



I-95 Corridor Coalition

Improving Rural Travel

The I-95 Corridor Coalition is a partnership of state departments of transportation, regional and local transportation agencies, toll authorities, and related organizations, including law enforcement, from Maine to North Carolina, with affiliate members in Canada.

The Coalition undertakes activities aimed at improving mobility for people and goods, enhancing safety for all travelers, and improving the economic vitality of the region. Coalition activities focus on management and operation of the region's transportation system, with emphasis on issues that transcend jurisdictional boundaries.

70% of the land area and 28% of the population in the Coalition's region are associated with small towns and rural areas. Residents of these small town and rural areas travel 30% more long-distance miles by car than people in the region's 45 metropolitan areas. And travel to the many travel and tourist destinations in these areas, such as ski areas in the north and Atlantic Ocean beaches from New Jersey to North Carolina, are vital components of the region's economies and quality of life.



“Maine, New Hampshire and Vermont have been working for the past two years to deploy a rural traveler information system. The I-95 Corridor Coalition has been very helpful in supporting this project, both with technical assistance and with needed funding. Increased participation in Coalition activities by the northern New England states has also, I think, been mutually beneficial all the way around. The three states have learned much about all aspects of ITS by becoming involved in the ongoing Coalition projects, and the Coalition has learned more about the realities of ITS deployment outside of the major metropolitan areas.”

-Bruce Bender,

Senior Policy Analyst, Vermont Agency of Transportation

Travel options between airports, rail stations, and long-haul bus terminals and residences and destinations in rural areas will be a component of the web-based system the Coalition is developing that will enable travelers to plan their long-distance trips with full knowledge of door-to-door options and costs considering all modes of travel.

- The role of rural transportation facilities in moving people and freight long distances through the region will be analyzed as part of the Coalition's region-wide multimodal transportation network and analysis tool system development.

The Coalition is working to improve travel in rural areas in a number of ways:

- Rural travel information systems in the region will be an integral component of a region-wide information-sharing network being developed by the Coalition that will transportation management agencies throughout the region to quickly learn of major accidents and emergencies in other jurisdictions so that they can inform en-route travelers and enable them to avoid these major bottlenecks.



- The Coalition is working with national organizations to develop the capability that will enable people to obtain information about traffic conditions and public transportation options on both urban and rural routes to their distant destinations through use of the 511 national travel information telephone number.

➤ The Coalition is supporting a project to extend Travel Shenandoah, a public/private venture that covers an 11-county, 150 mile length of I-81 between Winchester and Lexington, VA, to include areas in West Virginia, Maryland and up to Harrisburg, Pennsylvania. The Travel Shenandoah service can be accessed via the Internet (www.travelshenandoah.com), and through use of the 511 travel information telephone number. It provides travelers and local residents with up-to-the-minute information on accidents, hazardous road conditions, places to stay and eat, local shopping, tourist attractions, outdoor activities and special events.

➤ The Coalition is supporting the establishment of a rural traveler information system in the states of Maine, New Hampshire, and Vermont known as TRIO. The system will provide travelers and tourists in the Tri-State area with accurate and real time information of road conditions, lodging and recreational activities. Travelers will be able to avoid congested areas and make informed decisions before and on their trips by obtaining information from a variety of media including the Internet, a 511 travel information telephone number, highway advisory radio systems and variable message signs.

