

VDOT's New 511 Traffic Information Program

Transportation Video & Data (TVD) Media Information Session

**March 1, 2012
1:00PM**

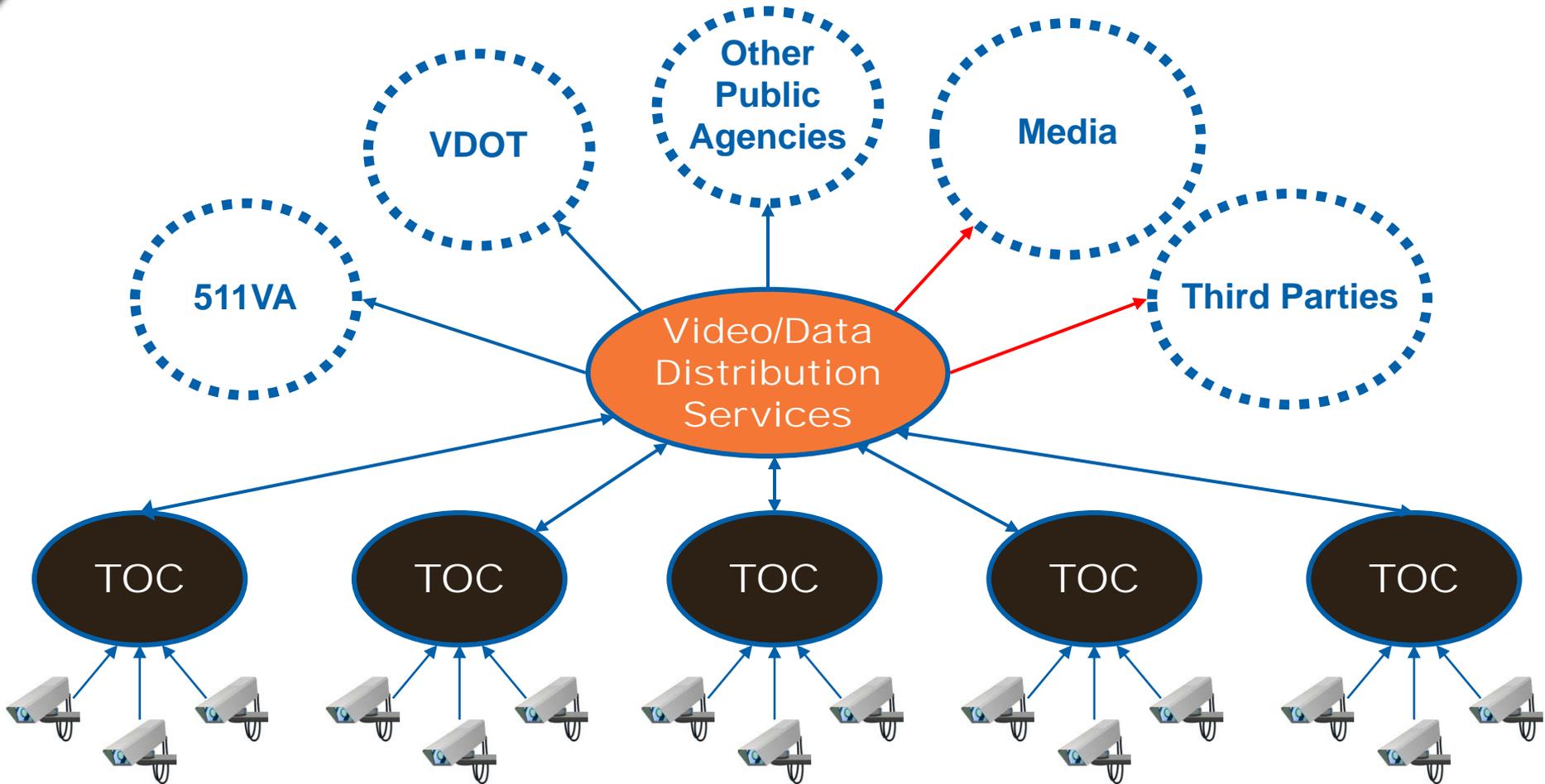
Objectives

- Review the basic components of the 511 program
- Describe the changes coming as a result of the new traffic information program
- Share new video capabilities with media members
- Share guidelines for consuming new video
- Introduce Information sharing agreements for video sharing
- Seek feedback on what additional information will be helpful as the transition continues
- Ensure media members have a clear understanding of the new 511 program
- Address attendee questions

Executive summary of program benefits

- **VDOT's new, innovative 511 service will encompass all traffic information services:**
 - **Video**
 - **Web and mobile application**
 - **Interactive Voice Response (IVR) phone system**
 - **Sponsored highway signage for the 511 program**
- **VDOT will offer a free video option for all citizens & organizations that use VDOT's video for their own purposes**
- **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 improved 511 program is expected to be up and running before Memorial Day to serve drivers throughout the busy summer travel season**

Transportation Video & Data (TVD) Services overview



511 Traffic Information Program what's changing?

IVR



- New voice recognition engine
- Directional recognition to simplify menu choices
- Travel times on interstate and select arterial segments

What stays the same?
Users will still access the IVR by dialing 511 from any phone

Web/Mobile App



- Redesigned site with live motion video (15 frames/sec)
- Mobile app with live traffic flow map
- Travel times on interstate and select arterial segments

What stays the same?
Users will still access: www.511virginia.org

Video/
Operations Data



- Live motion video (15 frames/sec)
- Free, standard video distribution through a web service
- Will include attribution credit to VDOT as the video source
- Operations data will be publicly available

What stays the same?
Users will still be able to view all public VDOT traffic cameras for live traffic information

511 Highway Signs



- Sponsorship acknowledgements will now be added to 511 signs across the Commonwealth

What stays the same?
511 signs will still cover interstates

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

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**



Demo: New video capabilities

<http://vdot.skylinenet.net/sample>

Please visit the link above to see a live sampling of the video that will be available as a part of the new, improved 511 traffic information program.

This video sample will be available throughout the testing period of the new functionality.

Video distribution options

	Standard Video Streams	Higher Quality Video Streams
Cost	Free	One Time Set up Fee Monthly Maintenance & Telco Fees Optional Custom Interface
Video streams available	More than 750 publicly available VDOT supplied cameras	
Frames per Second (FPS)	15 FPS	Up to 30 FPS
Bandwidth per Stream	192kb per second	1,000 kb per second
Resolution	320 X 240	Customized based on Customer Needs
Method of access	All Media members will be provided links (URLs) to the camera feeds.	Media members will be provided a link to the video distribution network.

Video feed setup is simple

1. Review information sharing agreements & attribution guides

2. Choose if you want Standard or High Quality (HQ)¹ video

3. Submit request with completed information sharing agreement²

4. Receive contact from Iteris to complete set-up

¹ High Quality (HQ) video service often requires 6-8 weeks to install a high bandwidth circuit for video transmission

² Completed information sharing agreements can be submitted to 511_videosubscription@iteris.com

Key summary messages

1. All 511 traffic information video will be delivered with the attribution banner shown in this presentation. Any individual or organization using VDOT's video will be expected to maintain the attribution banner in all of its uses of VDOT's video.
2. The 511 components have historically been managed as separate components, and these contracts have either expired or are expiring. VDOT has awarded the new TVD contract to Iteris, and new traffic video and data delivery distribution methods are being deployed in spring 2012.
3. During the spring/early summer transition phase, we will work with you to ensure that there is no interruption of service to any entity currently receiving CCTV camera images or data feeds.

Key summary messages

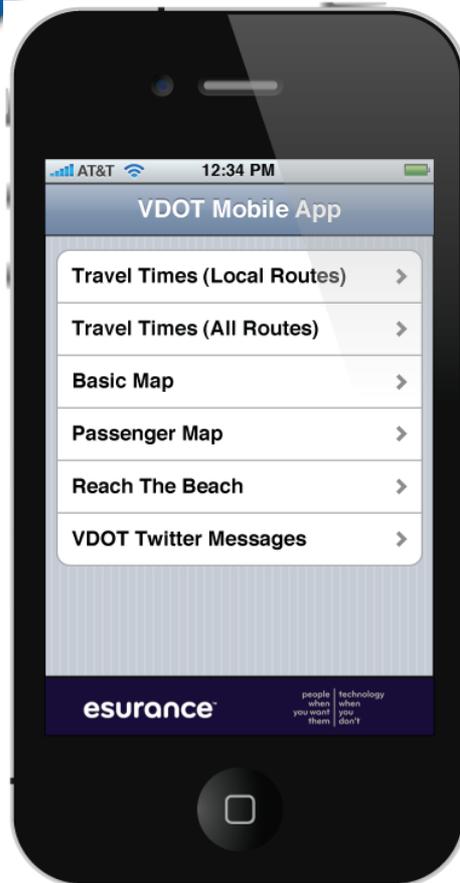
4. Access will be provided to a free, standard video feed of more than 750 publically available cameras providing streaming video at 15 frames per second
5. Media members will decide which quality of video feed they wish to receive. There are no costs associated with the standard video feed. Higher quality feeds will require a fee to cover costs of set-up, and require a set-up and 24/7 maintenance fee to cover the costs of providing the feed. Companies must also provide the circuit connection and bandwidth needed to receive the video feeds at the quality they desire.
6. The Iteris team will track individual media requests for gaining access to the CCTV network throughout the transition process.

Key summary messages

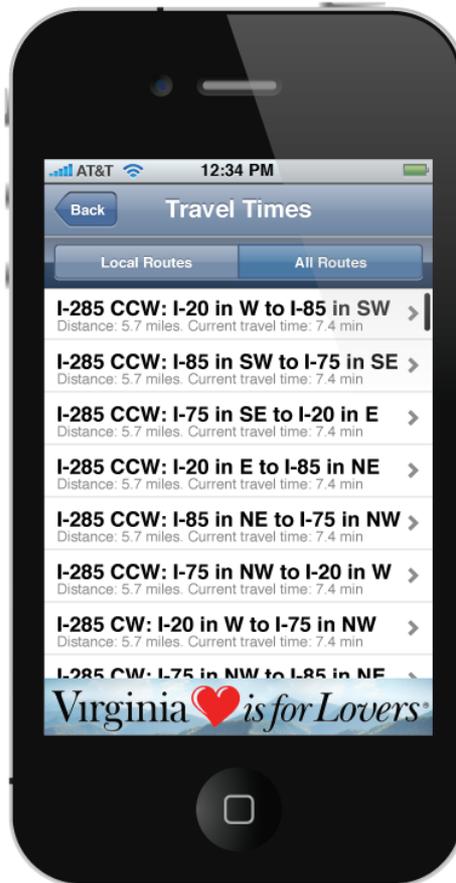
7. **It may take 6-8 weeks for an ISP to install the circuit connection needed for the highest quality feeds. Media members may use the information session to decide which quality of feed they wish to receive and to work with the new video provider and their local ISP to provide timely access.**
 - **If, for some reason, an ISP is unable to provide a circuit connection in a timely manner, media members would still have access to the standard video feed of more than 750 cameras.**
8. **New license agreement must be signed prior to receiving access to video.**
 - **All media members will all operate under the same set of rights and privileges accorded under these agreements.**
9. **To provide the most up-to-date traffic information for free, VDOT encourages media members to embed the 511Virginia.org website and Twitter feed as part of their websites.**

Transportation Video & Data (TVD) Services

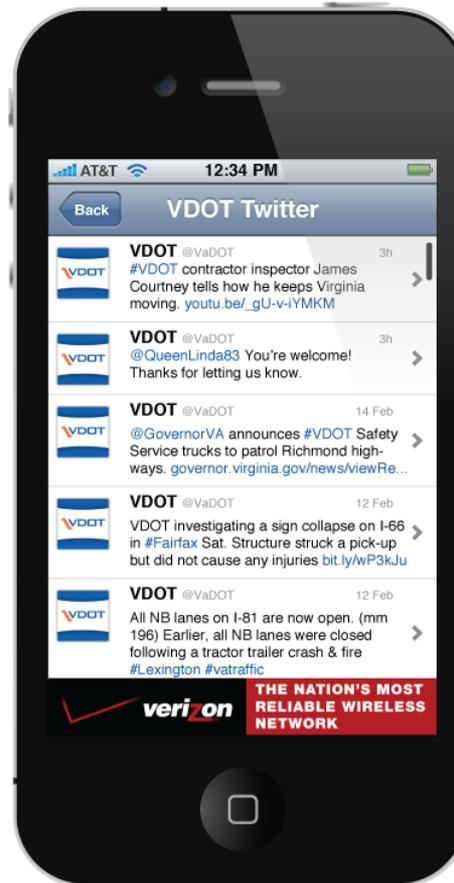
New Feature – 511 Mobile App



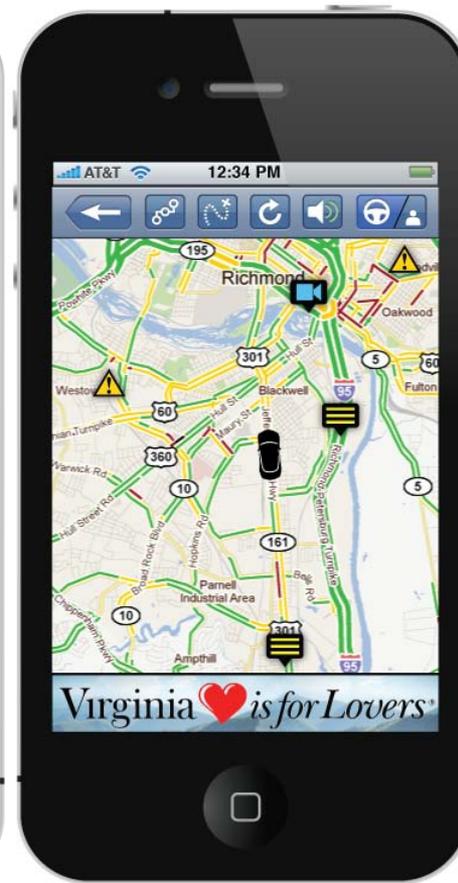
Home Screen



List of Travel Times



Twitter Feed



Map

Transportation Video & Data (TVD) services revenue generation and sponsorship

- The primary sponsorship model includes:
 - 511 road signs on Interstates
 - Carpool signs
 - Park & Ride signs
 - Airport exit signs
- Secondary sponsorship opportunities under consideration include:
 - Ads on 511 website
 - Intro sponsorship message on the 511 IVR
- All sponsorship revenues must return to the 511 program
- GOAL: Increase VDOT brand awareness, and offset the costs of the program for the taxpayers



Next steps

- Evaluate your choices for receiving VDOT's video and send an email to **(511_videosubscription@iteris.com)** to begin the process of receiving video
- Review meeting materials, usage agreements and other follow-up documentation which can be found at:
<http://www.virginiadot.org/511video>
- VDOT will provide updates on the progress of the 511 program as details become available

VDOT is committed to working with you throughout this transition process

Question and answer session

Online

For those on the WebEx, please submit your questions to the conference leader, and we will address any many questions as possible.

Conference Room

For those of you attending in person, please complete a note card with your question, and an attendant will be by to collect your question. We will address as many questions as possible during the conference

All questions and responses will be posted on-line at <http://www.virginiadot.org/511video> following the conference. Please refer to this site next week to see a complete listing of questions and responses.