VDOT
Virginia Department of Transportation

MANAGEMENT, OPERATIONS, AND INTELLIGENT TRANSPORTATION SYSTEMS (MOITS) POLICY TASK FORCE AND MOITS TECHNICAL SUBCOMMITTEE

VDOT's New 511 Traffic Information Program and Reach The Beach Transportation, Video & Data (TVD) Presentation

September 11, 2012

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Operations and Security Division

VDOT's New 511 Service

- **New 511 service launched May 18!**

- **New system offers free <u>streaming</u> video to the public**

- **Service disseminates traffic info through several outlets:**
  - **Web and mobile applications (iPhone and Droid)**
  - **Interactive Voice Response (IVR) phone system**
  - **Information displays at Welcome Centers**
  - **Twitter and email alerts**
  - **Travel Time road signs in Hampton Roads**
- **VDOT's new 511 traffic information program is expected to be cost neutral through the addition of sponsorships for the Commonwealth's taxpayers over the life of the 5-year base contract**

VDOT's New 511 Service
Key Features

IVR
- New voice recognition engine
- Directional recognition
- Travel times

Web/Mobile App
- Redesigned site
- Live streaming video (15 frames/sec)
- Mobile app with live traffic information
- Travel times

Video/Operations Data
- Free video access through web service
- Includes attribution to VDOT
- Operations data publicly available

511 Highway Signs
- Sponsorship acknowledgements will be added to 511 signs

VDOT Video Transition: Key Considerations

Availability

- **The standard level of streaming video will be available to all media members**
  - Free via URL
  - 15 frame per sec
  - Information sharing agreement
- **Coordination with TrafficLand is on-going to ensure a smooth transition and no interruption in service**

Flexibility

- **Users will have multiple options for receiving video**
  - Standard Video Service
  - Higher Quality Service
  - 3rd Party redistributed

No software application required

- **Video display does not require a software application, video can be ingested into any webpage interface**

VDOT 511 attribution banner will be included at the top of all video feeds

- **Purpose is to promote the 511 program and improve user mobility / safety**

VDOT   511®   Virginia Traffic Information

Click here to see the different, free ways to use 511.   VDOT Virginia Department of Transportation Please call responsibly

My 511 ▾   Map Views ▾   Text Views ▾   Resources ▾   Reach the Beach   Contact Us   Help ▾

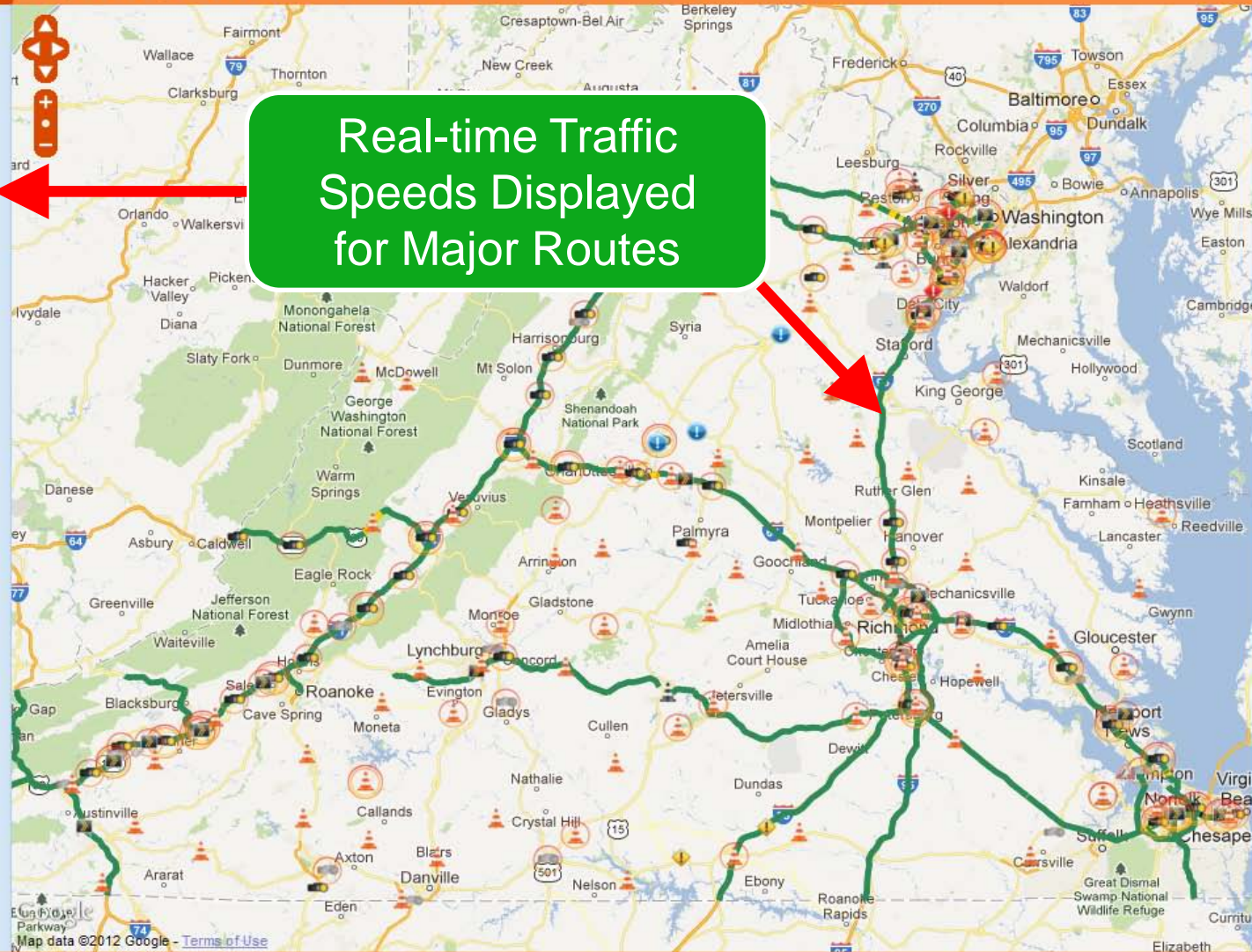▸ Weather   Log in to Customize
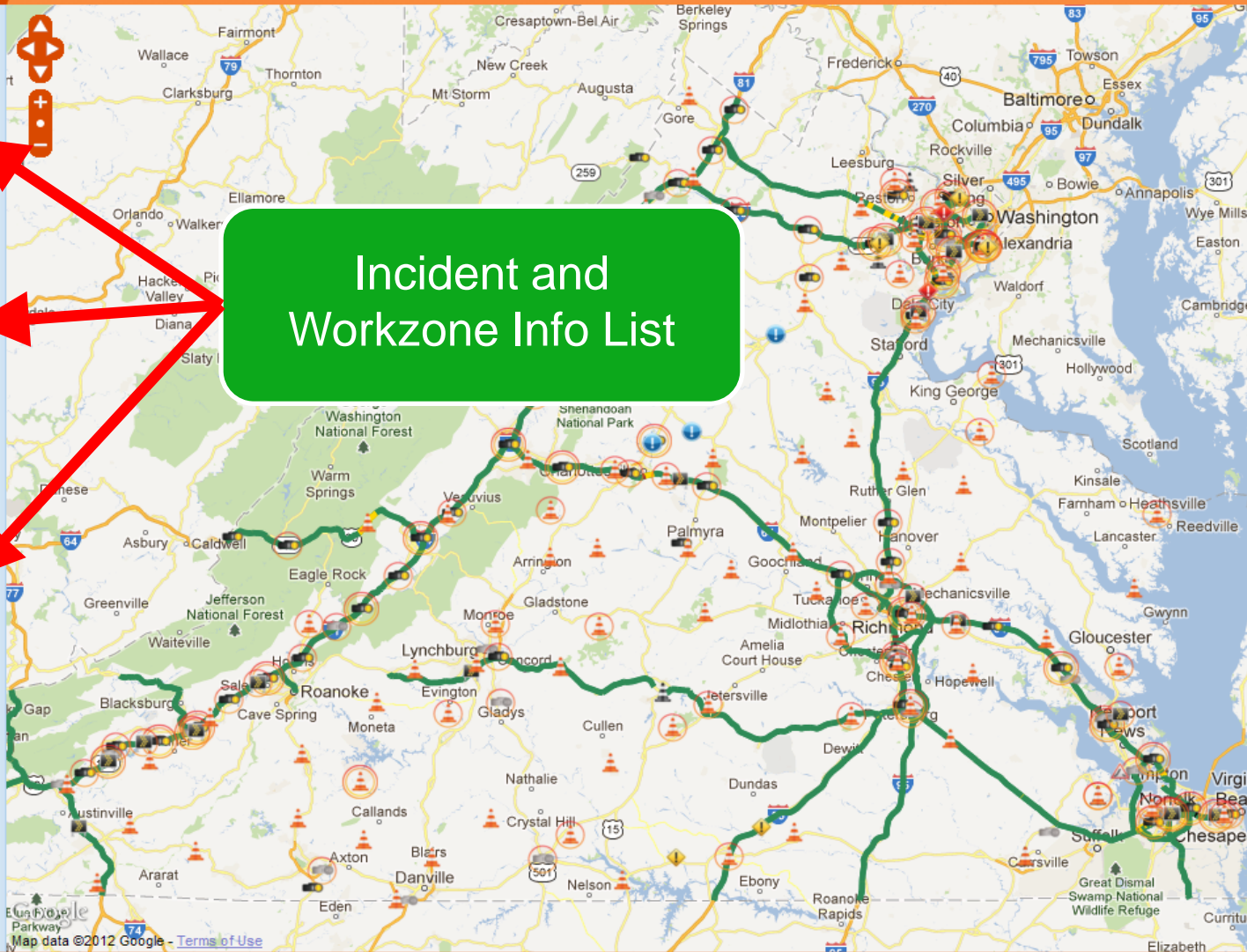▸ Traffic Alerts   +20 New
▾ Info

I-95S from MM 163.0 to MM 166.0
Description:
On I-95 in the County of Fairfax from mile marker 163 to mile marker 166, motorists can expect potential delays in this area from 05/11/12 at 8:00 AM until 05/11/12 at 7:00 PM due to construction activities. The south right shoulder is a mobile closure.
Last updated:
Fri 05/11/2012 9:22 AM EDT

Rt. 641E (Prince William County) at Old Bridge Rd
Description:
On Rt. 641 (Old Bridge Rd) in the County of Prince William from Rt. 2410N (Prince William County) to Smoketown Rd; Rt. 2000E (Prince William County), motorists can expect potential delays in this area from 05/11/12 at 9:00 AM until 05/11/12 at 3:00 PM due to maintenance activities. The east left lane is closed. The west left lane is closed.
Last updated:
Fri 05/11/2012 9:03 AM EDT

I-95N at MM 161.3
Description:
On I-95 in the County of Fairfax at mile marker 161.3, motorists can expect potential delays in this area from 05/11/12 at 9:00 AM until 05/11/12 at 12:00 PM due to construction activities. The north left lane is closed.
Last updated:
Fri 05/11/2012 9:22 AM EDT

US-1N at Richmond Hwy
Description:
On US-1 (Richmond Hwy) in the County of Fairfax from Forest Pl; Rt. 3710E/W (Fairfax County) to Rt. 3191N/S (Fairfax County), motorists can expect potential delays in this area from 05/11/12 at 9:30 AM until 05/11/12 at 1:00 PM due to

▸ Legend   more info

Incident and Workzone Info List

Map data ©2012 Google - Terms of Use

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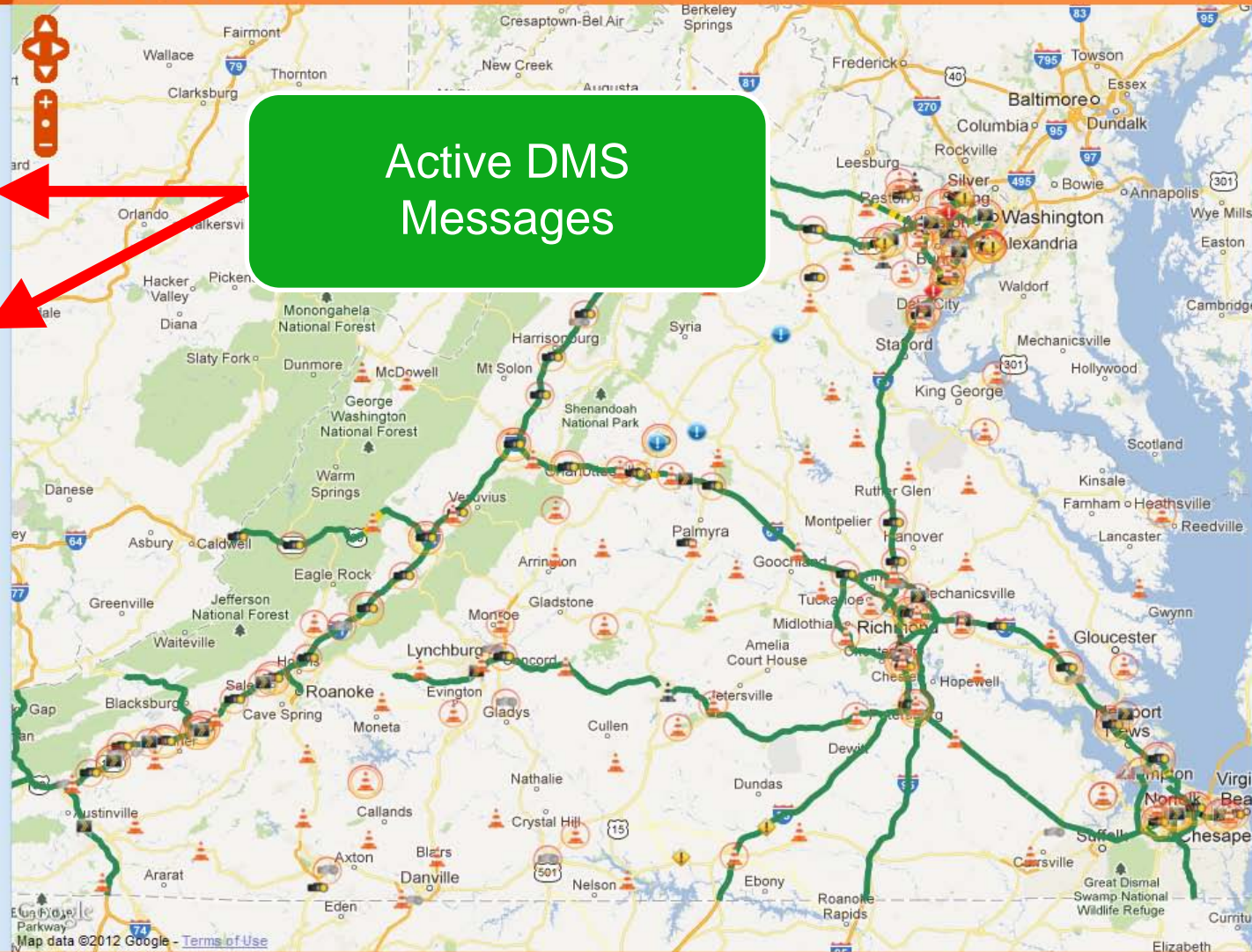
▶ Weather Log in to Customize
▶ Traffic Alerts +20 New
▼ Info

I-295 south at MM 36.1
BRIDGE WORK
THIS
WEEKEND
I-64 WEST
NEAR EXIT 193
EXPECT DELAYS

I-64 west at MM 194.4
BRIDGE WORK
THIS WEEKEND
NEAR EXIT 193
EXPECT MAJOR
DELAYS

Active DMS Messages

▶ Legend more info

Map data ©2012 Google - Terms of Use

Need Help? (800) FOR-ROAD
(800) 367-7623

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My 511 ▼   Map Views ▼   Text Views ▼   Resources ▼   Reach the Beach   Contact Us   Help ▼

▶ Weather   Log in to Customize
▶ Traffic Alerts   +20 New
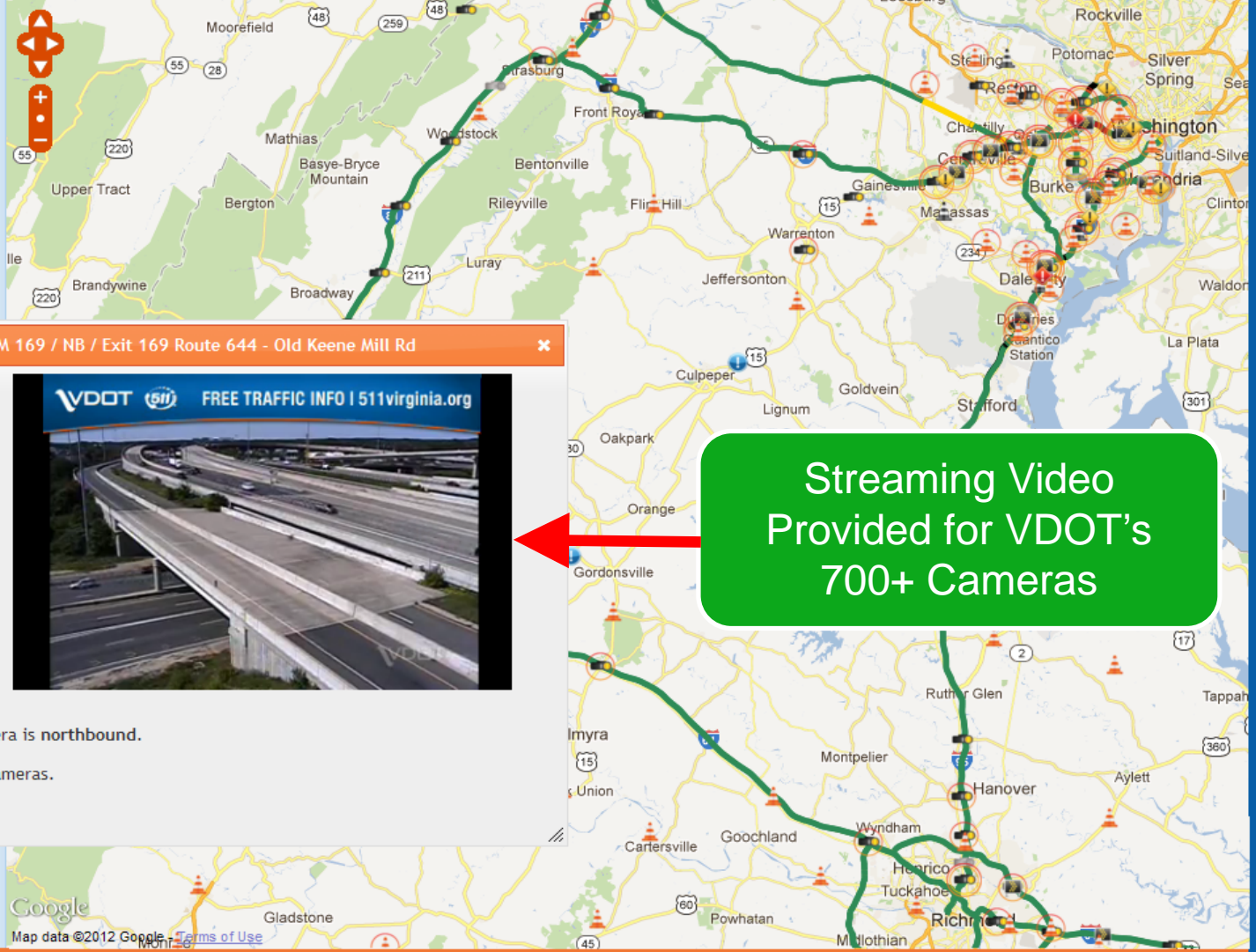▼ Info

I-95

Northbound Lane	Southbound Lane
Speed 65 mph	Speed 65 mph

I-95 from Plank Road Fredericksburg to The Capital Beltway (41.2 miles)

Northbound Lane		Southbound Lane	
Speed	60 mph	Speed	30 mph
Travel Time	40 min	Travel Time	76 min

Camera Viewer - I-95 / MM 169 / NB / Exit 169 Route 644 - Old Keene Mill Rd   ✕

Springfield Pkwy

I-95 / MM 169 / NB / Exit 169 Route 644 - Franconia Rd

I-95 / MM 169 / NB / Exit 169 Route 644 - Old Keene Mill Rd

I-95 / MM 163 / SB / Exit 163, Route 642 - Lorton Rd/Pohick Rd Ovp

I-95 / MM 163 / NB / Exit 163, Route 642

VDOT   511   FREE TRAFFIC INFO | 511virginia.org

Traffic closest to the camera is **northbound**.

Log in to select favorite cameras.

Streaming Video Provided for VDOT's 700+ Cameras

▶ Legend   more info

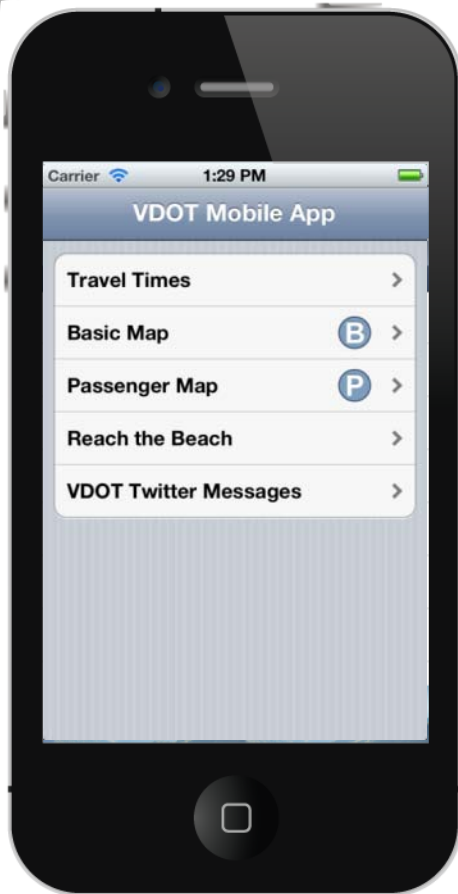Google   Map data ©2012 Google - Terms of Use

"Reach the Beach" Campaign
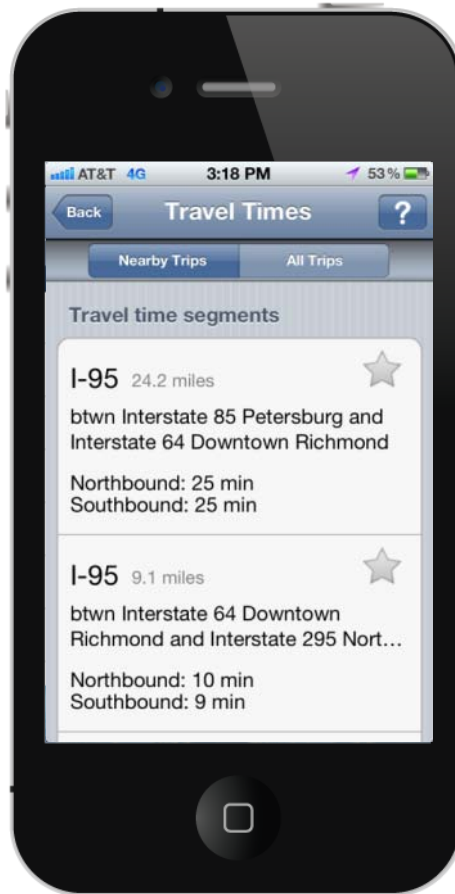
- **Provide Travel Times to Beach Travelers**
- **Times based on INRIX and Bluetooth data**
- **Provide travel times through:**
    - **511 phone service**
    - **511 Website**
    - **Mobile App**
    - **Info Displays at Welcome Centers**
    - **Dynamic Message Signs (DMS)**

511 Mobile App – New Feature for VDOT

Home Screen

List of Travel Times
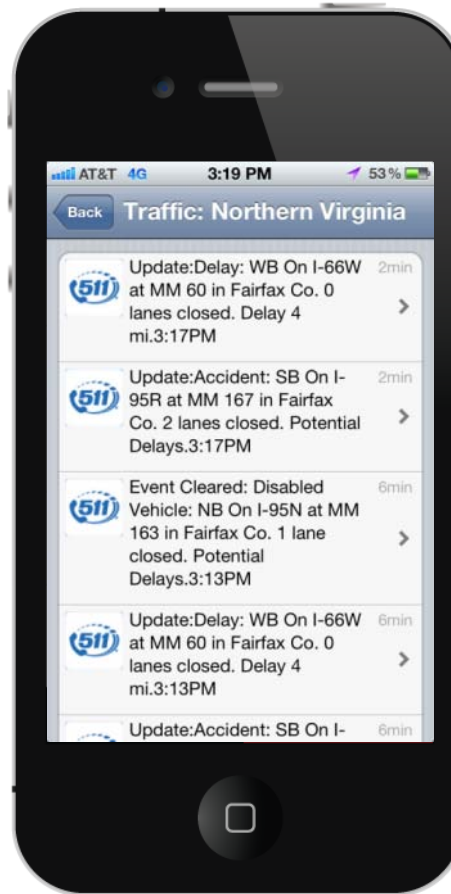
Twitter Feed

Map

Revenue Generation Initiative

VDOT is evaluating multiple strategies for revenue generation via sponsorships to offset costs related to operation and maintenance of:

- **511 program**

Acknowledgement signs

Banner ad on 511 website

"Couponing" on mobile app

VDOT One View Portal

http://www.virginiadot.org/newsroom/511_video.asp

Demo

VDOT OneView Portal

SKYLINE
TECHNOLOGYSOLUTIONS

ITS Dashboard | Video Wall

Focus Area ▾ Map Layers ▾

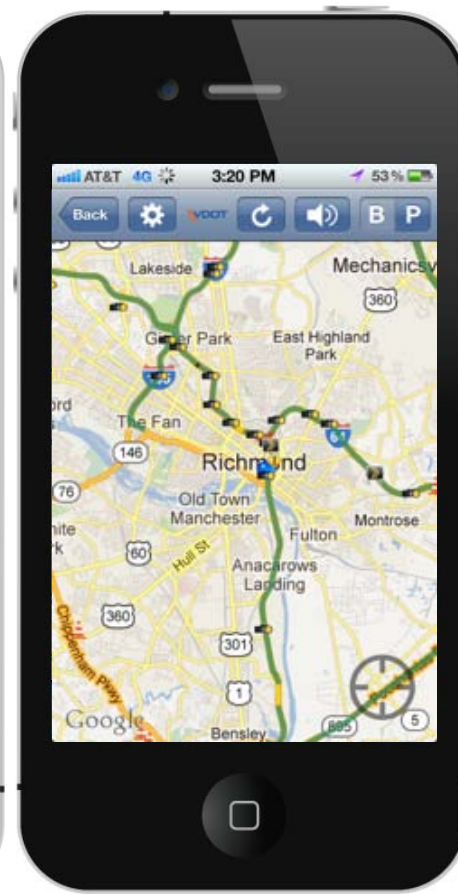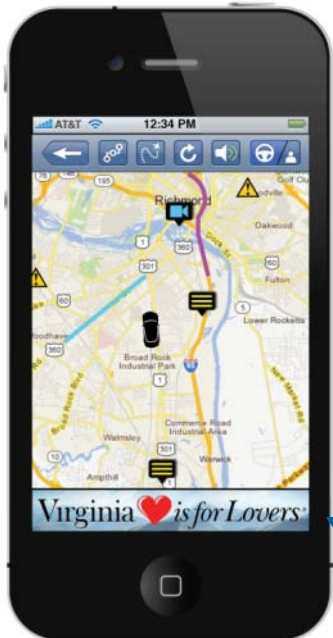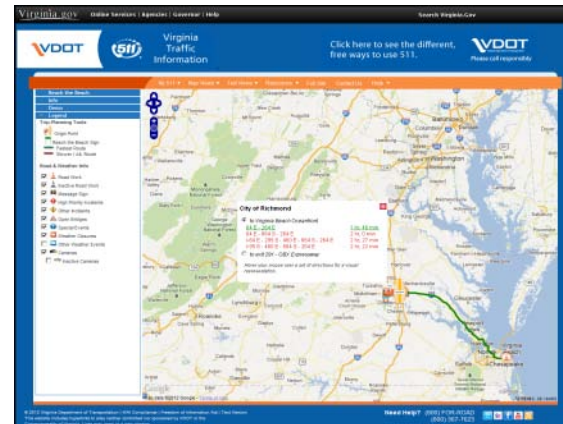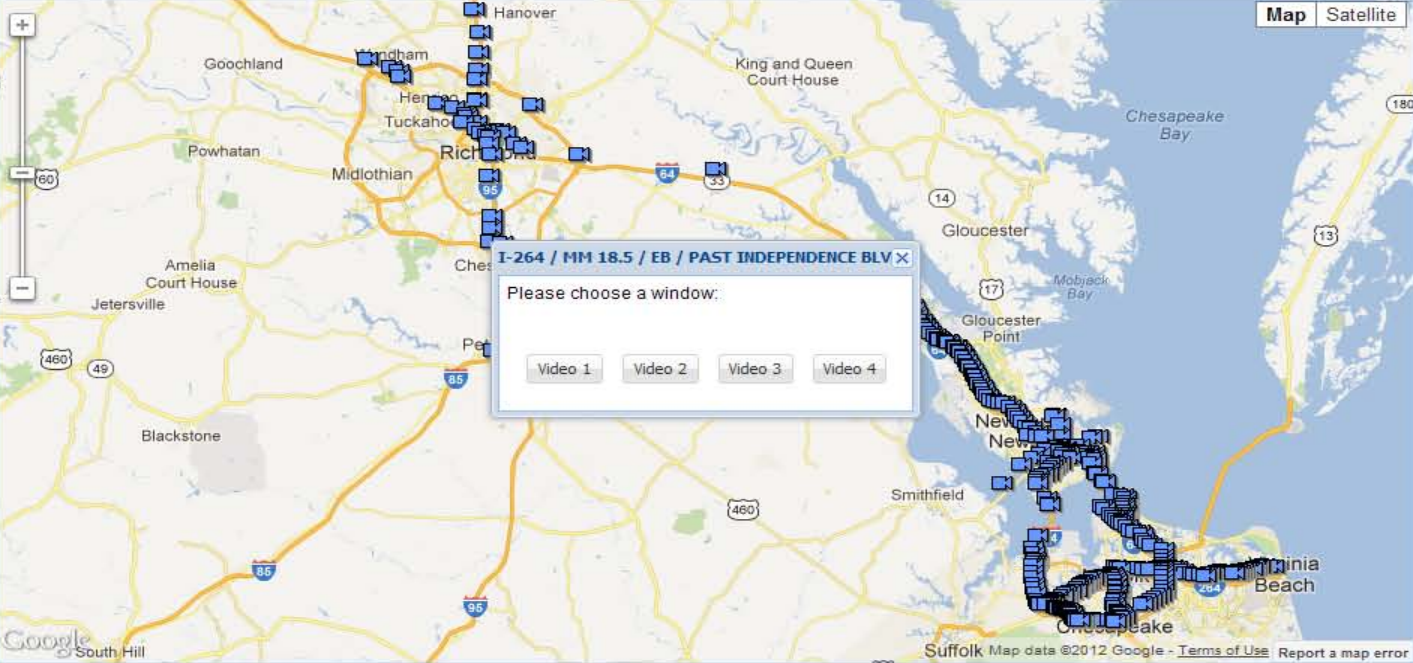### Live Traffic Incidents

Map | Satellite

(511) **511statewideva** Cleared: Bridge/Tunnel Stoppage: EB on I-64 at Hampton Roads Bridge Tunnel East in Hampton.2:34AM
5 hours ago · reply · retweet · favorite

(511) **511statewideva** Update: Accident: WB on US-33 at MM13 in Rockingham Co. 3 lanes closed. Potential Delays.2:52AM
5 hours ago · reply · retweet · favorite

(511) **511statewideva** Bridge/Tunnel Stoppage: WB on US-58 at Midtown Tunnel West in Norfolk. 2 lanes closed. Potential Delays.3:12AM
5 hours ago · reply · retweet · favorite

(511) **511statewideva** Cleared: Bridge/Tunnel Stoppage: WB on US-58 at Midtown Tunnel West in Norfolk.3:16AM
5 hours ago · reply · retweet · favorite

(511) **511statewideva** Update: Accident: WB on US-33 at MM13 in Rockingham Co. 3 lanes closed. Potential Delays.4:54AM
3 hours ago · reply · retweet · favorite

(511) **511statewideva** Update: Accident: WB on US-33 at MM13 in Rockingham Co. 3 lanes closed. Potential Delays.7:10AM
about 1 hour ago · reply · retweet · favorite

(511) **511statewideva** Update: Accident: WB on I-64 at MM289 in Chesapeake. 3 lanes closed. Delay 1 mi.8:00AM
31 minutes ago · reply · retweet · favorite

(511) **511statewideva** Accident: WB on I-264 at Berkley Bridge in Norfolk. 1 lane closed. Minor Delays.8:04AM

I-264 / MM 18.5 / EB / PAST INDEPENDENCE BLV ✕

Please choose a window:

[Video 1] [Video 2] [Video 3] [Video 4]

Google

Map data ©2012 Google - Terms of Use | Report a map error

Last Updated: Mon Sep 10 08:29:08 2012

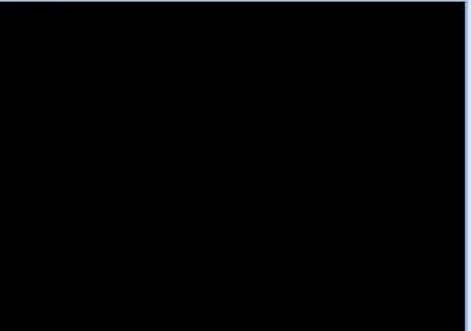**I-95 / MM 73.4 / NB / Maury** | **I-264 / MM 22 / EB / AT LYNNHAVEN PARKWAY** | **I-64 / MM 243.65 / WB / AT Exit 243A** | **Video 4**

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WR-243.65

View System Requirements

Done | Internet | 100%

start | 3 Microso... | Windows M... | E:\ | Microsoft P... | VA511 Part... | http://172.... | 8:32 AM

VDOT OneView Portal

SKYLINE
TECHNOLOGYSOLUTIONS

ITS Dashboard | **Video Wall**

Configuration «

Traffic Cameras −

- I-264 / MM 0.05 / WB / AT I-64 AN
- I-264 / MM 0.12 / EB / AT I-64 ANI
- I-264 / MM 0.26 / WB / AT I 64 AN
- I-264 / MM 0.27 / EB / AT I 64 ANI
- I-264 / MM 0.29 / EB / AT I-64 ANI
- I-264 / MM 0.45 / EB / AT I 64 ANI
- I-264 / MM 0.51 / WB / AT I 64 AN
- I-264 / MM 0.86 / WB / PAST GREE
- I-264 / MM 1.47 / EB / AT GREENW
- I-264 / MM 1.86 / WB / BEFORE GI
- I-264 / MM 11 / EB / AT BRAMBLET
- I-264 / MM 11.5 / WB / BEFORE BA
- I-264 / MM 12 / EB / AT BALLANTII
- I-264 / MM 12.5 / EB / BEFORE BR
- I-264 / MM 13 / EB / AT MILITARY
- I-264 / MM 13 / WB / AT BROAD C
- I-264 / MM 13.5 / EB / BEFORE MII
- I-264 / MM 13.5 / WB / PAST MILIT
- I-264 / MM 14 / EB / AT I-64INTER
- I-264 / MM 14 / WB / AT I-64 INTE
- I-264 / MM 14 / WB / AT I-64 INTE

Videowall Layout −

I-395 / MM 2 / NB / Exit 2, Route 648 - Ed... | **I-66 / MM 60 / EB / Exit 60, Route 123, Chain Bridge Rd,Blake Ln (WB)** | **I-264 / MM 13.5 / WB / PAST MILITARY...**

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I-495 / MM 54 / NB / Exit 54, Braddock Rd

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I-66 / MM 42.2 / MEDIAN / I-66 W/W Me...

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I-66 / MM 53 / EB / Exit 55, Route 7100 -... | **I-66 / MM 62 / EB / Exit 62,Route 243 - N...** | **I-95 / MM 163 / NB / Exit 163, Route 642...** | **I-66 / MM 70.6 / WB / 70.6 Mile Marker C...**

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View System Requirements

Thank you for your time

Scott Cowherd
Operations and Security Division