Traveler Information in Idaho Today

Overview
The Idaho 511 system provides a wide range of traveler information available to the public via telephone and Internet. Both systems draw from one database ensuring consistency. Information is updated regularly and continuously to provide timeliness. System features include:

- Comprehensive event types
- Detailed event location descriptions
- Route based information reports
- Google map based displays
- Advanced text-to-speech and voice recognition technology
- Centralized data entry

Web Site
The Idaho traveler information web site allows a tailored experience for users with high speed or low speed Internet connections. The web site allows users to access more detailed travel information and a much greater variety of information than is available via telephone. In addition, links to other relevant information sources such as local agencies and bordering states help users expand their travel horizons.

Marketing & Public Outreach
Effective marketing of Idaho’s 511 system to the public has been critical to its success. Statistics relative to telephone and web site activity have shown a steady rise in use over the life of the system.

Efforts to collect information through user comment options and public surveys have highlighted system priorities and focused ongoing enhancements. Adding features in response to public comments has improved public relations for the department.

Telephone System
Telephone access to traveler information lies at the heart of 511 systems because nearly all travelers have ready access to a telephone. Motorists can also generally use this part of the service while en-route anywhere cellular service is available. Public information campaigns promoting 511 need to emphasize that drivers pull over in a safe location to make the call to 511. Idaho’s menu driven 511 telephone system employs advanced voice recognition technology and keypad input flexibility for users. Many users once acquainted with the system can use shortcuts to access the information they need very quickly by circumventing much of the menu announcement.

Remote CCTV Camera Images
Always a favorite with the traveling public, near-real-time camera images provide very quick, easy-to-interpret road condition and weather information. Idaho’s growing network of road weather information stations includes numerous remote cameras installed primarily for use by maintenance personnel, but augmenting the traveler information system significantly. The new generation of cameras being deployed by the Idaho Transportation Department also provides night time images using infrared technology.

User Selectable Event Types
The high bandwidth web site allows users to select the types of roadway events they wish to see displayed on the map. Check boxes in the menu shown here let users focus on the type of information that is critical for them. The resulting icons shown on the map are clickable allowing access to detailed information about the event, still images from remote cameras and links to other travel information sites.

Google Map Based Display
A wide range of event types populate the Google-maps-based display. During winter storms, difficult driving conditions and road closures are displayed helping motorists make better travel decisions. The events shown on the above map view show a busy winter day when many motorists wisely delayed their trips.

Mobile Device Web Page
A special web site developed specifically for mobile devices allows users on the go to access concise traveler information pages. While limited in comparison with the standard web site, this mobile version was designed to provide access to event reports and camera images and to be quickly and easily navigable.
Significant Enhancements Are On The Way . . .

- CARS LOCAL
- Weather info mapped to roadway
- Transit - Making 511 truly multi-modal
- State police dispatch system interface
- Tailored Trucking Page
- User tailored route summaries
- Road weather information display improvements
- Alerts – public subscription service
- Location description improvements
- Web and phone Spanish version

- display events on local roads
- identify detours
- share construction info

- profile will determine info desired
- tailored info pushed based on profile
- commuters, leisure travelers, truckers