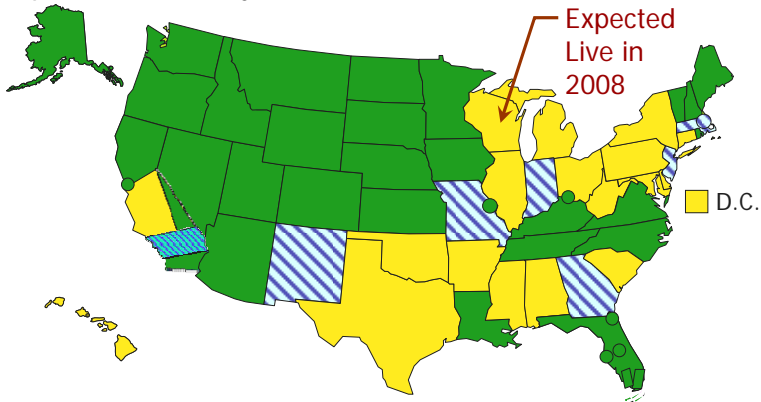


Wisconsin Statewide 511 Travel Info

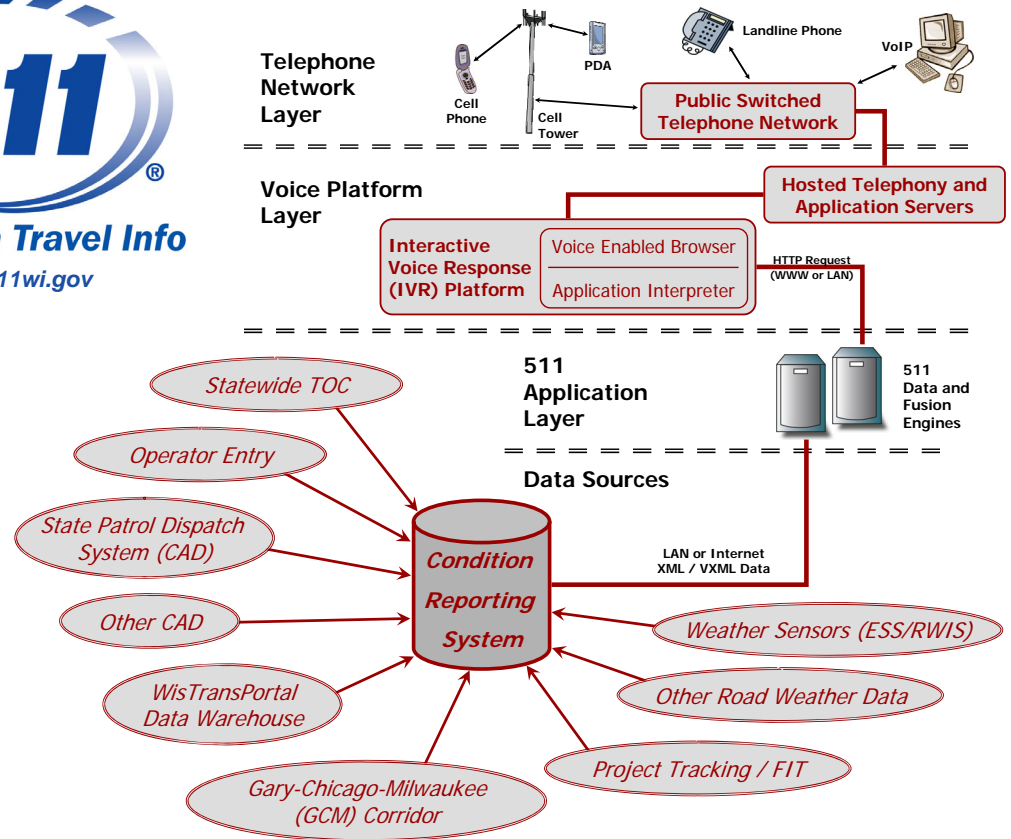
Nationwide Deployment Status

Accessible by 38.5% of Population as of May 30, 2007

■ = 511 Operational (Live)
■ = Expected Live in 2007



511 System Architecture



511 Traveler Information Content

A Free Call for Real-Time, Route-Specific, IVR Traveler Information

511 Telephone System
Greeting and Voice-Activated Menu Options

Emergency Alerts
AMBER Alert, Emergency Messages

Neighboring Systems
MN, IA, MI, IL, IN

Select Route or Region

Road Weather
Route Conditions, Hazards, Winter Driving Conditions

Incidents
Statewide Coverage of Crashes or Other Impediments Affecting Travel

Closures and Construction
Construction, Lane and Ramp Closures and Restrictions

Special Events
Recorded Information for Major Events Around the State

Potential Future Enhancements:

- Emergency Operations**
All-Hazards, 211, Evacuation, Security
- Public Transportation**
Air, Rail, Bus, Ferry
- Commercial Vehicle Services**
OSOW Permitting, Long-Term Parking
- Traveler Services**
Tourist Info, Roadside Services

Deployment Schedule

Task	2005				2006				2007				2008			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Planning Study, Hire 511 Program Manager	■	■	■	■	■	■	■	■								
Logical Architecture, Cost Estimates, Preliminary Design					■	■	■	■	■	■	■	■				
Issue RFP, Commission 511 System									■	■	■	■	■	■	■	■
Communications, Marketing, Outreach, Evaluation													■	■	■	■
Operations and Maintenance																■

Initial O & M continues to 2012



Wisconsin Statewide 511 Traveler Information

August 2007



Program Overview

5-1-1 is the nationwide dialing code for free, real-time, route-specific travel conditions

511 Background

- July 2000 – FCC designates 511 dialing code for traveler information
- Currently 31 systems in 27 states deployed – available to 35% of population
- Nationwide, over 62 million calls to date, some systems handle hundreds of simultaneous calls
- Benefits of 511 Traveler Information:
 - Safety – reduce crashes; emergency alerts; avoid hazardous conditions
 - Mobility – improve travel time and travel time reliability
 - Productivity – reduce delays and early/late arrivals
 - Efficiency – better utilization of existing infrastructure
 - Customer Service – public demand; informed customers modify times, routes, and modes
 - Energy & Environment – reduce fuel consumption and vehicle emissions

Current Wisconsin Status

- Planning study completed July 2005
- Hired program manager; additional feasibility investigation completed
- Initial cost estimates, funding opportunities, and business model exploration completed
- Ongoing preliminary engineering and functional requirements development
- Request for Proposals (RFP) issued April, 2007; vendor selected and system build commencing

511 Telephone System Content

- Initial Deployment Capabilities:
 - Real-time, route-specific conditions available via voice activated menus
 - Emergency Alerts – AMBER Alerts, emergency messages
 - Highways – construction information, closures, incidents, congestion
 - Weather – severe weather alerts, winter road weather conditions
 - Traveler Services – special event information
- Potential Future Enhancements:
 - Seamless access to neighboring systems
 - Emergency Alerts – All-hazards alerts, 211 coordination, evacuation and security communications
 - Commercial Vehicle Applications – OSOW / lane closure permitting, long-term parking information
 - Highways – statewide delays, arterial information, alternate routing, customized travel times
 - Public Transportation – transfer to local systems; information integration for air, rail, and ferry
 - Weather – short-term road conditions forecasting, automated alerts
 - Traveler Services – tourist information, roadside services, parking information

Next Steps

- Collaborative deployment involving all WisDOT divisions and other agencies and jurisdictions
- Ongoing preliminary engineering, with selected vendor:
 - Complete functional requirements
 - ITS architecture modifications
 - Data flows, management, integration, and archiving
- Contract, negotiations, and scoping with vendor
- Switching and routing coordination with telecoms, PSC, and WSTA
- Coordination with neighboring states
- Planned deployment fall 2008