

## Revenue Generation through 511 for Rural States:

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- Rural State: ITS Asset Management Policies and Procedures
- Revenue Projections (Realistically what's Possible)
- What is Revenue Generation (Alternative Financing) Public – Private - Partnerships?
- Keeps the owner in Control Covering O&M System Enhancements
- FHWA and 511 Sign Sponsorship (It's not the same as the State Logo program)
- Rev Gen from the signs must support the system (not the General Fund)
- Current Efforts underway (A rural state by state update)
- Setting the rates (Policies and Procedures)
- Sign Sponsorship Example
- Web Site / IVR / Personalized Services
- Potential Categories of Sponsors / Prohibited Categories
- Rev Gen Advantages
- What's the future hold?
- Resources