPARTMENT OF TRANSPORTATION**

Road & Weather | Travel Center | Transit & More | About TripCheck | On the Go | Contact Us

Level: 4

Medford  
Jacksonville  
Phoenix  
Talent  
Ashland

Forest

66  
73

**Announcements**

new carpool and trip planning tool

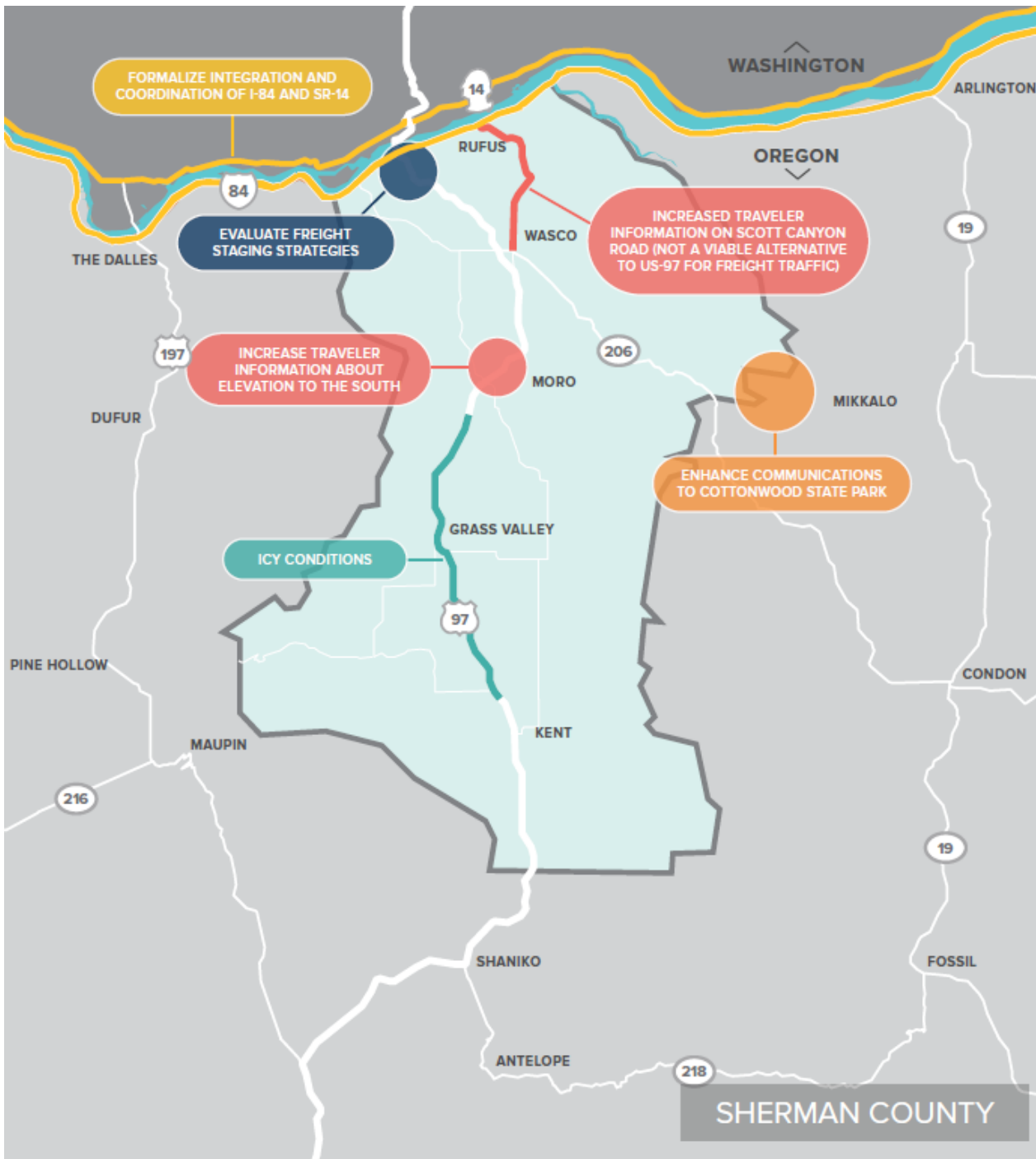
get there

**Travel Time**

	<b>NB</b>	to		<b>1 Min</b>
California State Line			OR 99	(Delay: 1)

09:26 AM





How to  
resonate?

Reach out, listen  
& network



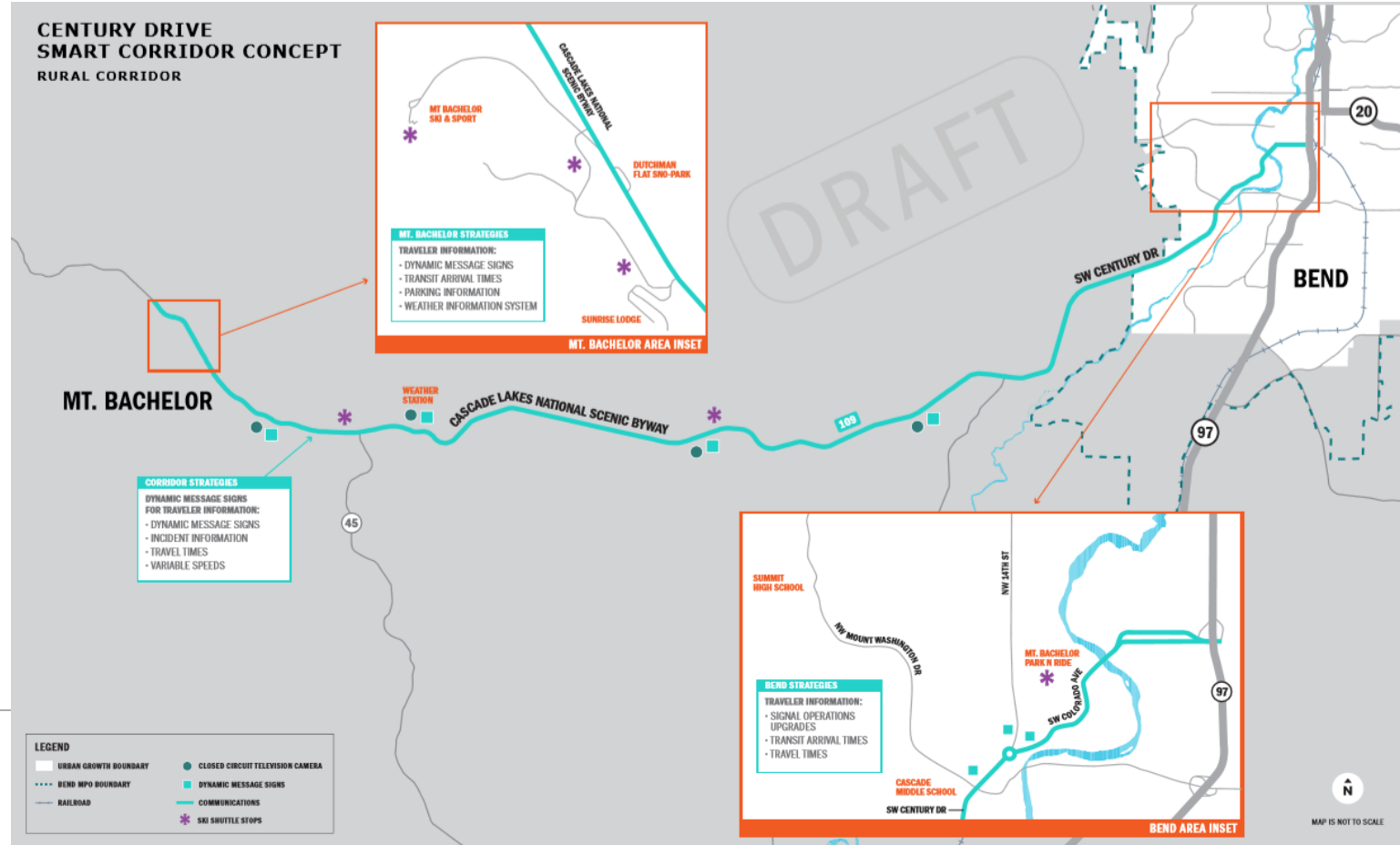
How to  
resonate?

Reach out, listen  
& network



# How to resonate?

## Minimize/explain jargon



# How to fund? - Plan for operations

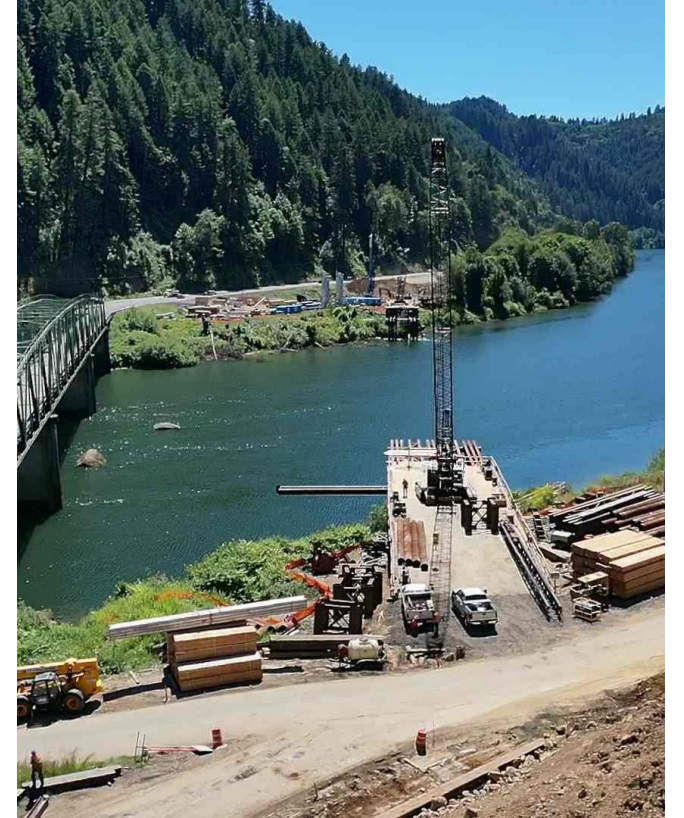




# How to fund? - Identify communications and power







How to fund?

Include in larger projects/leverage





How to fund?

Identify complimentary alternatives

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What's the problem we need to solve? Is there a low cost quick solution we can apply?

# Takeaways

Stories explain what TSMO is, how it helps, and how it's already being used

When the system users tell the story, it provides a robust understanding of the primary needs and how to address them

In rural areas, collaboration is key because of limited resources and the regional nature of problems





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