

The Next Era of Traveler Information

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Over the last decade, 511 telephone and web services have been deployed in many states and provinces. Some agencies have already deployed 'second-generation' 511 systems with the intent of adding functionality, improving content or reducing operating costs. Agencies are also expanding their dissemination of real-time traveler information using social media tools like Twitter and Constant Contact. Many agencies have also developed partnerships to reduce operating costs through sponsorship or outsourcing. It is increasingly challenging to plan, evaluate, operate and enhance real-time traveler information services because of limited resources, overwhelming information and rapidly changing dynamics. The ENTERPRISE Transportation Pooled Fund program has sponsored a project to help agencies understand how real-time traveler information technology and use is changing and how the changes are impacted by current and emerging trends with dissemination mechanisms and data management practices. Emphasis is placed on sharing lessons learned by agencies that have experience related to these trends and will explore legal aspects, contracting approaches, technical details, partnership models, governance and so forth. As the states are presented with information about these trends, they will be assisted with completing a framework around traveler information goals and chosen courses of action. The trends that will be explored are dissemination tools, data management, customer needs and wants, cost management and performance targets. This presentation will share information exchanged to-date regarding agencies' real-time traveler information program practices in these areas.