



**Travel Information Services Program Track Committee (TISPTC)
Meeting/Webcast Minutes
March 9, 2011**

Participants – see attached

Agenda

<i>Time</i>	<i>Topic</i>	<i>Speaker</i>
10:00am to 10:10am	Welcome and Introductions	Mary Ameen (Co-chair) and Mary K. Murphy, NJTPA Executive Director
10:10am to 10:15am	Coalition and Staff Update	George Schoener, I-95 Corridor Coalition
10:15am to 11:00am	Project Updates <ul style="list-style-type: none"> • List of all active TISPTC projects • Passenger Information Program – Boston Travelshed & Real Time Information for Rural Areas • Vehicle Probe Project • Travel Information Decision Support System • Upcoming webcasts 	Co-chairs Matt Coogan, Consultant George Schoener, I-95 CC Rick Schuman, INRIX Stan Young, Univ. of MD Karen Jehanian, KMJ
11:00am to 11:15am	Year 19 <ul style="list-style-type: none"> • Projects • Long Distance Trip Planner status 	Todd Westhuis (Co-chair)
11:15am to 11:30am	ITS Program & Real-time System Management Information Program Updates	Bob Rupert, FHWA
11:30am to 12:30pm	511 <ul style="list-style-type: none"> • Georgia DOT – 511 Business Model • Florida DOT – Marketing Program 	Hugh Colton, Georgia DOT Gene Glotzbach, Florida DOT
12:30pm to 1:45pm	Working Lunch <ul style="list-style-type: none"> • 511 Deployment Coalition Update • 511 Roundtable • Information exchange on 511 activities of the member agencies 	Todd Westhuis Bob Rupert, FHWA All participants
1:45pm to 2:00pm	Next Meeting Date and Questions	All

The following is a summary of the discussion. These meeting minutes are available at: [I-95 CC TISPTC March 9 2011 Meeting](#)

1. Welcome and Introductions

Mary Ameen (NJTPA) welcomed all participants including the members attending in person and those participating via webcast. She then introduced Mary K. Murphy, Executive Director (NJTPA). Mary K. Murphy welcomed all to the NJTPA offices noting that this meeting is an exciting opportunity for planning and operations to meet and convene an interesting dialogue on 511. She noted that 511 is a priority in New Jersey. Mary Ameen (NJTPA) briefly reviewed the agenda then introduced George Schoener, Executive Director of the I-95 Corridor Coalition.

2. Coalition and Staff Update

George Schoener thanked Mary and Todd for taking over as the TISPTC chairs and he thanked Sandy Check and Gene Glotzbach for their many years of service. George also thanked Mary K. Murphy and discussed the linkage between planning and operations. He noted that the search for Bill Stoeckert’s replacement is currently in process.

3. Project Updates

Todd Westhuis provided an overview of the current TISPTC projects and noted that our program track is very active with 15 projects in various stages of completion spanning across many modes, including rail, air and roadway. He noted that the projects include



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passenger long-distance travel information, 511 services and transit information. He also explained that we have projects sponsored by agencies and relevant to the entire corridor. Finally, Todd noted that the TISPTC Year 18 projects will get started soon and include the 511 regional branding project that include at least four states and the Real Time Weather Activations by TMC's with Winter Maintenance Operations project which will be a cooperative effort with New Hampshire and Vermont.

Mary Ameen introduced Matt Coogan, I-95 Corridor Coalition Consultant, to provide an overview and update on several of the Passenger Information Program projects. Matt walked the group through the Boston Travelshed project, explaining the purpose of the project and the benefit to agency members. He noted that the goal is to provide the bus traveler with door to door trip planning so that more sustainable modes receive the same treatment as other modes. He reviewed the input information for the New England Intercity Trip Planner and explained how the system works to electronically request data from a local provider to ultimately provide the traveler with long distance travel information. Matt requested that George Schoener take the project to the American Bus Association so it can be determined how private bus services can work together. Next, Matt Coogan provided an overview and an update on the Real-Time Information for Rural Areas project. Matt noted that Robert White (VTrans) has been a great help on this project. He also noted that the program is being supported by local employers and philanthropists. Matt explained that a small rural transit operator (Advance Transit) agreed to be the test case for this low cost-minimal complexity project. As part of the project, 50 cell phones were purchased to be used as probes. Matt noted that George Schoener will be in Vermont to launch the real-time bus arrival time project on March 31, 2011 and that the plan over the next year is to study ways to keep down the costs for this type of project. ***Any questions regarding the Boston Travelshed Project or the Vermont Real-Time Transit Project may be sent to Matt Coogan via email at CooganMatt@aol.com.***

Mary Ameen introduced George Schoener and explained that the next TISPTC project to be discussed was the Vehicle Probe Project (VPP). George noted that the VPP is a Coalition showcase project and introduced Rick Schuman (INRIX). Rick reviewed the project history noting that the project was recently extended through June 2014. He also reviewed the service and features offered and the many ways member agencies are currently utilizing and integrating the data into their systems. Rick also noted that the University of Maryland CATT Lab has developed a suite of tools using the VPP data that include: Bottleneck and Incident Dashboard, Massive Raw Data Download, and Historical Data Visualization and Performance Measures. This tool will soon be available to agencies participating in the VPP. Next Stan Young provided an overview and update of the VPP data validation effort highlighting the volume of data collected/analyzed and the quality of the data. Stan noted that the validation of freeway data is conducted on a near monthly basis to ensure that the data coming in meets the needs of the users. He stated that during 2010, 11 validation efforts were conducted covering 6 states, 160 miles, 14,162 total hours of data collection and 1124 hours of congestion data (with at least 50 hours of congestion during each effort). Stan reviewed the results of the most recent validation effort in Delaware where the data was well within contract specifications. Next, Stan noted that the attention is shifting toward arterial segments. Data collection on arterials has increased and the analysis has begun. He stated that the plan for 2011 is to concentrate on high-volume, multi-lane arterials, develop



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specifications and validation for arterials, and test the proposed methodology against existing validation data. Stan also mentioned some of the initiatives being worked on to better use and understand the data. Finally, George provided an update on the VPP Year 19 Commitments by member agencies and thanked them for their participation. He noted that near continuous coverage is expected from New Jersey through Florida as Pennsylvania and Georgia are expected to join the project very soon. **Any questions regarding the Vehicle Probe Project may be sent to Karen Jehanian via email at kjehanian@kmjinc.com** and she will forward them to the appropriate contact.

Karen Jehanian provided an update on the Travel Information Decision Support System (TIDSS). She noted that the goal of the project is to establish guidelines for uniform protocols for agencies to provide pre-trip and en-route travel information and disseminate it on a regional or corridor basis. She noted that nearly 40 agencies provided information on their current practices and thanked them for their efforts with the project, especially Jo Ann Oerter. Karen reviewed some of the highlights from the information collected and noted that very few agencies have a formal automated DSS and many agencies operate with an ad hoc system. She stated that the final report is currently being prepared and will document the findings and provide guidance. **Any questions regarding the TIDSS Project may be sent to Karen Jehanian via email at kjehanian@kmjinc.com.**

Mary Ameen reviewed possible topics for future TISPTC webcasts/meetings. She asked all participants to please let the TISPTC leadership know which subjects they would like to hear more about in 2011 by ranking the potential webcast topics (on the ranking form and any additional topics of interest they would like to add).

POST MEETING NOTE: The results of the ranking forms are listed below. Please note that the last four topics in the table below were added by agency members:

Rank	Topic
1	Use and deployment of mobile devices' technology for transit
2 (tie)	Passenger Information Program 511 and Transit - how far have we gone?
3	Information Exchange Forum - Probe Technologies and Applications
4 (tie)	Performance Metrics used within DOT operations concerning congestion and travel time INRIX Arterial Data Validation
5	State DOT/MPO progress in using VPP in planning

4. Year 19

Mary Ameen reviewed the list of Year 19 projects for the TISPTC. She noted that of the eight projects listed, the first two projects are the VPP and its companion support project and the next four projects relate to the use of the VPP data. One of the remaining projects listed was proposed as a sponsored project by VDOT and the last is a project that would be completed by CITE and then available to Coalition members free of charge. She noted that the list of all projects with their associated funding level has been sent on to FHWA for approval and is available on the Coalition's website.



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Todd Westhuis provided an update on the Long Distance Trip Planner (LDTP) and noted that it is important to raise the profile of this important tool. Todd reviewed the background of the LDTP and noted that the website was scheduled to end as of May 31, 2011 and was not included in the Year 19 submission. He stated that based on comments from the VPP team, the Coalition has decided to continue the website for an additional year with increased marketing by the agencies and monitor website usage to determine the benefit to the Coalition members and need for additional funding. Todd explained that 511 and member agency websites were visited to find connections to the LDTP. Eight states were found to have a link to the LDTP website including Rhode Island, New York, Pennsylvania, Virginia, North Carolina, South Carolina, Georgia, and Florida. Todd noted that the more prominent the link was on the agency website, the easier it was to navigate to the LDTP website, such as North Carolina. Using Google Analytics, the greatest number of referral hits to the LDTP website was found to come from the North Carolina website.

The Coalition requests that all member agencies provide a link to www.i95travelinfo.net in a prominent location from your 511 or agency website and label the link with the user in mind as a "Multi-State Trip Planner". In addition, the Coalition requests that member agencies advise travelers prior to a major event (such as a snow storm or holiday) that this resource is available.

Jim Hadden (NJDOT) asked if they could market the trip planner with a graphic instead of just a link. Todd noted that this could be done as part of the Regional (MY, MJ, PA, and CT) Branding Project.

5. ITS Program & Real-time System Management Information Program updates

Mary Ameen introduced Bob Rupert to discuss the ITS Program and Real-time System Management Updates. Bob discussed RITA's Connected Vehicle Technology Challenge that was announced at TRB in January and runs through May 1, 2011. He reminded participants that it is a national competition seeking ideas for using wireless connectivity between vehicles to make transportation safer, greener and easier. Next Bob discussed the RFP for Test Data Sets for the Real-Time Data Capture and Management Program. Bob also discussed the Dynamic Mobility Applications and then went on to review the Real-time System Management Information Program. He noted that program requirement is for establishing information and not delivery of information. He reminded the group that the rule was published on November 8, 2010 and sought comments about costs and benefits and general information about current and planned programs. He noted that 31 parties submitted responses and then Bob review the questions asked and the responses received. Finally, he reviewed the next steps which include a continuing to present the information, determining the baseline implementation status and updating the data exchange formats. Bob encouraged participants to download and review the slides after the presentation. ***Any questions regarding these efforts may be sent to Bob Rupert via email at Robert.Rupert@dot.gov.***

6. 511 – Georgia

Mary Ameen introduced Hugh Colton (GDOT) to provide the group with a presentation on Georgia DOT's experience with 511 sponsorship. Paul Marshall (Meridian Environmental Technology, Inc) and Amy Parrish (Cohn, Overstreet, & Parrish) assisted with the presentation. Mary noted that bios for the speakers will be available on the



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Coalition website along with the presentations and minutes. Hugh began his presentation by explaining that providing travel information was not new to GDOT – they had established *DOT in 1996 to coincide with Olympics in Atlanta. He noted that this service generated thousands of calls and showed them that live operators were essential when preparing their 511 RFP. Hugh noted that Meridian Environmental Technology was selected, a contract was signed in July 2006, and Georgia launched their 511 service in August 2007. He reviewed the data sources and average daily call volume for the NaviGator - Georgia's 511 service. Hugh noted that in 2009, GDOT issued an RFQ to develop sponsorship model for GA 511 due to record budget shortfalls and a decrease in gas tax collections. He stated that this service provides 511 at no cost to GA taxpayers with potential GDOT revenue share. Hugh provided the group with information that they have learned during this process including:

- Do not own and operate your own 511 system
- Use a contractor with offsite solutions to eliminate maintenance cost to DOT
- Hand over to contractor day-to-day operations, website, and highway logo signs
- Hire a marketing team
- Establish a Governance Board
- Avoid contentious sponsors like alcohol, attorneys, gambling

Next, Paul Marshall and Amy Parrish explained GDOT's sponsorship model which includes: 511 audio messages, website, roadside signs, and a mobile application. Amy discussed the use of couponing on the mobile application – how it works and how GDOT plans to use it. Paul reviewed the roadside sign effort. He noted that Georgia has 1,000 signs statewide and that sign design must adhere to MUTCD Section 2H.08. He also recommended that DOTs develop their own sign policies for acknowledgement before developing any signs or securing any agreements with sponsors. He said that other states can learn from GA's model if they are interested in pursuing sponsorship for 511. Paul finished up by noting that this process had been challenging and included many meetings and phone calls to ensure FHWA compliance but that at 15 months into this process, things are moving well overall and GDOT has received 511 services at no cost since November 2009. ***Any questions regarding Georgia DOT's 511 Sponsorship Program, may be sent to Hugh Colton via email at hcolton@dot.ga.gov.***

7. 511 – Florida

Mary Ameen introduced Gene Glotzbach (FDOT) to provide an overview on Florida DOT's 511 Marketing Program. Vicky Mixson (Global 5) assisted with the presentation. Mary again noted that bios for the speakers will be available on the Coalition website. Gene began his presentation by reviewing Florida's background with marketing their 511 system. He also discussed funding of this effort and what issues determined their need for marketing their 511 system. Vicky Mixson (Global 5) discussed how the 511 marketing effort was built, who their market includes, and all of the materials being used. Vicky also discussed the issues that need to be considered when dealing with taxpayer-funded programs. She reviewed all of the ways that 511 is currently being marketed including through Public Service Announcements (PSAs) in airports (including: signs and handouts), transit buses (including: bus wraps, posters, exterior and interior bus signage), billboards, bus shelter signage, and signage in rest areas. Vicky noted that 511 information is also provided in Florida Department of Highway Safety and Motor Vehicles handbooks in addition to providing the information within schools and to older motorists. Vicky reviewed many other venues in which 511 information is being distributed including major sporting events and conferences and various local groups.



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Throughout the presentation Vicky noted that FDOT has now paid to advertise the 511 program – they have only paid for materials. She stressed that “the taxpayers (of Florida) have already paid for the 511 information and should not have to pay to advertise it”. **Any questions regarding Florida DOT’s 511 Marketing Program, may be sent to Gene Glotzbach via email at Gene.Glotzbach@dot.state.fl.us.**

8. 511 Deployment Coalition and Agency Updates

Bob Rupert (FHWA) gave an update on the 511 activities by states. He noted that 68% of the country has deployed and 70% is expected for 2011. He stated that only four agencies from the Coalition have not yet deployed (Connecticut, Delaware, Maryland, and Washington DC). He noted that the focus of the 511 Deployment Coalition is a transition to real-time data and sustainability. He also noted that funding is being transitioned out.

Todd Westhuis began the roundtable discussion by reviewing the activities of Transportation Camp held on March 5th and 6th in New York City and noted that the opening up of data for 3rd party users is a great benefit. Todd then led a discussion on the recent 511 efforts by the agency members. Todd reviewed the updates provided by the agencies that provided information but were unable to participate in the meeting while the participating member agency representatives gave an update on their 511 efforts. Robert White (VTrans) reviewed their recent 511 efforts and noted that they planned to join New Hampshire in their 511 RFP release to seek a new vendor. Bill Nordstrom (Rhode Island DOT) reviewed their recent upgrades to their 511 website and noted that they will be issuing an RFP in 2011 to reduce operating costs, increase benefit to users, and have more control over content of services. Remy Williams (NYSDOT) provided an update on their 511 efforts including their “my511” service. She also discussed NYSDOT’s future enhancements including: MY511 & WTA for mobile devices, public web re-design, border crossing times, cameras in Pennsylvania and Ontario, CVO feed, and a desktop widget. Next, Jim Hogan and Jim Hadden (NJDOT) provided information on their future initiatives including mobile apps, travel times on phones, 511 phone updates, and other services. He also noted some other uses of 511NJ data and stats during the snowstorms this past winter. Bob Pento (PennDOT) reviewed PennDOT’s 511 usage statistics as well as the Phase B planned improvements scheduled for April 2011. Glenn McLaughlin (MdSHA/CHART) noted that they had issued notice to proceed in September 2011 and have completed their project management plan and draft system design. He also reviewed the items that they are currently working on and noted that they plan to launch their system by the summer of 2011. Tisha Dickerson (SCDOT) reviewed their 511 system including their request for proposal for 511 services. She also reviewed usage statistics from October 2010 through February 2011. Hugh Colton (GDOT) talked about the recent usage for the Georgia NaviGator. He noted that they receive approximately 280,000 visits per month to their website. During the ice storm in January of this year, he noted that they received 35,000 visits per day at their maximum and 85,000 visits during the three-day period. Gene Glotzbach (FDOT) noted that their statewide 511 system was launched in June 2009 after having regional systems. He noted that FDOT is currently perusing a “no cost” 511 system.



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9. Upcoming Meetings of Interest

Mary Ameen reviewed upcoming meetings of interest for member agencies including the 2011 ITE Technical Conference & Exhibit (April 3–6, 2011) in Lake Buena Vista, FL, the 2011 ITE Annual Meeting & Exhibit (August 13-16, 2011) in St. Louis, MO, TRB – 4th International Transportation Systems Performance Measurement Conference (May 18 – 20, 2011) in Irvine, California, TRB – Conference on Performance Measures for Transportation and Livability (Late September 2011) in Austin, Texas, and the 2011 ITS World Congress (October 16 – 20, 2011) in Orlando, FL.

10. Questions and Selection of next TISPTC Meeting date

Mary Ameen and Todd Westhuis thanked the Committee members for their time and valuable input. They noted that the next meeting of the Travel Information Services Program Track committee would be held in the fall and would also be held as a meeting and a webcast.

Any questions regarding the TISPTC or information presented in this webcast should be directed to:

- Karen Jehanian at 610.228.0211 or kjehanian@kmjinc.com

The meeting and webcast were adjourned at approximately 2:00 PM.



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PARTICIPANTS

I-95 Corridor Coalition:
George Schoener (at meeting) Marygrace Parker (via webcast)

Committee Co-Chairs:
Mary Ameen, NJTPA Todd Westhuis, NYSDOT

Meeting Attendees:	
Rob Bamford	TRANSCOM
Howard Benn	Montgomery County (MD) DOT/Transit Services
Rich Brundage	NJ Turnpike Authority
Sandy Check	NJ Transit
Richard Easley	E-Squared Engineering
Anson Gock	NJTPA
Dayna Hicks	Greyhound Lines, Inc.
Jim Hadden	New Jersey DOT
John Allen	New Jersey DOT
Jim Hogan	New Jersey DOT
Keith Miller	NJTPA
JoAnn Oerter	PBS&J
Bob Rupert	FHWA/USDOT
Rick Schuman	INRIX
Webcast Attendees:	
John Allen	New Jersey DOT
Hugh Colton	Georgia DOT - SPEAKER
Matthew Coogan	I-95 Corridor Coalition Consultant
Kevin Craver	Pennsylvania DOT
Chris DeLeon	Pennsylvania DOT
Tisha Dickerson	South Carolina DOT
Gene Glotzbach	Florida DOT
Mary Harding	New York State DOT
Dan Herstine	Jacobs (for Rhode Island DOT)
Todd Kell	PBS&J
Paul Marshall	Meridian Environmental (for Georgia DOT) - SPEAKER
Glenn McLaughlin	Maryland SHA/CHART
Vicky Mixson	Global 5 (for Georgia DOT)
Bill Nordstrom	Rhode Island DOT
Amy Parrish	CO&P Integrated Marketing (for Georgia DOT)
Bob Pento	Pennsylvania DOT
Joe Schall	Rhode Island DOT
Michael Schauer	FHWA



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Stacy Unholz	PBS&J
Robert White	Vermont AOT
Rexy William	New York State DOT
Stan Young	University of Maryland

Consultant Support Staff:
Karen Jehanian/Joanna Reagle KMJ Consulting, Inc.