

Good Clouds & Bad Clouds

NRITS Conference - St. Cloud, MN

August 26, 2013

Sinclair Stolle, Iowa DOT & Mike Haas, Castle Rock Associates



Traveler Information

Coming up....

- Bad Clouds – Sinclair Stolle
 - Christmas 2012 storm
 - How did we succeed?
- Good Clouds – Mike Haas
 - Pooling efforts for success
 - Cloud hosting 511



Traveler Information

**'Twas the week before
Christmas and storms
were brewing out
west....**

**Only to arrive in Iowa
during rush hour, during
one of the heaviest
travel days before
Christmas.**

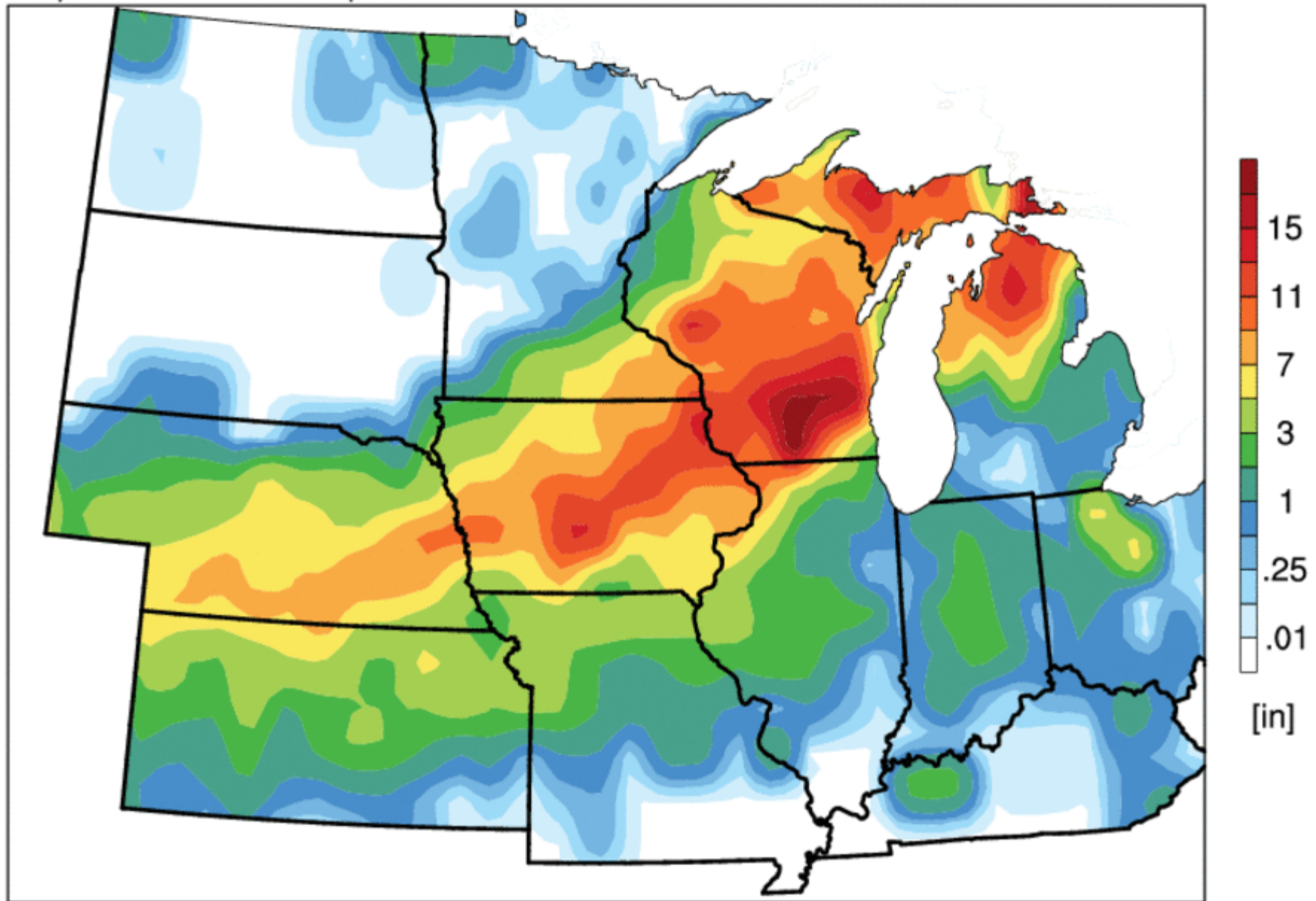


charan @anyachander
#iowa #snow pic.twitter.com/y4PZWKNM

20 Dec

19-20 December 2012 - IEM Snowfall Total Analysis

Map Valid: Snowfall totals up until 8 AM 21 Dec 2012



Iowa Environmental Mesonet
Map Generated 21 Dec 2012 7:35 AM

Were people going to 511?

- ABSOLUTELY!

December 18-21, 2012

4 days

		Peak (day)
511 Web Visits	929,440	405,599
# of Calls	46,506	21,525
Mobile App Downloads	7,189	2,534
Twitter (New followers)	287	--
Facebook (New Likes)	1,168	--

- 2 days with over 400,000 hits to websites
- Promoted heavily through press releases and social media.



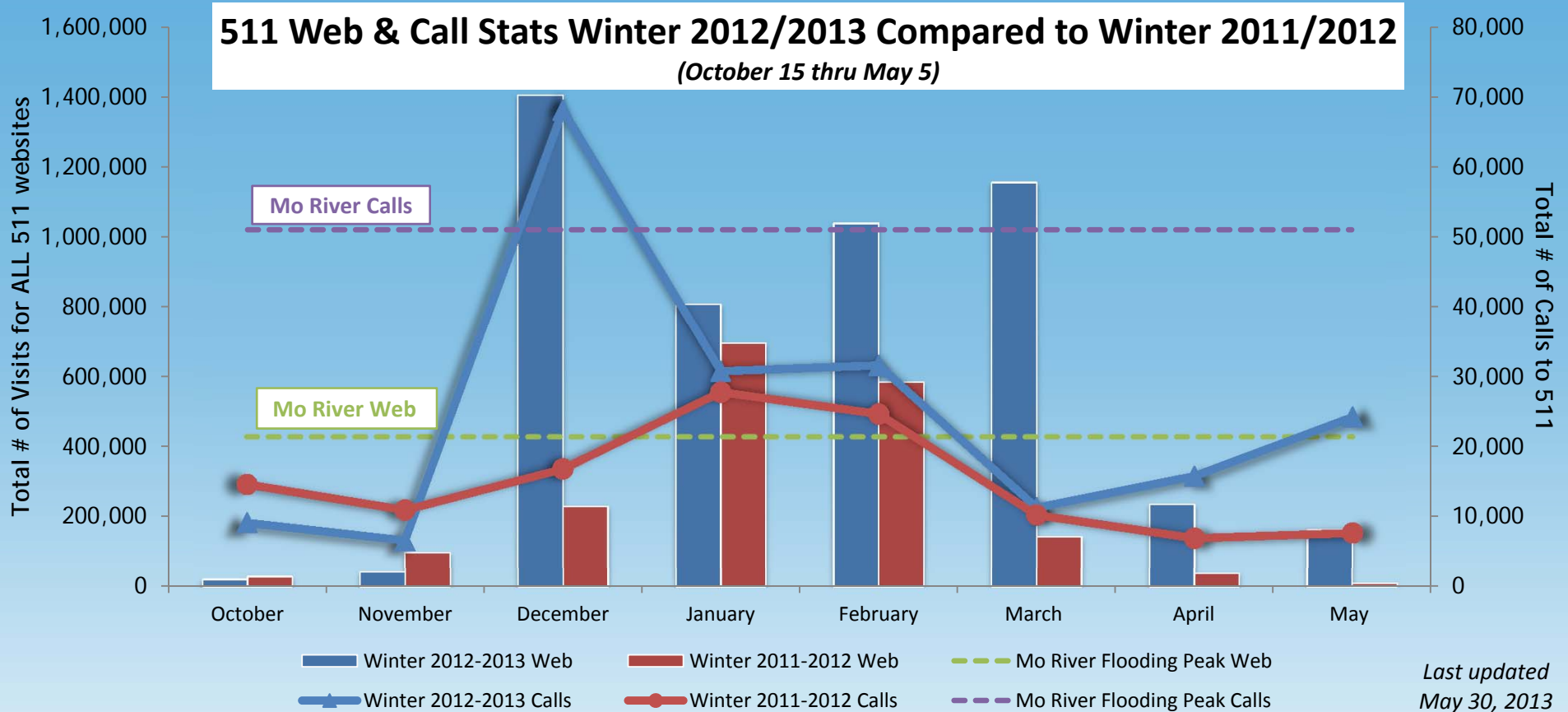
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The rest of winter....

- Had several significant storms, but none as big as the Christmas storm



The rest of winter....



How did we succeed?

- On the DOT side....
 - Communication
 - Monitoring system
- On the Vendor side...
 - Mike will talk about this



Traveler Information

CARS Program and Technology Features



Traveler Information

CARS Program and Technology Features



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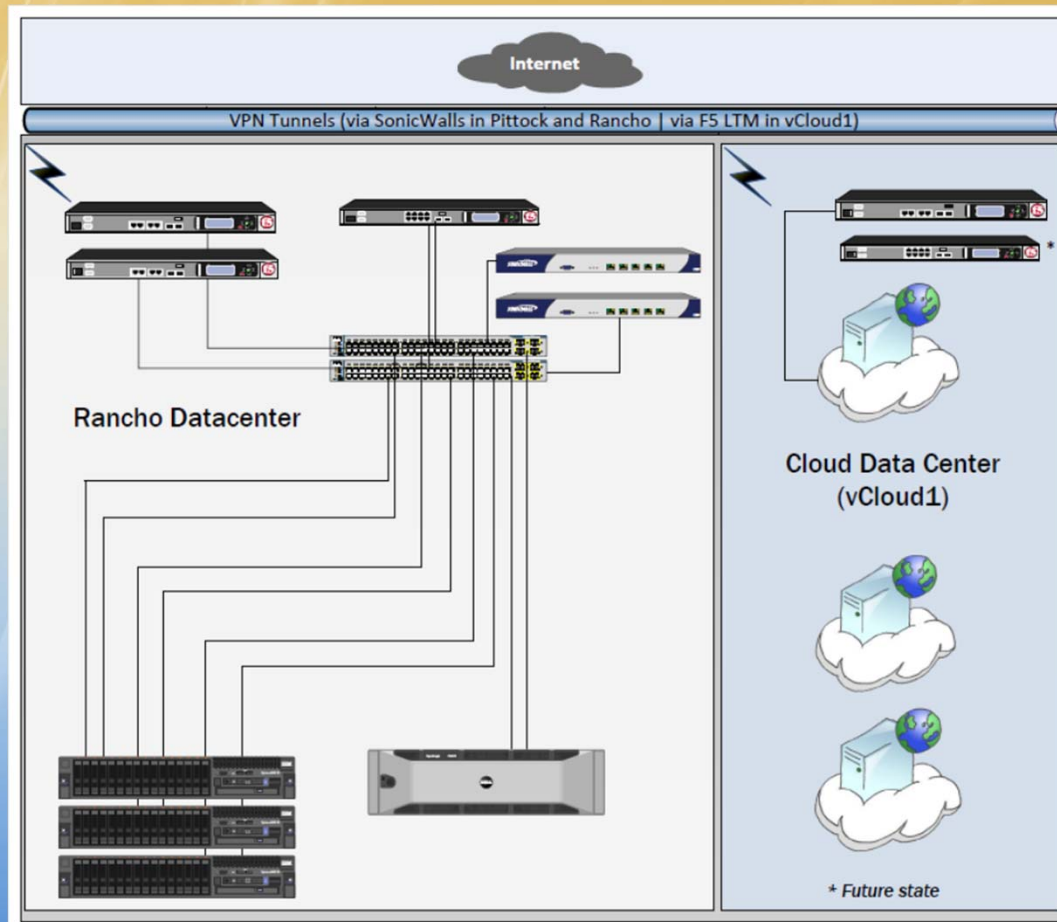
CARS Pooled Fund Program

- Started by Castle Rock in 1998 as public/private partnership with 4 states
- Jointly developed and maintained software
- Maintenance Update Program
- Shared Operations and Maintenance



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Value of Cloud Computing



Traveler Information

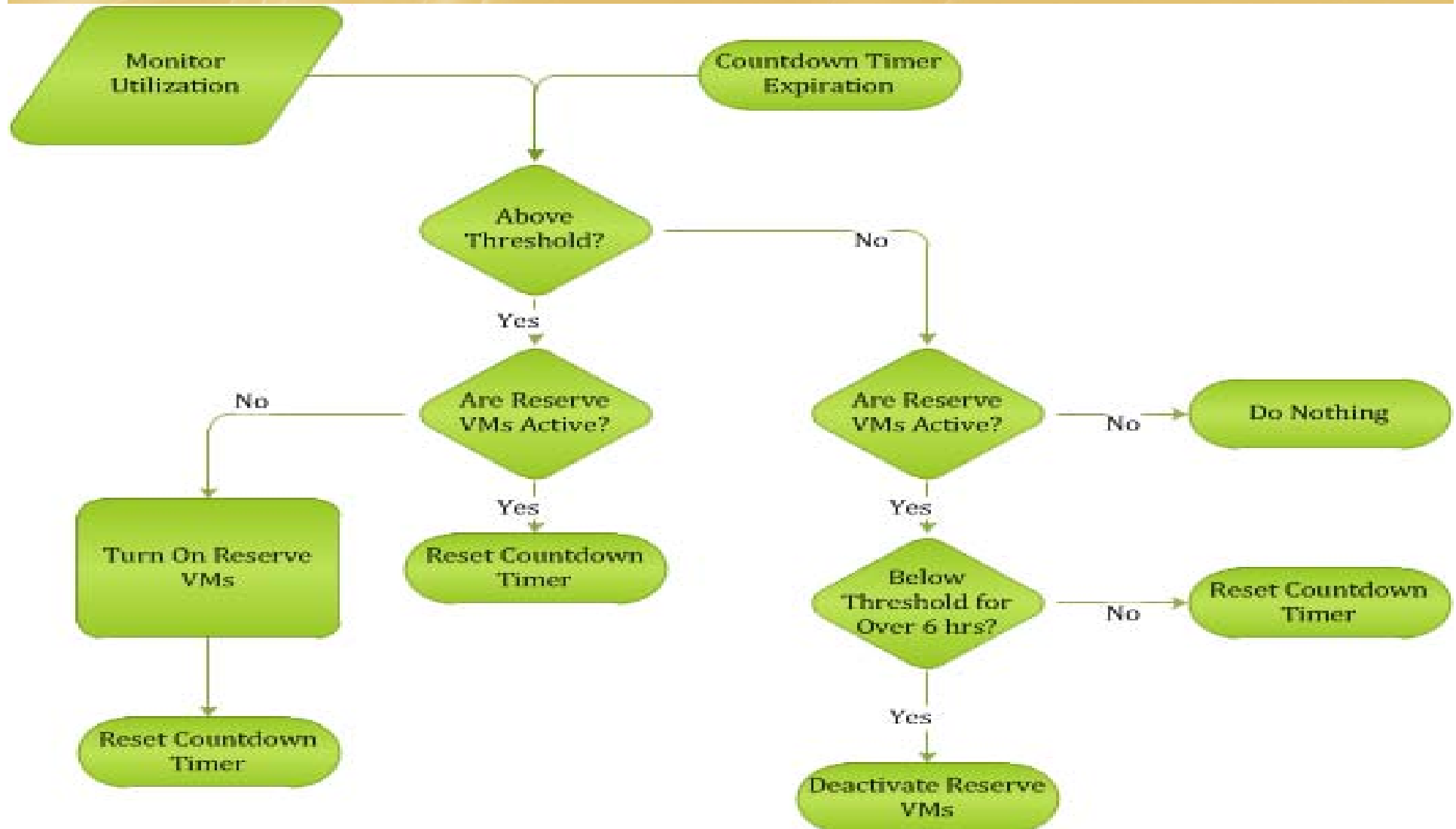
24/7 Operations, Hosting & Support

- Multi-center hosting environment
 - 4 Web hosting centers
 - 8 IVR hosting centers
- 100% virtualized
 - Automated resource scaling
- Multiple Tiers of 24/7 Email & Phone Support



Traveler Information

Automated Resource Scaling



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