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

4:58
Wednesday, February 4

UDOT Traffic 2m ago
AMBER ALERT: Police searching for Black Hyundai Santa Fe lic plate D186HB stolen from 7-11 parking lot at 287 W 3300 S. Vehicle last seen tr
slide to reply

UDOT Traffic 7m ago
Emergency Alert: Amber Alert issued; Law enforcement are searching for a Black Hyundai Santa Fe license plate D186HB that was stolen from a 7-11...

UDOT Traffic 19m ago
AMBER ALERT ISSUED; Law enforcement are searching for a Black Hyundai Santa Fe license plate D186HB that was stolen from a 7-11 pa

slide to unlock
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.

<table>
<thead>
<tr>
<th>Park</th>
<th>Total visits (six days)</th>
<th>Visitor spending (six days)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arches National Park</td>
<td>16,413</td>
<td>$1.80 million</td>
</tr>
<tr>
<td>Bryce Canyon National Park</td>
<td>19,071</td>
<td>$1.52 million</td>
</tr>
<tr>
<td>Canyonlands National Park</td>
<td>9,859</td>
<td>$0.56 million</td>
</tr>
<tr>
<td>Capitol Reef National Park</td>
<td>16,325</td>
<td>$1.10 million</td>
</tr>
<tr>
<td>Cedar Breaks Nat'l Monument</td>
<td>11,331</td>
<td>$0.68 million</td>
</tr>
<tr>
<td>Charleston Arch Pk</td>
<td>19,866</td>
<td></td>
</tr>
<tr>
<td><strong>Utah totals</strong></td>
<td><strong>Visits</strong></td>
<td><strong>Spending</strong></td>
</tr>
<tr>
<td></td>
<td><strong>153,398</strong></td>
<td><strong>$13.8 million</strong></td>
</tr>
</tbody>
</table>

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

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.
UT 511 Call Volumes October 1-13 2012, 2013, 2014
UDOT’s Traveler Information Toolbox

UDOT Traffic app
UDOT Traffic Twitter
ATMS Network
UDOT Traffic website
HAR
MY UDOT Traffic Alerts
TravelWise push alert
Media coverage
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?
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)
Traveler Information Assessment

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- What do we need to get where we want to be?
• 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
“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)
The Future of Traveler Information in Utah

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

• Lisa Miller
Utah Department of Transportation
Traveler Information Manager

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