

511 / ITS Regional Workshop

Future Directions for Traveler Information



Strategies to Get Us There – Strategic Intent 511 NY
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Hawthorne, NY
October 1, 2009



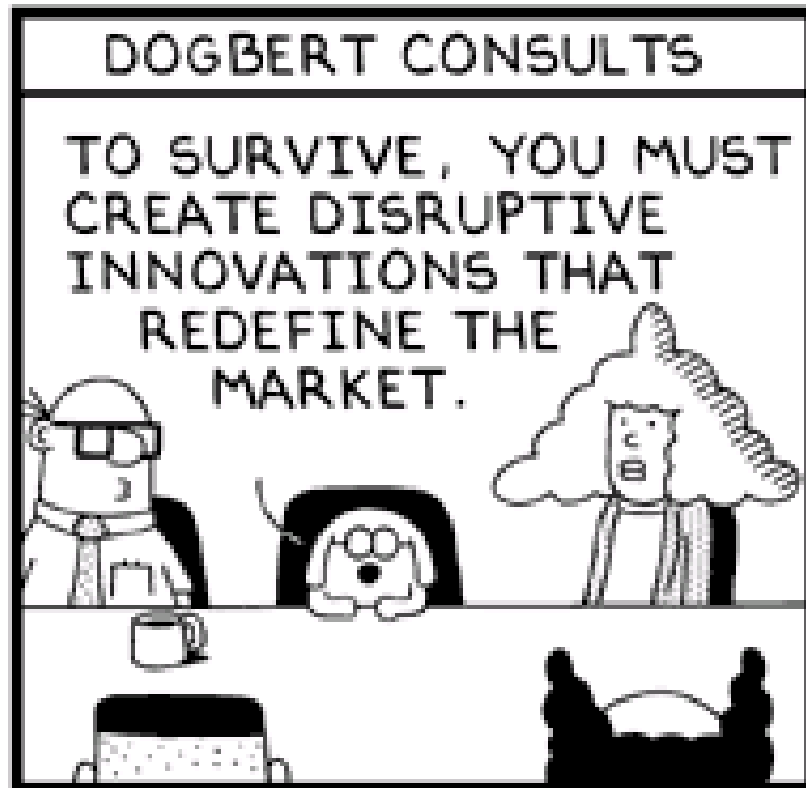
New York State Department of Transportation

I-95 Corridor Coalition

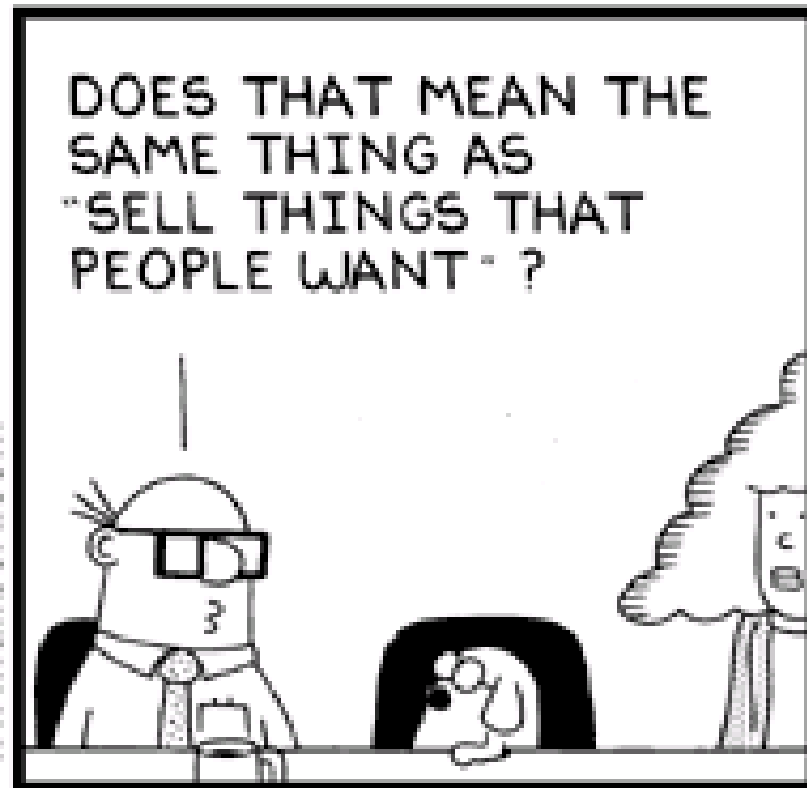


I-95 CORRIDOR
COALITION

511Y 'Strategic Intent'



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Traffic, Travel and Transit Info

What's "Strategic Intent"?

Focus	<ul style="list-style-type: none">• It sets a vision to achieve.• The focus is on the ends; the means are left flexible.
The Future	<ul style="list-style-type: none">• It can't be defined; try to predict its shape.
Strategies and Implementation	<ul style="list-style-type: none">• They evolve interactively
Strategy-Making	<ul style="list-style-type: none">• Strategy and change are linked.
Process Outcome	<ul style="list-style-type: none">• What's learned in the process is itself a critical outcome.

What Did We Do?

- Revisited our vision for 511NY
- Scanned for best examples (strategic direction)
- **Assessed info delivery technologies**
- **Reviewed 511 business models**
- Learned what are others are doing
- Learned from our own experience
- Brainstormed the future

Business Model Review - Findings

2007 FHWA-sponsored study:

- Consumers want traffic info; most unwilling to pay.
- Most successful services are government-sponsored.
- Franchise operations are unsustainable.
- Private sector is providing niche services, often business to business. Data collection is expanding.
- Some revenue from advertising/ sponsorship.
- Public and private roles are expanding and interweaving.

Some Travel Info Differences – Public vs. Private Sector

	Public	Private
Geographic Scope	Statewide	Biggest cities/ markets
Travel Modes	All users	Auto
Data/ User Cost	Free	Fee & Free
Content	Broad range of services	Traffic on major routes
Transit Trip Planning	All operators	Limited
Goal	Reduce congestion...	Make money
Responsiveness	Hampered by process and funding	Agile
Data Accuracy	A prime concern (public = trusted source)	A lesser concern (broadcast services)
Creativity	Plain Jane	Innovative

511NY & Mobility and Sustainability

511NY: Deliver travel information in support of a sustainable society.

❖ **Economic sustainability**

- Deliver info to travelers to maximize the operating efficiency of existing infrastructure.

❖ **Environmental impact**

- Help travelers make effective, informed decisions about the most efficient, environmentally-friendly way to travel.

❖ **Social equity**

- Deliver information to meet a broad range of trip types and diverse information needs.

What's the Strategy?

Travel Information Value

Demonstrate

Demonstrate the value 5I INY provides to travelers, the commercial sector, partner agencies and the public good.

Deliver

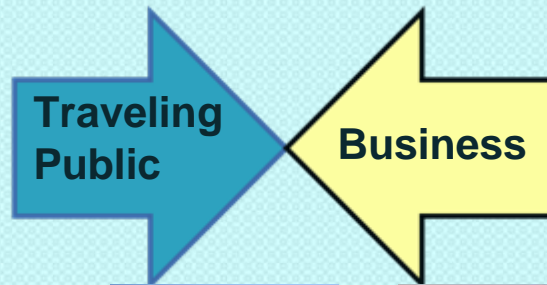
Ensure the continuity of 5I INY and the delivery of value.

Demonstrate Value

❖ *One access point*
needs

❖ *Meet full range of*

WHO ARE OUR CUSTOMERS?



WHICH MODES?



WHEN?

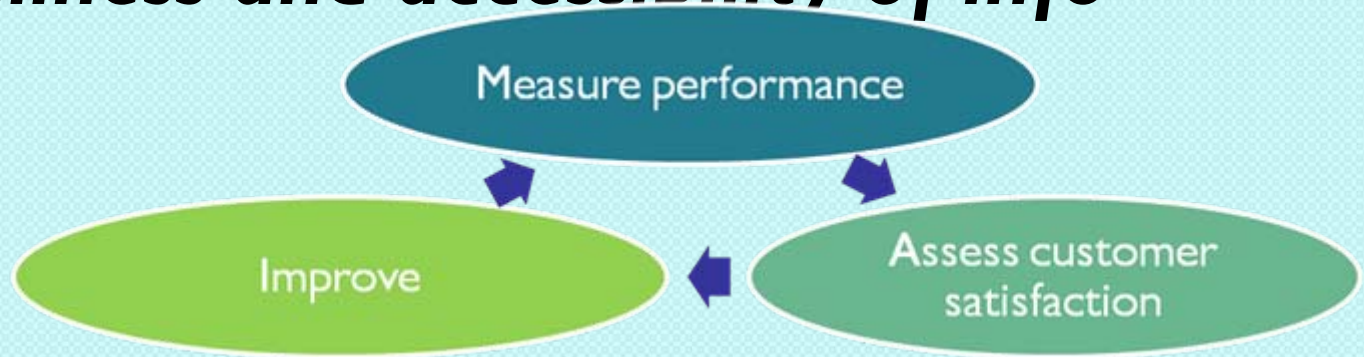


HOW?



Demonstrate Value

- ❖ ***Increase usefulness, accuracy, timeliness and accessibility of info***



- ❖ ***Champion innovation***

- Stay in synch with technology and use
- Tap experts
- Use open information architecture, applications and data standards
- Capitalize on creativity; give others access

Deliver Value

- ❖ ***Evolve with stakeholder input***
 - Maintain stakeholder commitment
 - Formalize input
 - Formalize operations, protocols & data-sharing
- ❖ ***Interconnect with neighboring states & provinces***
 - Make boundaries invisible
 - Share info for the benefit of all travelers
 - Leverage existing coalitions
 - Grow regionally toward a national vision

Deliver Value

❖ ***Seek private and public support***

- Opportunities for 511NY info delivery
- Dedicated federal funding
- Private sector funding
- Sponsorship opportunities

❖ ***Commit resources to operations and enhancements***

- Take advantage of 511NY as new the “public face” of DOT
- Commit the right people to lead and operate
- Tap outside expertise
- Use new data sources to enhance services

Deliver Value

- ❖ ***Promote, educate and market***
 - Embrace success!
 - Brand 511NY
 - Leverage stakeholders
 - Use new technologies
 - Reach diverse segments of travelers