International Cooperation Brings Sonora, Mexico Travel Information to Arizona

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October 10, 2007
Five Years and Counting....

- Launch Date: March 20, 2002
  - Fifth state in U.S. to adopt 5-1-1
- Statewide coverage
Phoenix breaks 143 day record without rain, snow arrives higher elevations

Fires bring record web traffic to az511.com
HCRS – The Content Backbone
Vehicle Restrictions

- Height limit
- Weight limit
- Length limit
- Hazardous material restriction
Incident Levels

- Level 1 – most serious
  - Fatalities
  - Full closures for more than an hour
  - Hazardous spills, school buses, planes, trains
- Level 2 – requires immediate ADOT assistance
- Level 3 – does not require immediate assistance
Weather Information

- National Weather Service available statewide
- 42 weather forecast & advisory zones
- NWS Digital Forecast Database
AZ511.com
Cameras

Camera Images

I-10 - E of 51st Ave

Home | Still Images | Live Video | Camera Locations

79th Ave | E of 79th Ave | E of 77th Ave | E of 75th Ave
80th Ave | E of 80th Ave | E of 78th Ave | E of 76th Ave
51st Ave | E of 51st Ave | E of 49th Ave | E of 47th Ave

Which way is the camera pointing?
No directional images available.
Tourism Information

- Transfer to Arizona Office of Tourism
- Grand Canyon Information
<table>
<thead>
<tr>
<th>Icon Legend</th>
<th>All</th>
<th>None</th>
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<tbody>
<tr>
<td>Accident</td>
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<td>Activity</td>
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<td>Traffic Status</td>
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<td>Travel Time</td>
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### Travel Times Table

<table>
<thead>
<tr>
<th>Outbound</th>
<th>Travel Time</th>
<th>Distance (Miles)</th>
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</thead>
<tbody>
<tr>
<td>A Durango Curve to B Split I-17 @ I-10</td>
<td>6 min.</td>
<td>4</td>
</tr>
<tr>
<td>B Split I-17 @ I-10 to C Superstition Fwy</td>
<td>10 min.</td>
<td>4</td>
</tr>
<tr>
<td>C Superstition Fwy to D Ray Rd</td>
<td>7 min.</td>
<td>6</td>
</tr>
</tbody>
</table>

**Inbound:** 17 min.  
**Outbound:** 23 min.  

Last updated: Wed Jun 06 2007 12:53 PM.
City of Phoenix Fire Department

- 9-1-1 EMS CAD
- 1,000 incidents / day
- Entire Maricopa County
- Vital information gap
HCRS – The Content Backbone
Arizona and Sonora Governors create borderless vision for 5-1-1.

ADOT funds Phase I, providing path to bring vision to reality.

Sonora/5-1-1 is the first system in United States to reach beyond U.S. borders.
Sonora/5-1-1 Timeline

- **October 2006:**
  - Sonora and Arizona delegations meet, facilitated by project’s consulting firm, OZ Engineering.
  - Delegation agrees on what road segments to list, over 30 in all.
  - More than 40 cities and towns selected to be listed.

- **November 2006:**
  - Efforts to modify software and create Sonora maps begin.
ADOT sponsored HCRS training in Hermosillo in January 2007 via the Border Technology Exchange Program (BTEP).

Training was provided in Spanish.

HCRS Training Guide was also translated into Spanish.

- Eleven personnel from five agencies initially signed up for training.
- Seven additional personnel and two additional agencies have joined.
Sonora/5-1-1 Initial Release

- Initial launch of Sonora/5-1-1 coincided with the AMC Inter-Plenary session on April 26
- Much effort was spent assuring 5-1-1 spoke each word properly, which involved Sonora delegation officials providing audio files of all town/city names for use by our recording talent.
ITIS – Sí or No

- International Traveler Information Standard
  - Core standard (itis.xsd)
  - Intellectual Property Rights
- Incident Codes/Descriptions.
  - April release had several dozen of the 1,300 possible incident codes translated into Spanish
  - As of today, all 1,300 possible incident codes have been translated, the results of a major effort from Sonora delegation
Location

- Maps
  - Federal versus State
  - kilometer post coverage
- Descriptions
  - “Sonoita to Caborca (MXC – 2)”
    - Versus I-10 @ mp 205.2
• Proposition 103 – English only

• Sonora pages/maps on az511.gov shows new look and feel
  – The map of Sonora uses an updated look that all State of Arizona websites are moving to.
  – The remainder of az511.gov will converted to this new look later in 2007
Questions?