Overview

- Background - KS Traveler Information
- 511 in Kansas
- Usage / User Satisfaction
- Lessons Learned
- Future Enhancements
- Questions
Executive mandate - no dropped calls

Telephony Host needed

Meet KDOT Management Requirements
- Adequately support peak-call volumes
- Equally replace the current hotline at comparable or lower cost
- Cost-effectively support increased call volumes
- Outsource the equipment and support
- Host the selected system/interfaces
System Research & Planning Outcomes

- Identified benefits of a value-added 511 system
- System goals/requirements were clearly defined
- Contracting with Meridian Environmental Technology as Application Service Provider (ASP) was best approach for 511 in Kansas
  - Meridian could meet all System/Operating and cost requirements
Benefits of Meridian as ASP

- Streamline the implementation process
- Provide desired, value-added weather content
- Resolve data management/storage issues
- Provide Cost-saving Telephony solution
- Meet Interoperability requirements
- Resolve Operations/Maintenance issues and meet all O&M requirements
- Meet System/Operating Cost needs
Telephony Outsourced

- Owned/maintained by Meridian
- Scalable Telephony System
- Shared Telephony Infrastructure – Currently: KS, GA, MT, NE, NV, ND, SD, MT and WY
  - KDOT paid a one-time telephony fee, plus a monthly telephony-operating fee
Travelers Call 511

Computer Telephony

Integrated Nowcast/Forecast & Road Conditions Data

#SAFE Operations Center Data Collection, Integration & Weather Forecasting

State’s Operational Data

Telecom Providers

GA
KS
ND
MT

WY
SD
NV
NE

MT
Driven January 2004
Statewide System
Accessible anytime from any phone:
- Kansas: call 511
- U.S.: Call 1-866-511-KDOT (5368)
- Hearing impaired: call 711
Free service (cell minutes may apply)
Easy-to-use computerized voice message system
Interactive menu (voice or keypad)
Route/segment-specific information
- Road Conditions
- Construction/detour/roadway information
- Weather (current and forecasted)

Information for adjacent states

Floodgates provide AMBER, General Transportation or Homeland Security/Disaster Alerts

Comment Line

Help Menu
System Usage/Public Response

- Over 1.75-million calls received since deployed in 2004
  - Average 400,000 calls/year
  - Millionth call milestone reached 12/31/06
  - Over 750,000 calls received in 2007
- 65,000 calls/day accommodated
- 277: Maximum number phone lines used simultaneously (Dec 07)
- Overall, public response is positive
Call Trends & Observations

- Call volumes consistently spike due to weather, and during holidays or promotion periods.

- Peak call months: November-March

- May to October: more consistent daily call volumes; call volumes slightly higher during summer.
Lessons Learned

- Research and planning are extremely valuable
- Be diligent/resourceful in finding “answers” to your issues—find or create the business model that works for you
- User interface needs to be as simple as possible—use public terminology
- Comment line is a valuable tool—feedback, planning and customer satisfaction
Lessons Learned

- System usage & performance reports are valuable tools
- Test before publicly deploying
- Coordinate 511 Phone system and Web site
- Marketing needs to be ongoing
- Carrier negotiations are time-consuming, especially wireless because they’re difficult to identify
Future Enhancements

- 511 is a work in progress
- Additional content
- All data fully automated
- 511 for Metros
  - Kansas City (bi-state)
  - Wichita
- Dynamic segmentation
ATIS in Kansas

Questions?
Thank You

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