NextGen
Traveler Information Websites

WSDOT’s Perspective
WSDOT’s Travel Information Web Footprint

- We are currently running V2
- We have many map based travel information pages
  - **Statewide**:  
    - Cameras: Nearly 700
    - Weather: Conditions, alerts, forecasts, radar
    - Mountain Passes: Cameras, weather, restrictions, road conditions
    - Travel Alerts: Incidents, closures, construction
    - Trucks Restrictions: For commercial vehicles
  - **Urban**: We have separate pages for Seattle, Tacoma, Olympia, Vancouver & Spokane – Real-time traffic conditions, cameras, incidents, VMS, links to local sites, etc
  - **Canadian Borders**: Real-time congestion info, cameras, real-time wait times, VMS messaging
  - **Others**: Real-time Travel Times, Best time to Leave, Cross State Routes, Ferry location and cameras
Current Design Approach

- Existing map based travel information web pages were designed for:
  - Low band width – fast response
  - Content separation for easy bookmarking & targeted information
STATEWIDE TRAVELER INFORMATION

Check the Weather
Check for Travel Alerts (road conditions)
Check the Mountain Passes

Ways to Get Around
Accessible Transportation | Aviation | Bicycle | Bus | Carpool | Compressed Work Week | Ferry | Traffic & Roads | Train | Vanpool | Walk | Work from Home | Ways to get around Homepage
WSDOT Interactive Media Comparative Factoids

- Web: Average about 1 Million page views per day. (~85% is for travel information)
- Web: Routinely see over 2 million daily page views during winter weather
- Comparatives
  - 511 calls vary from 70K to 500K per month
    - It took 6 years to reach 10M 511 calls
  - Blog views are 10K per month
  - YouTube views 20k per month
  - Flickr sees up to 200K views per month
  - Twitter has about 6000 followers
  - Email alert pushes, 400K per month
NextGen Technology & Content Challenges

- Complex footprint & high demand
  - Handling the demand
  - Responsive service
  - Allowing the user to quickly zero in on exactly what they want
  - Providing the information people want
  - Better integration with business need applications and databases
NextGen
Institutional Challenges

- Resources & Costs
- Competition

- What is our role moving forward?
  - Level of Service
  - Platform Focus (mobile apps/511/etc)
  - Source of Data and Information
  - Social Media
  - Internal vs. Contracting – who should do what
NextGen
Key Design Considerations

- Speed vs. Choice
- Simplicity vs. Complexity
- A Service vs. A Product
- Mission Critical vs. Nice to Have
- Market Share & Revenue
- Regionally Coordination & Integration
Traffic Conditions as of: Aug 19, 2009 7:15 AM PDT

**LEGEND**
- Stop and Go
- Heavy
- Moderate
- Green
- Work Open
- No Desk
- No Equipment
- Video Clip
- Snapshot

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**I-5 Lane Closures in Everett**

The two right lanes of I-5 northbound will be closed nightly at Maine Ave. Time for ongoing roadwork to pave and resurface four miles of the roadway. Lanes begin closing at 9 p.m. All lanes will be open by 7 a.m. each day.

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**I-5: 27th St SE**

This image was automatically reload every 1.5 minutes.

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**News**
- WSDOT thanks drivers for their patience during recent delays caused by weekend I-405 center pavement work.
- The latest housing deal in Western Washington is in Oakland on Wednesday - $400,000 for a 1.5-story.
- WSDOT contracted crews make good progress on I-405 Rainier Bridge.
- More News...
Where are we?

- Released an RFI for web mapping late last year
- Developing a travel information data API
- Have a limited pre-beta NextGen website design up and running internally
- Working to determine the right mix of information and how to present it
- Doing load testing as well as working though all of the tech issues
- Determining what we should be responsible for
- Preliminary target is to have a new limited web presence next summer for use and comment
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