

# TRAVELER INFORMATION





# **511 Meeting Feedback & Discussion**

**How is your state addressing freight needs via Traveler Information?**

- Available truck parking (public/private)
- Advance notice of road restrictions/closures
- Coordinate or share information with other states
- Freight-specific menu selections or web pages in 511





# WINTER OPERATIONS COALITION

## Multi-State Approach to Improved Corridor Operations



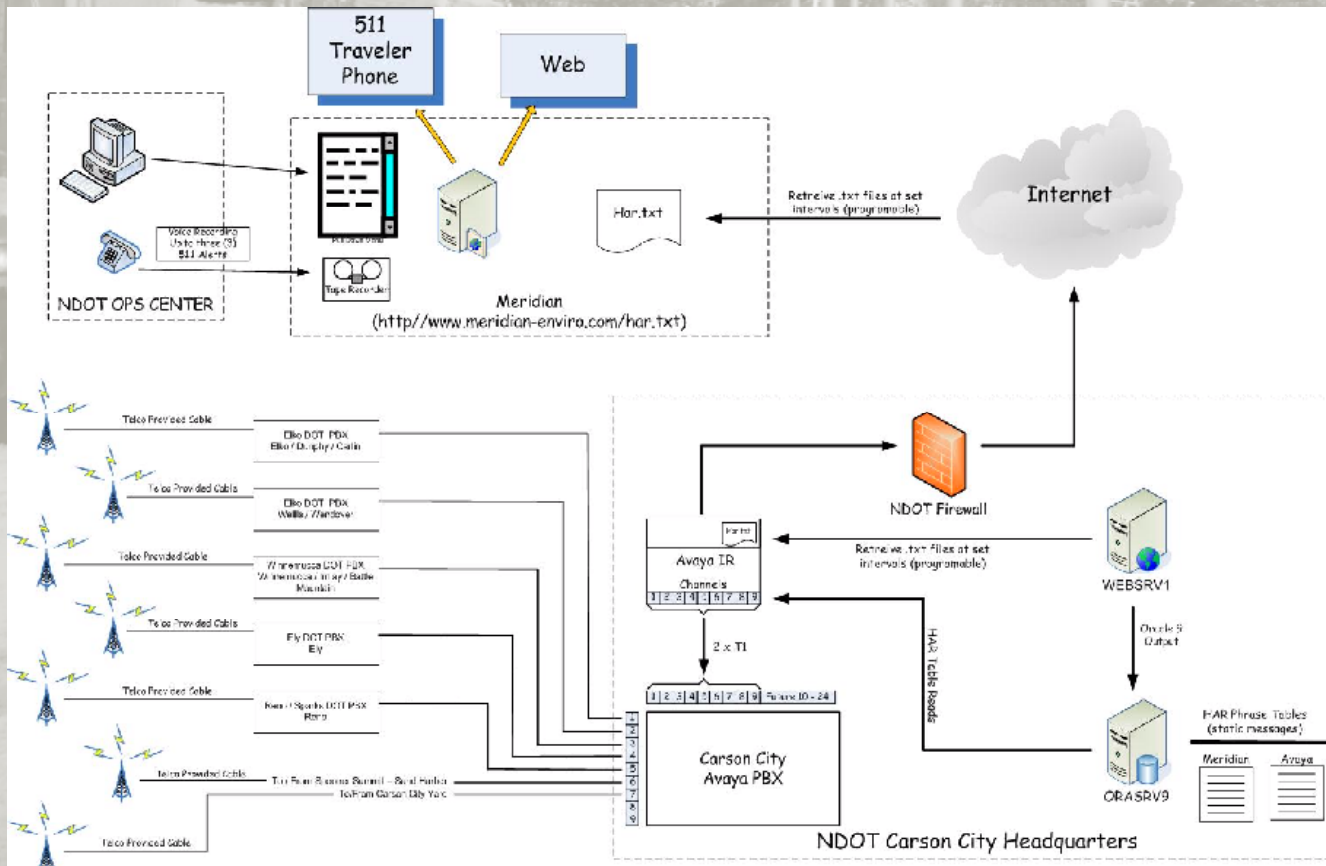


# High Profile Vehicle Restrictions

- Prohibit specific vehicles when sustained wind speeds and wind gusts exceed certain levels
- Notification via DMS, 511 website & phone line, HAR and subscription text and/or email messages



# Nevada's HAR system is automatically populated by 511 information





# Wireless Internet Service

- Service available at key rest stops & Welcome Centers along I-15 & I-80
- Access to a traveler information website created by vendor, Scientel Wireless
- Links to information regarding road conditions, weather, trucking, tourist information, etc.

**How to Connect to The Nevada Department of Transportation's Information Wireless Network**

Follow these steps to connect to the wireless network:  
1. Click the wireless network icon in the Notification area of your desktop (where the time is displayed). 2. Click View Wireless Networks.  
3. Select the wireless network that begins with NVDOT. Then Click Connect. 4. Open your browser to be directed to our splash page.

**Trouble Connecting?**  
Some laptops may have different procedures for connecting to a wireless network. Please consult the Help functions on your computer or the manufacturer's instructions. Some laptops may have firewalls that prevent connection. While Nevada DOT is pleased to offer this free service, we cannot guarantee speed of service or that the signal will be available 100% of the time. Nevada DOT is providing this free wireless service as a pilot project to test wireless technology and to gauge customer reaction throughout this rest area.

The screenshot shows a website interface for the State of Nevada Welcome Centers in Primm, NV. The page features a navigation menu with several icons and links. Annotations with arrows point to these elements, explaining their function:

- 511 Travel Info:** Link to the Nevada 511 web site that provides current weather-related road conditions, construction, and other relevant travel information.
- Local Attractions:** Links to local area tourist attractions.
- NEVADA DOT:** Link to the Nevada Department of Transportation web site.
- DEPT. OF PUBLIC SAFETY NEVADA HIGHWAY PATROL:** Link to the Nevada Department of Public Safety web site.
- Official Site of the Nevada Commission on Tourism:** Link to the Official Site of the Nevada Commission on Tourism.
- Trucking Information:** Link to the Nevada Department of Transportation web site - Trucking information.
- Map Information:** Link to the Nevada Department of Transportation web site - map information.
- Internet Access:** Free Internet Access.
- Temperature:** Current local outside temperature (79°F).
- Amber Alert:** Link to the Nevada Amber Alert web site.
- EXIT SERVICES:** To be determined.



# State Feedback

- Kansas
  - I-70 high freight route
  - Post vertical length, speed info coordinate weather & emergency info
  - Belong to Heartland States Coalition, which is looking into freight issues
  - 511 has a CVO menu option...transfers to Permit office to provide restriction info, want to expand info
- Idaho
  - CVO info on website
  - Menu option on phone
  - Focused on size/weight restrictions, spring thaw info, reduced speed requirements, escape ramp locations
  - Northwest Passage member
- Pennsylvania
  - Various levels of vehicle restrictions
  - Pre-emptive closures
  - Share info with other states via TMCs
  - Struggling with getting info out
  - Partnering with local Motor Carrier Association
  - 511 awareness via floodgates
  - Truck parking – pilot project via grant to post avail spaces via DMS
- SACOG
  - Looking to add in localized truck routing, brake check areas and truck ramp occupancy on website



# State Feedback, Cont'd.

- Northern California
  - Email notification to Truck Motor Carrier Association and they send out (24/7) to 750 dispatch terminals
  - Special Alerts – calls for specific lane closures and timelines
- Georgia
  - I-95 Corridor Coalition
  - Hub for STIX (Southern Traffic Information Exchange)
    - Exchanging information across state lines
    - Manual process up to now....will be automated with new Navigator system
- San Diego
  - Local research on trucking
  - Separate webpage for CVO: border crossing info & road restrictions
  - System to launch within October/November
- New York
  - Generic info on website but working to provide all CVO data
  - Trying to address bridge heights: HUGE number of bridges hit every month
    - They are extracting restriction info and passing it on to GPS companies (Navteq, TeleAtlas, Rand McNally) to be included in their systems....results in reduction in bridge hits!



# State Feedback, Cont'd.

- New Jersey
  - Working on automated permitting system, eventually want to be part of 511
  - 24/7 contact to notify permittees of accidents/incidents
- Arizona
  - Combined permitting/511 system
  - Spanish capabilities via web & phone
  - Include MP info to benefit truckers (Kansas & Idaho do too)
- Wisconsin
  - Found you don't need to necessarily tailor website to truckers needs....just need to get info out
  - 3 groups, each is unique, so you need to work with all 3 to get whole picture
    - American Truck Association State Chapter
    - American Independent Truck Association
    - Independent Owners/Operators (don't belong to any group or association)
    - Todd from NY also suggested contacting the National Association of Truck Stop Owners for a different perspective
- 511 Coalition will be doing a technical paper on CVO & Traveler Information to formally document what many states are doing.



# Revenue Generation

- » Revenue generation for 511 system owners keeps you in control (Georgia Model)
  - » You own the relationship with advertisers/sponsors
  - » If you have the authority to receive funds, you generate revenue to pay for your system, enhancements, data, marketing
  - » You maintain control of your system
  - » You maintain control of your Right of Way
  - » Your transparent approach creates public goodwill and maximizes revenue
- » Revenue Neutral (zero or low cost) for 511 system owners (Massachusetts Model)
  - » You grant authority to a 511 system developer to generate revenue



# Georgia-NaviGator.com

- 200,000 visits per month
- #1 Google search for “Georgia Traffic”
- Ads on every page
- Sourced directly by sponsors and Google
- Google revenue based on ad click-throughs
- New website Nov 2010

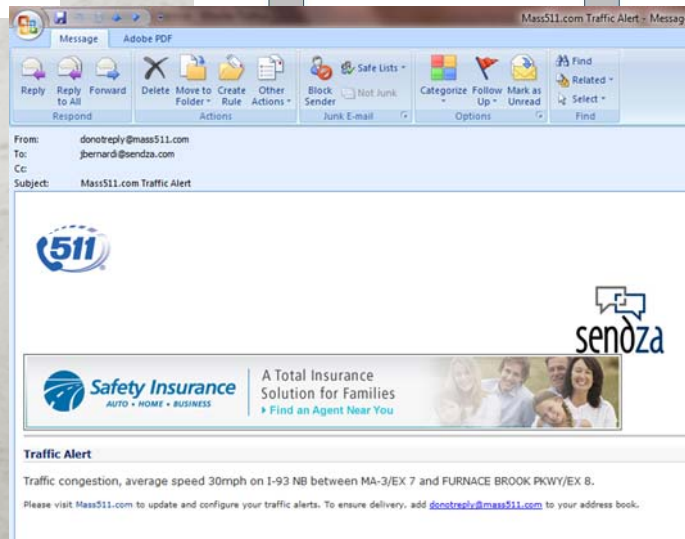
The screenshot shows the Georgia-NaviGator.com website. At the top, the logo "NAVIGATOR" is displayed in green and orange, with the slogan "We'll get you there." and the "511" logo to the right. Below the logo is a banner for Adobe Creative Suite 5, offering a 80% discount for students and teachers. A "Travel Alert" box indicates that the "Plan Ahead! Summer Construction Season Underway" is in effect. The main content area features a "WELCOME TO NAVIGATOR" message, a "TOP 6 ACTIVE INCIDENTS (STATEWIDE)" table, and a "Navigator News" section with several updates. The website is cluttered with various advertisements, including "The Best in Atlanta" (up to 90% off), "LivingSocial ATLANTA 1-DAY DEALS", "Hotwire" (rental cars from \$13.99), and "OneTravel". A sidebar on the left contains navigation links such as "Home", "About Us", "Contact Us", and "Site Map".

# Massachusetts/Sendza Ad Examples

- Roadway Signs
- Toll Booth Signs



- Text Alerts
- Email Alerts





## FHWA Says Revenue from Special Signs Must Support the Sponsored Program (Safety Patrols or 511)

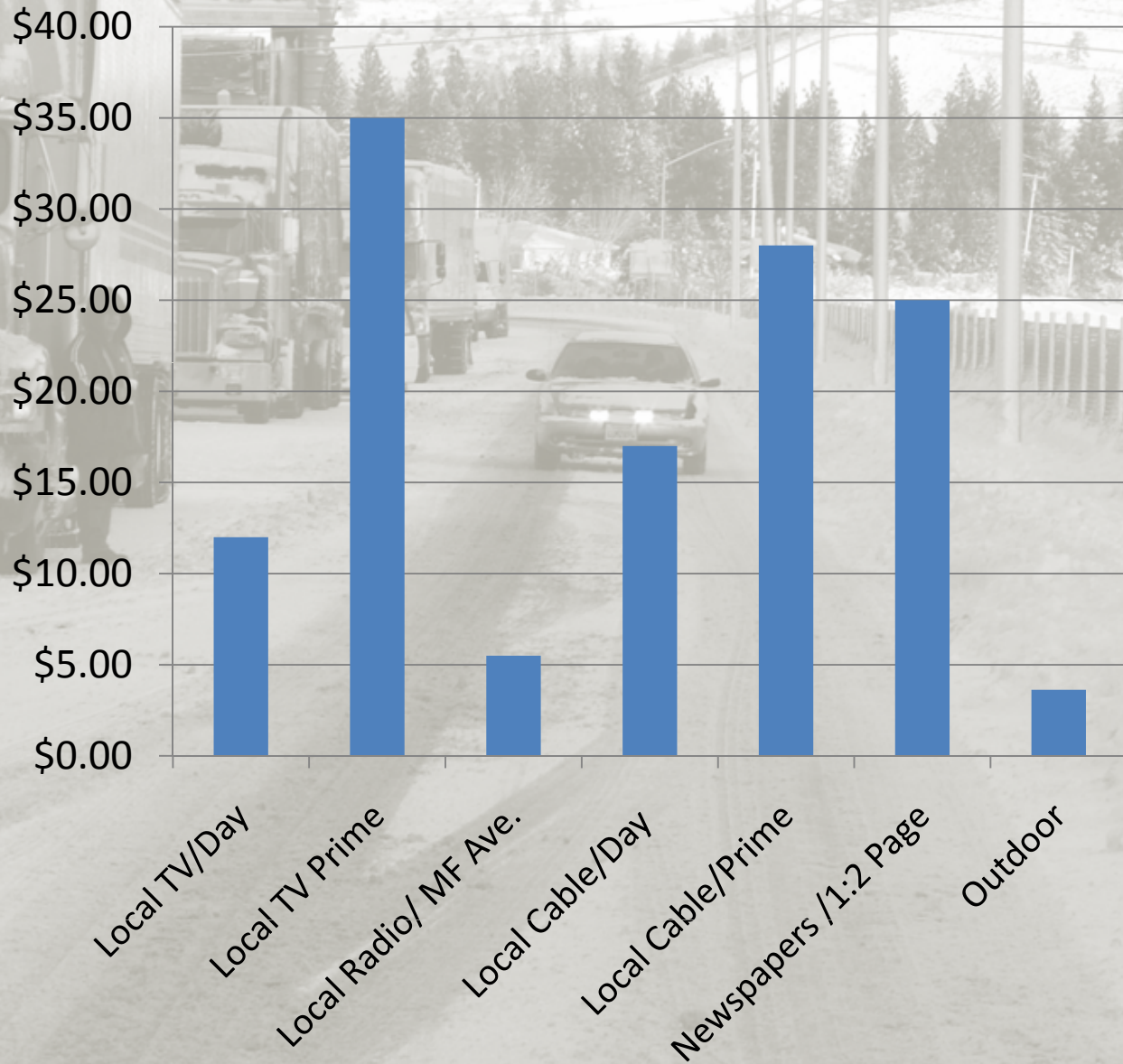


### Maximize Revenue by Establishing Rates Based on DEC—Daily Effective Circulation—the Method Used by the Outdoor Advertising Industry

Based on the annual average daily traffic (AADT) count of a location taking into account the average number of persons 18 and over in each vehicle, the visible traffic flow and the hours of illumination of the display.



# Established Advertising Industry Average Rates Shown in Cost Per Thousand (CPM) Source: Traffic Audit Bureau







# Thank You!

Denise M. Inda, P.E.  
Asst. Chief Operations Engineer  
Nevada DOT  
775-888-7867  
[dinda@dot.state.nv.us](mailto:dinda@dot.state.nv.us)