REQUEST FOR INFORMATION FOR

PENNSYLVANIA TRAVELER INFORMATION SERVICES

ISSUING OFFICE

**PENNSYLVANIA DEPARTMENT OF TRANSPORTATION
BUREAU OF OFFICE SERVICES**

RFI NUMBER

3512RFI01

DATE OF ISSUANCE

JUNE 6, 2013

REQUEST FOR INFORMATION

FOR

PENNSYLVANIA TRAVELER INFORMATION SERVICES

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CALENDAR OF EVENTS

Activity	Responsibility	Date
Please monitor the eMarketplace website for all communications regarding this RFI.	Responding Entity	**On going**
Responses must be submitted via email to amweaver@pa.gov no later than this date.	Responding Entity	**No later than 1:00 PM on June 27, 2013**

GENERAL INFORMATION

I-1. **Purpose**
This Request for Information ("RFI") provides an opportunity for entities (hereinafter "responding entities") to provide feedback, information and materials for the deliberative decision making of the Pennsylvania Department of Transportation ("PennDOT") and the Pennsylvania Turnpike Commission ("PTC") as both consider the development of a new statewide traveler information system. The purpose of this RFI is to gather feedback, information and materials related to the design, development, implementation, testing, operation, maintenance and support of a new statewide traveler information service.

I-2. **Issuing Office**
PennDOT's Bureau of Office Services has issued this RFI on behalf of the Commonwealth. The sole point of contact in the Commonwealth for this RFI shall be the Issuing Officer, Amanda Weaver, PennDOT, Bureau of Office Services, Commonwealth Keystone Building, 400 North Street, 5th Floor, Harrisburg, PA 17120-0041, amweaver@pa.gov. Please refer all inquiries to the Issuing Officer.

I-3. **Response Instructions**
Responding entities are asked to complete and submit *Attachment A, Response Template*. Responding entities may submit additional information that they determine to be relevant.

This RFI does not constitute nor should it be construed as a solicitation or as an obligation on the part of the Commonwealth to issue a procurement or award a contract. The Commonwealth will not pay for the preparation of any response or information submitted to the Commonwealth or for the Commonwealth's use of such information. The Commonwealth may, in its sole discretion, use information provided in response to this RFI. It is not, however, obligated to use any information so received.

To the extent that information to be provided in response to this RFI may be considered as divulging a responding entity's intellectual property including copyrights and trade secrets or confidential proprietary information ("CPI"), the following shall apply:

A.   Confidential Information. CPI or trade secrets are not necessarily required to be submitted to PennDOT. However, it is acknowledged that information pertaining to emerging technologies, whether existing intellectual property including trade secrets, or CPI, may be beneficial to PennDOT's and the Commonwealth's decision making as its personnel proceed with deliberations as to future courses of action. A responding entity should not label entire responses as confidential or proprietary or trade secret protected. Any responding entity which determines that it will divulge such information as part of its response should: 1) submit the signed written statement described in Subsection c. below; 2) note the parameters of any CPI or intellectual property (including trade secrets)

in *Attachment A—Response Template*; and 3) provide a redacted version of its response, which removes only the CPI and trade secrets, for required public disclosure purposes.

B.   <u>Commonwealth Use</u>. All material submitted with the response shall be considered the property of the Commonwealth of Pennsylvania and may be returned only at the Issuing Office's option. The Commonwealth, including PennDOT, shall have the right to use any or all ideas, concepts or Know How that are presented in any response, unless a responding entity, as part of its response, affirmatively notes any and all objections in its response. Notwithstanding any copyright designations contained on the face of responses, the Commonwealth shall have the non-exclusive right to reproduce and to distribute responses internally and to comply with public record or other disclosure requirements under the provisions of any Commonwealth or United States statute or regulation, or rule or order of any court of competent jurisdiction.

C.   <u>Public Disclosure</u>. All responses are potentially subject to disclosure in response to a request for public records made under the Pennsylvania Right-to-Know Law, 65 P.S. §§ 67.101, *et seq*. If a proposal submission contains CPI, information protected by intellectual property rights or trade secrets, a signed written statement to this effect must be provided with the submission in accordance with 65 P.S. § 67.707(b) for the information to be considered exempt under 65 P.S. § 67.708(b)(11) from public records requests under the Right-to-Know Law. *Attachment B—CPI and Trade Secret Form*, is attached hereto and should be utilized for any designations.

In addition to the interplay between Sections 707(b) and 708(b)(11) of the Right-to-Know Law, records protected by a privilege, federal or state law or regulations or judicial order or decree are exempt from the presumption that a record in PennDOT's possession is a "public record." 65 P.S. §§ 67.305 and 67.102. Furthermore, conflicting federal or state law, *e.g*. the Pennsylvania Uniform Trade Secret Act set forth at 12 Pa. C.S. §§ 5301 through 5308, is preeminent to the Right-to-Know Law. 65 P.S. § 67.3101.1.

I-4.   **Background**
Currently PennDOT and the PTC operate two separate traveler information programs; however, both organizations intend to consider the combination of services into a single statewide traveler information service. In doing so, PennDOT and the PTC are also exploring opportunities for public-private partnerships ("P3") related to statewide traveler information service. For information regarding PennDOT's P3 program, visit the website of PennDOT's Office of Policy & Public Private Partnerships.

A. **511 Pennsylvania (511PA)**
511PA is the name of PennDOT's ongoing project to deliver a statewide traveler information service to motorists in Pennsylvania. Under contract number 357R03 issued on November 7, 2008 and available on the PA Department of Treasury's website, PennDOT worked with the previously selected Offeror to develop, deploy, host, operate and maintain the statewide traveler information service. 511PA was made available to the public on September 4, 2009. The components of 511PA include both public and

mobile websites, an interactive voice response (IVR) telephone system, and a subscription-based travel alerts service.

511PA is a free service which provides users with information on travel delays, weather forecasts and alerts, transit options, and other services. The contractor-hosted system is available 24-hours per day, seven (7) days per week, 365 days per year and is accessible by dialing 5-1-1 from any telephone or by visiting www.511PA.com. Users can also register through the 511PA website to receive personalized traveler alerts, which may be provided through email and/or text messaging.

The information provided through 511PA is compiled in real time from various public sources including PennDOT's Road Condition Reporting System ("RCRS"), the National Weather Service, and the PTC. Additionally, speed flow information for selected roadways is provided by a private data service utilizing GPS technology.

511PA also provides PennDOT with the ability to manually post customized alert messages on the website ("ticker alerts") and/or IVR ("floodgates"). This capability has proven to be a very useful tool to support emergency transportation operations and other circumstances when specific detailed information is deemed necessary. To optimize, standardize and coordinate the use of ticker alerts and floodgate messages, PennDOT has developed the *Attachment C, 511 Pennsylvania Operations Plan*.

Currently, the 511PA roadway network includes all interstates, including the Pennsylvania Turnpike, as well as other major roadways throughout Pennsylvania. Travel information for the majority of this network includes incident reports such as crashes, construction activities and winter road conditions. Information collected through routine traffic operations and compiled in RCRS is the foundation of 511PA. It is the responsibility of PennDOT's 11 Engineering District Offices to ensure situational awareness is maintained at all times and incident information is timely and accurately entered into RCRS.

B. **Turnpike Roadway Information Program (TRIP)**
TRIP – the Turnpike Roadway Information Program – is the name of the PTC's ongoing project to deliver traveler advisory information for the Pennsylvania Turnpike system. The PTC formally named, implemented and launched the TRIP program in 2006. Prior to 2006, the PTC had offered a simple web map graphic that placed active roadway incidents and some other travel related information. TRIP also had a basic Preferred Traveler program where users could sign up to receive email alerts regarding roadway incidents or other important travel information relevant to the turnpike.

In 2006 the program was redesigned and expanded to include an enhanced web map, improved preferred traveler services, and an IVR system (866-976-TRIP) which pre-dated PennDOT's 511PA system and contains only PTC relevant information. In 2011, the PTC launched a "first of its kind" mobile application, called "Trip Talk." Trip Talk is unique in a number of ways. It is completely 'hands-free' and 'eyes-free' (after you turn it on). It broadcasts travel advisories to drivers, but only advisories that are within range of the driver and in the driver's direction of travel. No subscriptions or signups are

required. The mobile application is free for customers to use and does not distract drivers while they are using it.

Since the launch of TRIP, the program has expanded further so that it could both leverage new technologies to gather and disseminate traveler information and meet the needs and demands of the customers who are using these new technologies.

Data from the TRIP program is delivered to the 511 System so that PTC advisories can be advertised through the statewide 511 system.

I-5.   **Meetings**

Responding entities shall indicate whether they are willing to participate in a face-to-face meeting with PennDOT and PTC to provide additional feedback, information and materials that may assist PennDOT and PTC personnel in their decision making. If a responding entity is willing to participate in a face-to-face meeting, it will be solely responsible for all costs associated with travel and attendance.   Meetings will be scheduled as soon as possible following the submission deadline, and as a general guideline, subject to change, within four (4) weeks of that deadline. PennDOT and PTC reserve the right to meet with any or all responding entities that indicates that they are willing to participate in a face-to-face meeting.

ATTACHMENT A – RESPONSE TEMPLATE

Topic	Response
General: • What do you feel are the most important components for a traveler information service? • How would you improve on the current 511PA service? • Not including sponsorships, what are other potential public-private partnership opportunities for a 511 traveler information service? • What are the most effective ways to maintain user awareness of a 511 traveler information service and grow usage? • What challenges do you foresee with integrating the PTC's TRIP with PennDOT's 511PA system?	
Company Experience: • What innovation(s) in 511 or traveler information services has your company implemented for public agency customers? • What experience does your company have with incorporating emerging technologies into an existing traveler information system? • What experience does your company have with developing and supporting traveler information mobile	

apps? • What experience does your company have with leveraging social media services such as Facebook and Twitter to disseminate traveler information?	
Future of 511/Traveler Information • What services will be important to meet evolving customer demands for traveler information in the next 5 years? Beyond 5 years? • What do you see as the role of public agency-operated 511 services in the current marketplace, considering the growth and innovation in other private media sources (websites, mobile apps, television, OEM in-vehicle navigation services, etc.)? • What do you view as the future for traveler information services? • How do you see new and emerging information delivery technologies (connected vehicles, dashboard apps, internet radio, "talking" roadway sensors, etc.) being utilized/incorporated into traveler information systems in the future?	
Performance/Success Measures: • What is your experience with call abandonment rates for	

511 services, and how do you feel this metric should be addressed in the service design and operation? • What do you feel is the most appropriate performance measure(s) to quantify the success of a traveler information service?	
Cost Methodology: • What measures can be taken to keep the costs of a 511 traveler information service costs to a minimum?	
Technical/Service Operation: • What is your recommended approach for handling the irregular increase in system demand associated with a major weather event (blizzard, hurricane, etc.)?	
Service Levels/Availability: • What do you feel the traveling public is willing to accept in terms of system availability (uptime) of agency-provided real-time travel data? • What are reasonable expectations for system availability (uptime) from a technological perspective?	

ATTACHMENT B

Trade Secret/Confidential Proprietary Information Notice

Instructions:

The Commonwealth may not assert on behalf of a third party an exception to the public release of materials that contain trade secrets or confidential proprietary information unless the materials are accompanied, at the time they are submitted, by this form or a document containing similar information.

It is the responsibility of the party submitting this form to ensure that all statements and assertions made below are legally defensible and accurate. The Commonwealth will not provide a submitting party any advice with regard to trade secret law.

Name of submitting party:

Contact information for submitting party:

Please provide a brief overview of the materials that you are submitting (e.g. bid proposal, grant application, technical schematics, STD-21, STD-26, STD-28):

Please provide a brief explanation of why the materials are being submitted to the Commonwealth (e.g. response to bid #12345, application for grant XYZ being offered by the Department of Health, documents required to be submitted under law ABC, such as STD-21, STD-26 and STD-28 required by the nondiscrimination/sexual harassment clause in state contracts and grants, under Executive Order 2006-2 and 4 Pa Code 1.511-1.514):

Please provide a list detailing which portions of the material being submitted you believe constitute a trade secret or confidential proprietary information, and please provide an explanation of why you think those materials constitute a trade secret or confidential proprietary information. Also, please mark the submitted material in such a way to allow a reviewer to easily distinguish between the parts referenced below. (You may attach additional pages if needed)

Note: The following information will not be considered a trade secret or confidential proprietary information:

- Any information submitted as part of a vendor's cost proposal
- Information submitted as part of a vendor's technical response that does not pertain to specific business practices or product specification
- Information submitted as part of a vendor's technical or disadvantaged business response that is otherwise publicly available or otherwise easily obtained
- Information detailing the name, quantity, and price paid for any product or service being purchased by the Commonwealth

<u>Page Number</u> <u>Description</u>   <u>Explanation</u>

Acknowledgment

The undersigned party hereby agrees that it has read and completed this form, and has marked the material being submitted in accordance with the instructions above. The undersigned party acknowledges that the Commonwealth is not liable for the use or disclosure of trade secret data or confidential proprietary information that has not been clearly marked as such, and which was not accompanied by a specific explanation included with this form.

The undersigned agrees to defend any action seeking release of the materials it believes to be trade secret or confidential, and indemnify and hold harmless the Commonwealth, its agents and employees, from any judgments awarded against the Commonwealth in favor of the party requesting the materials, and any and all costs connected with that defense. This indemnification survives so long as the Commonwealth has possession of the submitted material, and will apply to all costs unless and until the undersigned provides a written statement or similar notice to the Commonwealth stating that it no longer wishes to exempt the submitted material from public disclosure.

The undersigned acknowledges that the Commonwealth is required to keep all records for at least as long as specified in its published records retention schedule.

The undersigned acknowledges that the Commonwealth reserves the right to reject the undersigned's claim of trade secret/confidential proprietary information if the Commonwealth determines that the undersigned has not met the burden of establishing that the information constitutes a trade secret or is confidential. The undersigned also acknowledges that if only a certain part of the submitted material is found to constitute a trade secret or is confidential, the remainder of the submitted material will become public; only the protected information will be removed and remain nonpublic.

If being submitted electronically, the undersigned agrees that the mark below is a valid electronic signature.

Signature   Title   Date

ATTACHMENT C

511 PENNSYLVANIA OPERATIONS PLAN

Spotts, Jeffrey M

REVISED 5/4/2011

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I.   <u>GENERAL</u>

  A. **Purpose of Document**

  The purpose of the 511 Pennsylvania Operations Plan is to establish a policy regarding the operation and management of the 511 PA Traveler Information Program, and to provide clear guidance and direction for Department staff on the support and use of the service.

  B. **Background**

  To promote national consistency and ease of access, the abbreviated dialing code 511 was set aside by the Federal Communications Commission (FCC) in 2000 for states to use telephone-based traveler information services. Since then, many states have implemented regional or statewide 511 services to improve the public's access to timely and accurate traveler information.

  PennDOT has contracted with Telvent to implement, host, and operate a statewide 511 service. Notice to proceed for the thirty-six month contract was granted on November 7, 2008. The goal was to establish a statewide 511 traveler information service offering quality information. The service was officially launched for public use in September 2009.

  C. **Overview**

  511 PA provides free traveler information about traffic incidents, roadwork, road and weather conditions, and regional tourism information, and is accessible via both the internet and telephone. Users may register for Personalized Traveler Alerts, provided through email and/or text messaging. Traffic-related information is compiled from a combination of public sources, the most important one being PennDOT's Road Condition Reporting System (RCRS), as well as private data sources. The 511 system also provides transit and other travel information in metropolitan areas around the state. The Department is constantly exploring options of expanding the service. The 511 PA telephone system is divided into eight calling regions.

1	Scranton / Wilkes-Barre / Poconos
2	Allentown / Bethlehem / Easton (Lehigh Valley)
3	Greater Philadelphia
4	Harrisburg / Lancaster / York (Capital Region)
5	Altoona / Southern Alleghenies
6	State College / Northern Tier
7	Erie / Northwestern PA
8	Pittsburgh / Southwestern PA
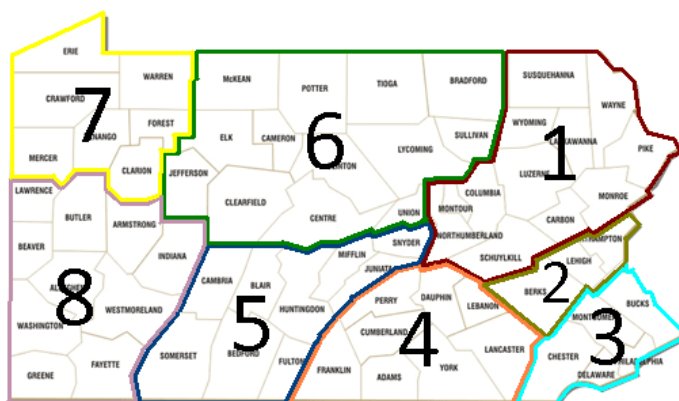
D. System Components

The primary components of the 511 PA system include:

1. Interactive Voice Response (IVR) telephone system with ability to post regional and statewide advisory messages
2. Traveler Information Website
3. Personalized Traveler Alerts via e-mail and text message

E. 511 PA Service Content

To ensure the 511 PA service is and remains an effective tool which supports the Department's traffic operations statewide, a wide variety of information or "**content**" is made available to users. This includes information for roadways operated by both PennDOT and the Pennsylvania Turnpike Commission as follows:

1. Statewide and regional personalized traveler alerts
2. Traffic incidents and congestion
3. Winter road conditions
4. Regional weather including current conditions and forecasts
5. Construction and maintenance activities
6. Travel time estimates
7. Highway cameras images
8. Transit information
9. Airport information
10. Tourism (link to VisitPA service - operated by the PA Department of Community and Economic Development)
11. Detailed traffic map interface

F. Data Sources

To provide accurate and timely content to users, 511 PA uses data from both public and private sources.

Public data sources include the Department's Road Condition Reporting System (RCRS) and the PA Turnpike Commission's VoiceNET system. These sources are primarily used to provide information on traffic incidents, winter road conditions, and construction and maintenance activities.

Private sector data, supplied by INRIX, provides near real time speeds and travel times for selected key roadways using advanced technologies including fleet Global Positioning System (GPS) and cellular telephone location data. This data provides users with an indication of current traffic conditions on selected roadways within the 511 PA network. The data is also used at Traffic Management Centers (TMC) for situational awareness and as a tool for transportation planning and performance metrics.

G. Roadway Network

Information available through 511 PA is limited to the roadways that are within the 511PA roadway network. This roadway network includes all Pennsylvania interstates, as well as other key limited access roadways and arterials. Beyond the interstate system, the basis for selection of roadways for this network included the following factors:

1. District's ability to maintain an adequate level of situational awareness through traffic cameras, service patrol coverage, or through relationships with local emergency response agencies
2. If the roadway is regularly patrolled by the Pennsylvania State Police (PSP)
3. If INRIX data for the roadway was rated at the highest level for accuracy
4. The roadway is part of the network of "major routes" as jointly determined by PennDOT, the PA Emergency Management Agency (PEMA), and the PA State Police (PSP).

This network will be evaluated over the period of the contract and will be expanded as needed.

511 Pennsylvania Roadway Network map and list is available on the 511 PA Website.

H. RCRS Policy and 511 PA

Information from the RCRS forms the foundation for 511 PA. Therefore, maintaining timely and accurate information in RCRS is critical to the credibility and ultimately the success of the service. This is particularly true for all roadways that are now included in the 511 PA road network.

When an event is entered in RCRS, it is immediately made available through an XML feed and displayed in 511 PA. In general, "roadwork" and "incidents" are the two most common events of RCRS. Refer to the RCRS policy for further information.

I. 511 PA Operations Functions

The majority of the information made available to users through 511 PA is published automatically from public or private data sources. However, there are **three functions** of 511 PA that require authorized Department staff to use internet-based tools, provided by the contractor, to generate and/or update information disseminated through the service:

1. Posting "Advisory Messages"
2. Publishing "Special Events"
3. Terminating "Public Video Feeds"

The following table provides an overview of these functions, the organization responsible for performing them, and the tools used to accomplish them.

Function		Usage Type	Responsibility	Tool
Advisory Messages	IVR Floodgate Messages	Extended Interstate Closures	Lead 511 RTMC	511 Manager
		RCRS Outages	BHSTE 511 Team or Lead 511 RTMC	511 Manager
		Amber Alerts	Lead 511 RTMC	511 Manager
		Emergency Travel Advisories	Lead 511 RTMC and/or PennDOT Area Command	511 Manager
	Website Ticker Alerts	Extended Interstate Closures	Lead 511 RTMC	511 PA Administration Site
		RCRS Outages	BHSTE 511 Team or Lead 511 RTMC	511 PA Administration Site
		Amber Alerts	Lead 511 RTMC	511 PA Administration Site
		Emergency Travel Advisories	Lead 511 RTMC and/or PennDOT Area Command	511 PA Administration Site
Special Events		Special Events	RTMC or TMC staff	TMC 511 Form
Public Video Termination		Video Images on Website	RTMC or TMC staff	Trafficland Video Distribution System

Note: The lead RTMC for 511 PA support is Engineering District 8-0

II.   ISSUES AND OUTAGES

As per the Memorandum dated February 25, 2010, PennDOT's Bureau of Infrastructure and Operations (BIO) Service Desk is the single point of contact to report issues, outages and planned maintenance activities that affect any component of the 511 PA service. These components include RCRS, traffic cameras on the 511PA webpage, the 511PA IVR, website, and Traveler Alert system.

Examples of issues and outages that must be reported include but are not limited to the following:

- One or more traffic cameras are not functional due to planned maintenance or an incident.
- Planned or unplanned RCRS maintenance activates.
- A user cannot access the 511PA IVR.
- The 511PA website is not functioning.
- A user is not receiving 511PA Traveler Alerts for which they are subscribed.

To ensure the 511PA service is effective and fully available for public use, all PennDOT operations staff are required to report 511PA-related issues and outages. When an issue is reported, BIO Service Desk staff will log the issue or outage, report it to the appropriate support staff for resolution, and send out all necessary notifications via email.

Issues and outages shall be reported to the BIO Service Desk .

Note: Between 7:00 AM and 5:00 PM, BIO Service Desk staff will answer the call and take the report. From 5:00 PM until 7:00 AM, an automated system will answer the call. Callers should choose option 4 in the menu to reach a Network Operator who will assist the caller and take the report.

If additional information needs to be sent via e-mail, the caller may coordinate with the BIO Service Desk staff on how to provide this information.

IMPORTANT NOTICE: AVOID USING E-MAIL AS THE PRIME SOURCE FOR REPORTING OUTAGES ESPECIALLY IF THE OUTAGE IS WIDE SPREAD. IF E-MAIL COMMUNICATION IS NECESSARY, USE THE "REPLY" BUTTON IN MICROSOFT OUTLOOK WHEN REPORTING UPDATES TO THE BIO SERVICE DESK. **DO NOT** CLICK ON THE "REPLY ALL" BUTTON, AS ALL OFFICIAL NOTIFICATIONS SHOULD COME FROM THE BIO SERVICE DESK OPERATOR.

III. ADVISORY MESSAGES

A. Definitions

As part of the 511 PA service, authorized PennDOT staff may post customized advisory messages on both the website and IVR. The purpose of an advisory message is to effectively convey specific and targeted information that is critical for public safety or regional mobility. For security reasons, this capability is limited to authorized Department staff, henceforth referred to as *511 Operators*. Advisory messages are published through 511PA as IVR "floodgates" and/or website "ticker alerts."

1. Floodgates

A floodgate message is a manually-recorded advisory message that is placed into the IVR system at a selected menu location. Floodgate messages can be placed on any combination of the eight IVR calling region menus plus the statewide menu as needed. Floodgate messages can also be set to allow callers to interrupt the message, or force callers to listen to the entire message before proceeding further through the IVR menu. Authorized 511 Operators will enter, update, and cancel floodgate messages using the IVR Manager tool.

A floodgate message should briefly alert a caller about the incident or event, the affected roadway(s), and the general impact to the region. Floodgate messages should be kept as brief as possible and not exceed 30 seconds in length. Floodgate messages shall remain on the 511 PA system only for the duration for which they are relevant

2. Ticker Alerts

A ticker alert message is the text description of the incident or event that is associated with a floodgate message. The ticker alert messages are displayed as a vertically-scrolling "Alerts!" on the left-hand side of the 511PA homepage.

When a floodgate message is published, a corresponding text version of the alert message must be posted in the "Alerts!" field. When entering an alert, the 511 operator has the ability to format key word/phrases to emphasize importance (refer to the "Sample Interstate Closure Floodgate Message" in section D.1). Furthermore, the 511 operator can designate the times and order for which messages will appear on the 511 website. The duration of the floodgate should be limited to 30 seconds; however, if there is a clear need to provide further information, additional details may be included in the ticker alert. Authorized 511 operators will enter, update, and cancel ticker alerts as necessary.

B. Usage Types

Currently, advisory messages eligible for dissemination through 511 PA are limited to the following:

1. Interstate Closures

Full closure of one or more interstate roadways affecting one or both directions with an <u>estimated duration of 6 hours or more.</u>

2. Emergency Travel Advisories

Travel advisory messages for Emergency Transportation Operation (ETO) events as defined in the PennDOT Emergency Transportation Operations (ETO) Manual. Typically, these are regional or statewide events that are of an emergency nature and severely impact transportation within the Commonwealth. In particular, these messages are generated to support winter operations, and may include Winter Weather Advisories, Speed Limit Restrictions, Commercial Vehicle Restrictions, and Ramp restrictions or Full Road Closures. Note that these messages will be generated by or coordinated with **PennDOT Area Command.**

3. Amber Alerts

Official Amber Alert advisory messages are generated by the Pennsylvania State Police. Additionally, the Dynamic Message Sign (DMS) Operating Guidelines define how these messages are to be displayed on a DMS.

When an Amber Alert is initiated, PSP provides a standardized message for broadcasting over the Emergency Alert System (EAS) and posting on their Amber Alert web site (www.amber.state.pa.us). PSP contacts the Department's Harrisburg Emergency Preparedness Liaison Officer (EPLO) and provides the description of the suspect's vehicle and license plate

information, if available, for use in 511. The EPLO then contacts the lead 511 RTMC for entry of the Amber Alert Advisory Message.

When there is complete information available, a floodgate message and a website ticker alert shall be posted in 511 by the lead 511 RTMC.

When there is only partial information available in the amber alert, such as no description of the vehicle involved in the abduction, only a website ticker alert shall be posted in 511 by the lead RTMC with the best information possible.

4. RCRS Outages

Planned or unplanned outages of RCRS that affect the data feed to 511PA with an estimated duration of 30 minutes or more.

C. Request Process

The process to request an advisory message depends on the Department's operational mode at that time.

During Normal Operations, advisory message requests are typically limited to Extended Interstate Closures, Amber Alerts, and RCRS Outages.

For "Extended Interstate Closures," authorized TMC personnel within each Engineering District are responsible for creating their own alert messages and submitting them to the lead 511 RTMC operator who for entering into 511PA. Refer to the instructions under Item D "Activation Procedures" with sub item "1. Floodgate Procedure for Interstate Closures."

For "Amber Alerts", the Emergency Preparedness Liaison Officer (EPLO) shall compile the appropriate message from the PA State Police and contact the lead 511 RTMC operator for entering the message into 511PA. Refer to the instructions under Item D "Activation Procedures" with sub item "3. Floodgate Procedure for Amber Alerts."

For "RCRS Outages", the lead 511 RTMC shall be copied on the RCRS outage notification email as sent by the PennDOT Service Desk and will be responsible for entering the pre-established advisory messages into 511PA. Refer to the instructions under Item D "Activation Procedures" with sub item "2. Floodgate Procedure for RCRS Outages."

During Emergency Operations, PennDOT Area Command coordinates with all active District Incident Command Centers (ICC) to determine the need for Emergency Travel Advisory messages for 511PA. The Area Commander, in conjunction with the Public Information Officer (PIO), will evaluate each potential advisory message and, as necessary, direct Area Command staff or the lead 511 RTMC to input the associated alert messages. Refer to the instructions under Item D "Activation Procedures" with sub item "4. Floodgate Procedure for Emergency Operations".

Note that there may be instances when the Area Commander is operating remotely or is en-route to Area Command and may request the lead 511 RTMC to post advisory messages as needed.

D. Activation Procedures for Advisory Messages

1. Advisory Messages Procedure for Interstate Closures

Districts are required to request advisory messages When an interstate is closed and the estimated time to reopen of the interstate totals 6 hours or more since the initial entry in RCRS.

All district TMC personnel shall note that the 511 Lead RTMC is **not** responsible for tracking the duration of interstate closures that occur outside their jurisdiction. Therefore, it is **not** the responsibility of the 511 Lead RTMC to automatically post advisory messages for these events. During the course of an interstate closure event, when the "estimated time to re-open" in RCRS totals up to 6 hours, the **district TMC shall submit the "script"** for the advisory message to the 511 Lead RTMC as soon as possible. **District TMCs should not wait for the full 6 hours to pass before contacting the 511 Lead RTMC to request the advisory message.**

The districts shall follow the procedure below for requesting advisory messages when any of the conditions above occurs:

a) Ensure that the closure information is entered in RCRS.
b) Create an advisory message and submit it via e-mail or fax to the lead 511 RTMC. E-mails and faxes shall be followed by a phone call to the lead RTMC. Please note that a fax is the least preferred method.
c) Upon receiving the advisory message and verifying the closure information in RCRS, the lead 511 RTMC operator will send a confirmation e-mail back to the requesting district. No verbal advisory messages requests are to be accepted under "**Normal Operations**" mode. If a district is operating under "**Emergency Operations**" mode, follow the instructions of the Area Commander which may be verbal or written as explained in the Procedure for Emergency Travel Advisories.

d) Lead 511 RTMC logs into the 511 manager website and follows the instructions of the <u>511 User's Manual</u> and the aforementioned guidelines to record and deploy the message.
e) Lead 511 RTMC records the floodgate message with the specific closure information following the guide script below:

> Attention travelers: Interstate __(NUMBER)___, ___(DIRECTION)__ bound is closed {at/before/after/between}_(__EXIT # -AND- EXIT NAME_) and (EXIT # -AND- EXIT NAME__) due to ____(CAUSE)__.

IF DETOUR IS ESTABLISHED	→	The following detour has been established: __(SUGGEST DETOUR IF AVAILABLE).

IF NO DETOUR IS AVAILABLE	→	Consider using alternate routes if you are traveling through this area.

f) Listen to the message before deploying and ensure the message is clear and understandable.
g) After deploying the floodgate message, the lead 511 RTMC operator is to post a ticker alert by using the same text file on the 511 website. See <u>511 User's Manual</u> to create and deploy ticker alerts.
h) When creating the alert, format the text such that the "Attention traveler," Interstate number and direction, and "Detour" (if present) are boldface type. If a detour is available, the directions should be italicized.
i) In the event of multiple emergencies, alerts should appear in the following sequence: (1) Interstate Closures → (2) Emergency Travel Advisories → (3) Amber Alert Messages → (4) RCRS Outages and Maintenance.
j) If a detour is established after the initial floodgate message is posted, re-record and re-post the updated floodgate and ticker alert messages.
k) Deactivate the floodgate and ticker alert messages when the closure is removed from RCRS.

Sample Interstate Closure Floodgate Message:

Attention travelers: **Interstate 83 SOUTH BOUND** is **closed between Exit 38 – Reeser's Summit and Exit 36 - and PA 262 Fishing Creek** due to a multi-vehicle accident. The following **detour** has been established: *Exit Interstate 83 at EXIT 39A. Follow PA Route 114 EAST to PA Route 262 WEST which leads to I-83 SOUTH at exit 36.*
********************End of message********************

2. **Advisory Messages Procedure for Emergency Travel Advisories**

To post regional Emergency Travel Advisory messages, districts are to follow the procedure below:

a) Requests must come from either the Area Commander or district Incident Commander. These directions can be verbal or written.
b) District Incident Commanders shall notify Area Command for any message requests for their district. In the event that Area Command is not activated, all message requests should be sent to

the lead 511 RTMC until Area Command has been activated. Until Area Command has been activated, the lead 511 RTMC is responsible for posting regional Emergency Travel Advisory messages.

c) If a message request is submitted by a district Incident Commander, Area Command staff should ask for the following information and document:
   i.   Name of the Incident Commander
   ii.   Phone number of the Incident Commander
   iii.   Date
   iv.   Time
   v.   Requested Message

d) Upon receiving the message request, Area Command staff should write down the message and repeat it back to the Incident Command staff for verification.

e) Area Command staff then reviews the message request with the Area Commander for approval or modifications.

f) Area Command staff logs-in to 511 manager website and follow the instructions of the 511 User's Manual to record and post the message.

g) Area Command staff should record the floodgate message with the specific closure information following the guide script below:

> **Attention travelers**, the following is an **Emergency Message!**
> ____(READ THE MESSAGE OF INCIDENT COMMANDER)_____
> This message was posted on ___(DATE)____ at ____(TIME)____.

h) Area Command staff should listen to the message before deploying and make sure the message is clear and understandable.

i) After deploying the floodgate message, Area Command staff posts a ticker alert using the same text file on the 511 website. See 511 User's Manual to create and deploy ticker alerts.

j) When creating the alert, format the text such that "Attention Travelers" and "Emergency Message" are boldface type. The 511 operator shall then use their best judgment to format the message to convey the pertinent information as clear and concise as possible.

k) Area Command staff should delete the advisory message after specific direction is received from the Area Commander or Incident Commander.

Note that procedures for advisory messages due to winter road conditions may vary and will be established through Area Command operations during the course of an ETO activation.

3. Advisory Messages Procedure for Amber Alerts

Amber Alert advisory message requests will come from the PennDOT EPLO and can be verbal or written (email).

a) Upon receiving an Amber Alert message request from the EPLO, the lead 511 RTMC operator should ask for the following information and document:
   i.   Name of the EPLO

      ii.   Phone number of the EPLO
      iii.   Date
      iv.   Time
      v.   Narrative description of the Amber Alert message

b) Upon receiving the message request, the lead 511 RTMC operator should write down the message and repeat it back to the EPLO for verification.

c) If there is only **partial information** available in the amber alert, such as a good description of the abductor or the victim and the location of the event occurred, then **only a website ticker alert** shall be posted in 511 with the best information possible.

d) The lead 511 RTMC operator logs-in to the 511 Manager website and follows the instructions of the <u>511 User's Manual</u> to record and deploy the floodgate message. **NOTE: Amber Alert floodgate messages should only be posted in the affected IVR calling regions.**

e) Lead 511 RTMC should record the floodgate message with the specific information following the guide script below:

> **Attention Travelers**: There is an **AMBER Alert** in effect for XXX County(ies). The Suspect is a: <mark>**Race, Age, Sex.**</mark> The Child is a: <mark>**Race, Age, Sex.**</mark> The vehicle involved in the abduction is a: <mark>**color, make of vehicle, license plate number, distinguishing marks.**</mark> Anyone with information about the abduction should immediately contact the police by calling 911. For more information, visit <u>www.amber.state.pa.us</u>.

f) Listen to the message before deploying and make sure the message is clear and understandable.

g) After deploying the floodgate message, the lead 511 RTMC operator should post a ticker alert by using the same text file on the 511 website. See <u>511 User's Manual</u> to create and deploy ticker alerts.

h) When creating the alert, format the text such that "Attention Travelers," "AMBER Alert," and all highlighted details are **boldface** type.

i) Amber Alert messages are to remain in 511PA for 3 hours. Delete the advisory message, unless:
      i.   New information is supplied by PSP and the timeframe is extended
      ii.   A mutually agreed upon termination time is set
      iii.   The alert is terminated earlier by PSP

4. **Advisory Messages Procedure for RCRS Outages and Maintenance**

The BHSTE 511 team will monitor for **planned (a.k.a. scheduled)** RCRS outages that meet this criteria and enter the necessary website ticker alert and IVR floodgate messages in advance.

The lead RTMC will receive notification of **unplanned RCRS outages** via email from the PennDOT Service Desk and will post the website ticker alert and IVR floodgate message as appropriate.

When the RCRS is out of service due to an outage or maintenance activity, the lead 511 RTMC shall be notified via e-mail from the RCRS maintenance owner and should follow the procedure below:

a) Log-in to the 511 Manager web site.
b) Follow the instructions in the 511 User's Manual section 2 to post IVR floodgate messages.
c) Select the pre-recorded message with the file name "RCRS Outages and Maintenance"
d) Select the appropriate region.
e) Select the option that says "terminate after play" as described on Page 17 of the 511 User's Manual.
f) Listen to the message before deploying and make sure the message is clear and understandable.
g) Deploy the floodgate message.
h) Log-in to the 511 PA Administration web site.
i) Post the ticker alert message with the ID #96. This is the message for RCRS Outages.
j) When the RCRS service is restored, the lead 511 RTMC should be notified via email from the RCRS maintenance owner. The RCRS advisory messages must remain for one hour after receiving such notification.

   Note: Starting with this notification, there will be a one-hour window for all district TMCs to update the RCRS information as per the 511PA - RCRS Maintenance and Outage Procedure. During this period, TELVENT should verify that the RCRS data feed is restored by sending an e-mail to the "RCRS Outage e-mail distribution list," which also includes the lead 511 RTMC. The lead 511 RTMC should not de-activate the advisory message without the receipt of this verification email from TELVENT.

k) De-activate the floodgate and ticker alert messages after one hour duration is over and all verifications are in place. Do not delete the pre-recorded "RCRS Outages and Maintenance" file.

IV.   SPECIAL EVENTS

RCRS entries that feed 511PA may include special events, but this information is very general and only required as per RCRS policy. However, 511PA has the capability to provide detailed information regarding special events that may severely impact regional roadway conditions, but would not otherwise require an RCRS entry.

Each district has submitted a list of "venues" which are known to host special events that have a regional impact on traffic congestion. These events include major sports events, major festivals, or other events that will significantly affect regional traffic conditions. These venues have been programmed into 511PA as hotspots for planned special event reporting.

All planned special events should be filled out by districts on a "TMC 511 form" located in (P:\Traffic Operations\Common Forms). After completing the form, each district must "**save as**" under the appropriate district folder in **P:\penndot shared\ TMC 511 Forms** by the last Wednesday of the month prior to the event. Refer to the 511 User's Manual for instructions on how to fill out the TMC 511 form. Note that the entry of planned Special Events in 511PA is at the discretion of each Engineering District based on their operational experience and is considered a value-added function of the service.

PennDOT Bureau of Highway Safety and Traffic Engineering (BHSTE) Travel Information Section performs Quality Assurance (QA) reviews on all saved Special Event forms and then submits them to Telvent to be entered in 511PA.

Refer to section 4 of the 511 User's Manual for further guidance on this process.

V.   CCTV MANAGEMENT

The 511 PA webpage allows the public to select individual highway cameras and view static images from the video feed.

When a new CCTV camera image becomes available to add to 511 PA Website, the districts should notify the CCTV Project Team who will then coordinate with the Central Office BHSTE 511 Project Team in order to add these new cameras to 511 Website Traffic Map. After notifying the CCTV Project Team with the new cameras, the districts shall update the information in the ITS Inventory file to "**existing**".

Districts must terminate the video feed to the 511PA website using VDS to prevent the broadcast of any inappropriate images that they detect. Once a district TMC identifies the questionable video, the TMC personnel must take all reasonable actions to redirect the camera so as not to show the image (zoom out, turn camera, etc.). If it cannot be accomplished by redirecting the camera, images shall be prevented for public view by disabling the CCTV image on the 511PA traffic map via the **Trafficland Video Distribution System** (VDS). Refer to section 5 of the 511 User's Manual for further guidance on this process.

VI.   QUALITY ASSURANCE AND QUALITY CONTROL

Daily quality checks for 511PA are performed by the ITS Operations Section in Central Office. Engineering Districts shall focus resources on keeping RCRS current and accurate.

However, if a district detects any issues or outages with the 511PA service, including RCRS or traffic camera outages, the issues should be reported to the BIO Help Desk.

IMPORTANT NOTICE! AVOID USING E-MAIL NOTIFICATION, ESPECIALLY IF THE ISSUE IS WIDE SPREAD, AS THE PRIME SOURCE FOR REPORTING. THE REPORTING IS EXTREMELY TIME SENSITIVE.

VII.   USER FEEDBACK MANAGEMENT

A. **Introduction:** The BHSTE Traveler Information Section is responsible for monitoring user feedback on the 511PA service and managing all response e-mail from users to the 511PA inbox.

Review of the IVR feedback messages should occur bi-weekly and comments should be documented in the 511 Management QA folders. Comments should be screened for two different types of feedback, system-related and general questions.

B. Public Website and Personalized Travel Advisory Feedback: There are two available sections of the 511 webpage which provide users with the ability to post feedback on the service. The primary method is the feedback form that can be accessed from the main webpage or Frequently Asked Question (FAQ) list. Using this form, the public can report problems or provide suggestions for improvement. Also, registered users can leave feedback by using a similar form through the Personalized Traveler Alerts profile page. All feedback should be reviewed on a weekly basis and processed.

C. IVR Feedback: Users may record a message to document a comment about the 511 system by dialing 77 at any time while navigating the IVR. These comments are stored in the IVR manager and should be reviewed bi-weekly and processed for response if necessary and/or resolution.

D. 511PA Response Correspondence: All comments including IVR voice messages, website feedback forms, or user e-mail to the 511PA Inbox should be documented and addressed if deemed feasible. All responses should conform to Department correspondence procedures.

APPENDIX – A
LIST OF ACRONYMS AND DEFINITIONS

ACD	Automated Call Distribution
BHSTE	Bureau of Highway Safety and Traffic Engineering
DMS	Dynamic Message Sign
EAS	Emergency Alert System
EPLO	Emergency Preparedness Liaison Officer
ETO	Emergency Transportation Operations
FCC	Federal Communications Commission
GPS	Global Positioning System
ICC	Incident Command Center
INRIX	Real Time Traffic Speed Information Provider
ITS	Intelligent Transportation Systems
IVR	Interactive Voice Response
PIO	Public Information Officer
PSP	Pennsylvania State Police
QA	Quality Assurance
QC	Quality Control
RCRS	Road Condition Reporting System
RTMC	Regional Traffic Management Center
TELVENT	Prime Contractor for 511 PA Service
TMC	Traffic Management Center
VDS	Video Distribution System