

SmartRoute Systems / MHD

Partnership History

1993 - First in nation to launch a real time advanced traveler information service.

1996 - System upgrade

1993 to 2009 - Continuously the most used service in the nation

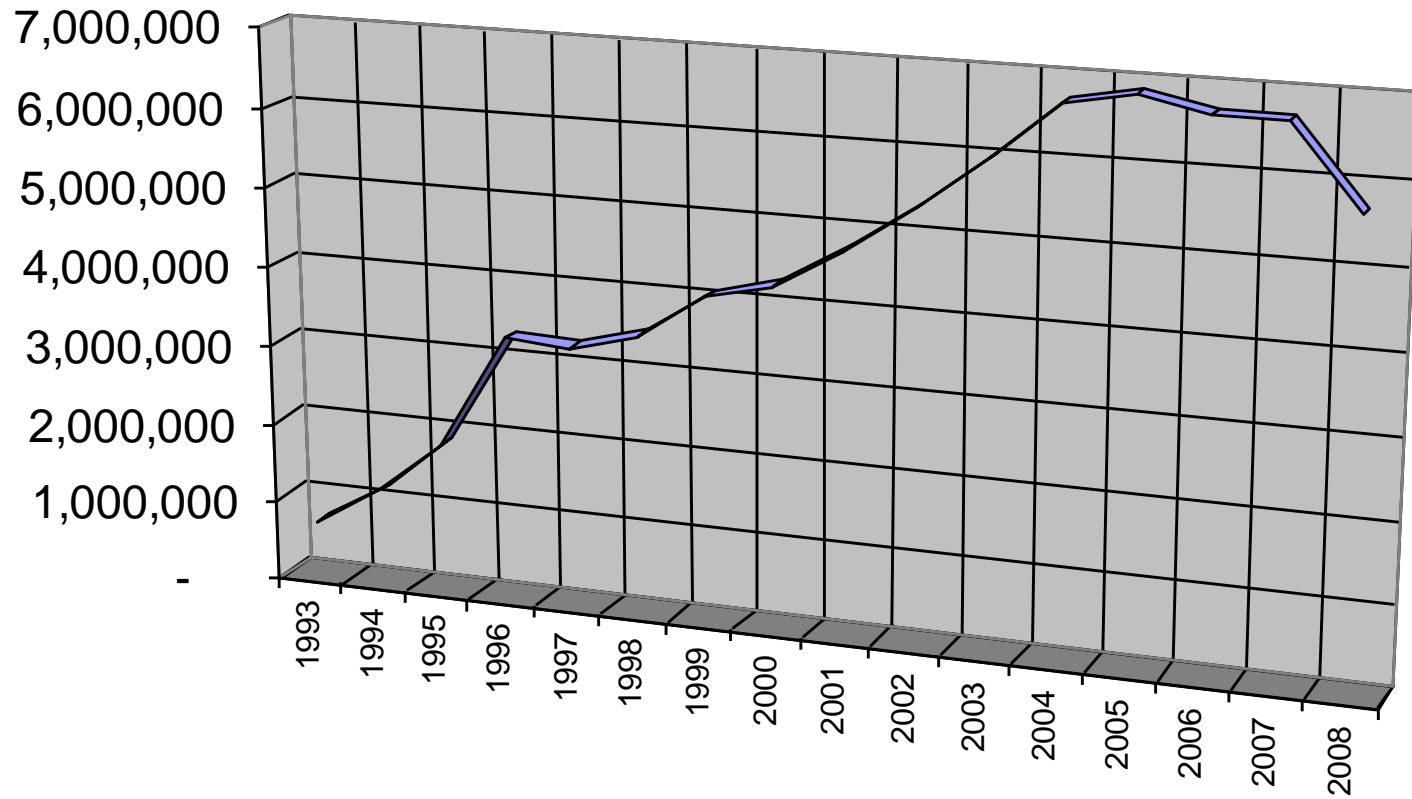
2007 - Launched 511 service becoming the most utilized 511 in the nation.

2009 - 16 years - Over 75 million calls.



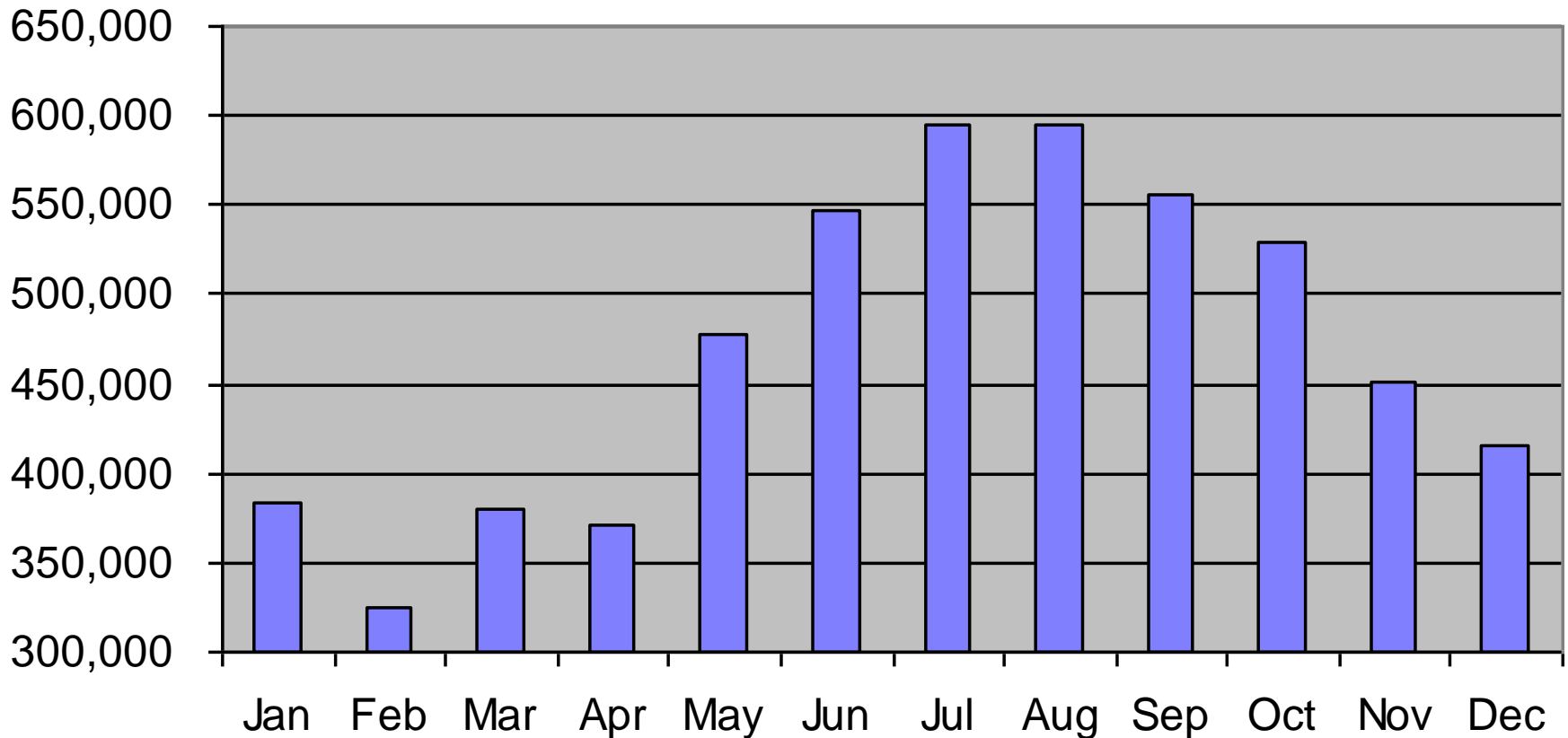
Usage

MHD / 511 Yearly Usage



Monthly Usage

Monthly Average Usage Since 2000



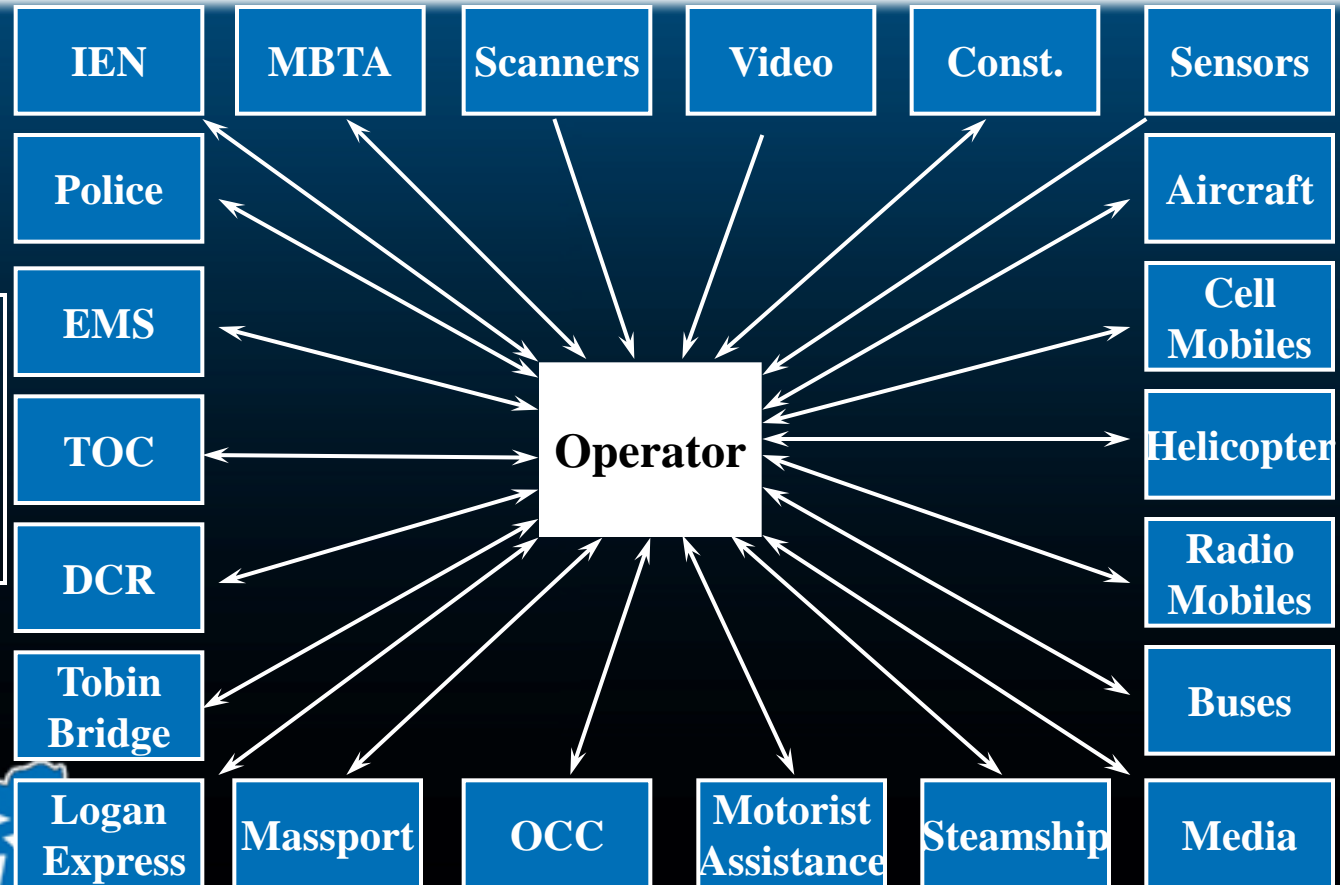
SmarTraveler Usage

- 75 million calls since 1993
- 530,734 – Monthly Average Since '05
- 5.9 million – Yearly Average Since '05
- Average Call Length - 70 seconds
- Routes Per Call - 1.25



Partnership Requirements

Communication Relationships and Data Resources



511



Partnership Phases

- Establishment
- Development
- Maintenance



Partnership Phases

Establishment

- Market program internally
- Establish interagency cooperation
- Develop customer base



Partnership Phases

Development

- Enhance relationships
- Grow customer base
- Improve technology
- Expand markets



Partnership Phases

Maintenance

- Preserve state of the art
- Expand customer base
- Preserve operational quality.



Partnership Challenges

- Balance
 - Fiscal
 - Operational
 - Project
- Barriers / Limitations
 - Technology development
 - System maintenance
 - Shifting priorities



Partnership Successes

- Successes
 - Trust / Integrity
 - Quality / User response
 - Leveraging of private sector relationships

