

Research Project Description Form

Project Number: 210193

Project Title: West Virginia 511 Feasibility Study

Primary Investigator Contact Information:

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Project Objective: The Feasibility Study will provide a “vision” for WV511 and will follow the general guidelines and objectives as described below:

- Provide an integrated statewide service, developed in phases, initially implemented along the Charleston-Huntington I-64 corridor
- Provide an implementation consistent with national guidelines to the maximum extent possible
- Provide a system that is transportation and tourism/travel services-focused
- Create a public service, first and foremost, though the opportunity for private sector involvement will be explored
- Allow for coordination and connection to bordering states' 511 services where possible and available
- Provide a system that will be viewed as an essential public service by citizens, tourist and through travelers
- Provide a system that is easily accessible and available to the traveling public 24 hours per day, 7 days a week.

Abstract: As the Intelligent Transportation Systems (ITS) initiatives grow within the state of West Virginia, so does the importance for advancements in traveler information. To facilitate the next steps, WVDOH has tasked the Rahall Transportation Institute with investigating the feasibility of implementing a statewide 511 program. At its most basic, 511 should be understood simply as a way for people to get traveler information they need in order to make informed decisions about how and when to travel, anywhere in the state. The Feasibility Study for 511 will consider an implementation that shall cover the major corridors within the state of West Virginia. A 511 Steering Committee will be formed and engaged to provide direct oversight for the Study. Funding for the Study will be obtained through Congestion Mitigation Air Quality funding, which has already been authorized.

Task Descriptions:

- 1.1 Identify the 511 program Steering Committee
- 1.2 Identify specific needs of WVDOH, and how they differ from other implementations (511, data, and web)
- 1.3 Identify the various stakeholders involved
- 1.4 Public Survey
- 1.5 Industry Study to evaluate neighboring states' implementations
- 1.6 Identify other external sources of data that could be incorporated into 511
- 2.1 Evaluate marketing opportunities and research possibilities of supplementing 511 funding (tourism, private industry, etc.)
- 2.2 Identify any specific requirements/needs with disseminating information via the website (www.wv511.org)
- 2.3 Identify the objectives of incorporating social networking sites such as "Facebook" and "Twitter", as well as others to disseminate information
- 2.4 Recommend marketing strategy for advertising 511 rollout
- 2.5 Evaluate current implementations and determine most beneficial configuration for WVDOH's needs
- 2.6 Identify specific integration requirements for deploying the 511 system within WVDOH's Traffic Management Center
- 2.7 Estimate capital and recurring costs for the various 511 elements, based upon recommended configuration
- 2.8 Develop an estimated Deployment Schedule
- 3.1 Feasibility Study Final Report

3.2 Prepare WV511 deployment Request for proposals

Milestones, Dates, Schedule:

	Start	Finish	APR	MAY	JUN	JUL	AUG
1: Investigation	8-Apr	15-May					
2: Planning	16-May	15-Jul					
3: Conclusions	16-Jul	27-Aug					

Yearly and Total Budget: Total: \$224,900

Student Involvement: None.

Relationship to Other Research Projects: None

Technology Transfer Activities: None

TRB Keywords: 511 traveler information system, public survey, Intelligent Transportation Systems