

# NC 511 Telephony System

511 Working Group Meeting

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Ft. Lauderdale, FL

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# System Overview

- Public Launch Aug 25<sup>th</sup>
- Roads covered - 147
- Segments covered - 366
- TIMS incidents entered:
  - Sept. – 1,241
  - Oct. – 445 “normal”
- Calls:
  - Sept. – 154,840 (floods/ hurricanes)
  - Oct. – 69,569 “normal”



# System Overview (2)

- Wireless (44%)
- Landline (46%)
- Calls from:
  - 50 States
  - 3 Provinces
  - Puerto Rico
- Top transfers to:
  - VA 511 (30%)
  - NCDOT Customer Service Line (27%)



# System Overview (3)

- Call persistence (in case the call drops)
- Attended transfers (transfer is answered)
- Weather alerts by route; current and forecast by time of day
- Contractor adding local content for Triad Area
- Multiple floodgates available
  - Top level, metro areas, some modes (i.e., Ferry)
  - Top level has been heavily used for major road closures and multiple AMBER Alerts
- 96 port queuing system with floodgate and transfer capabilities



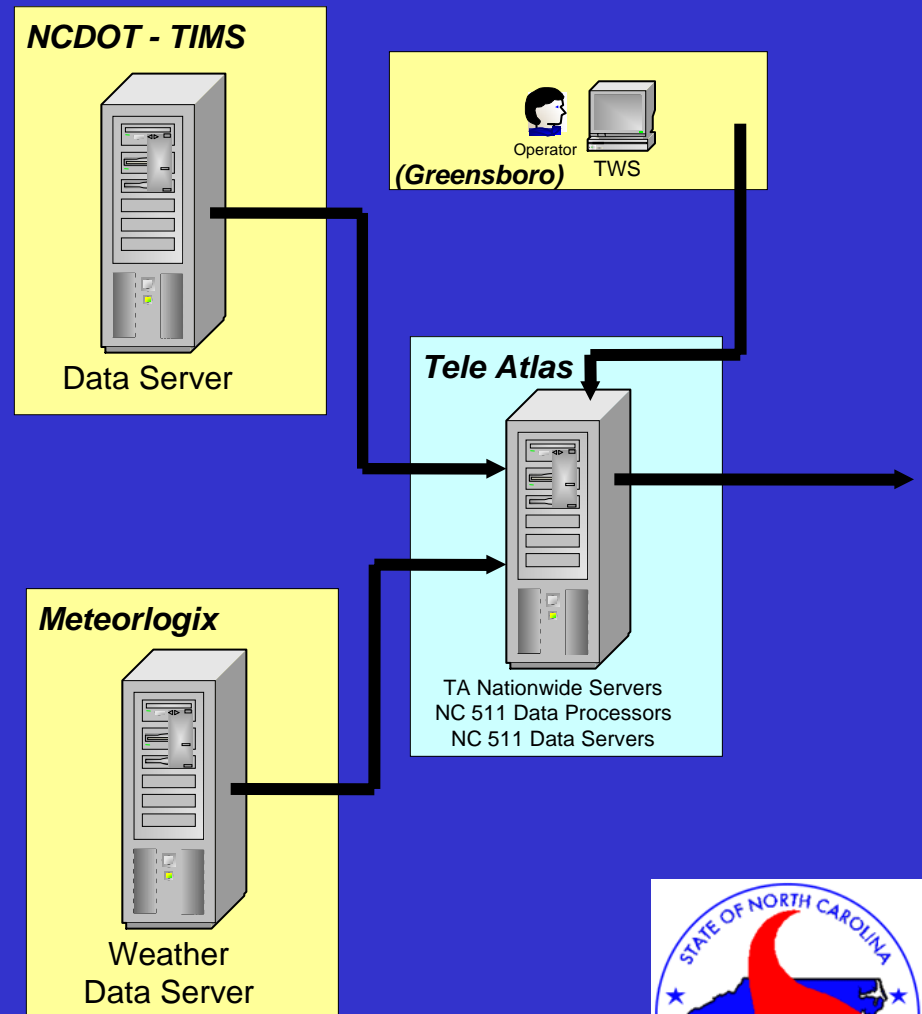
# Architecture

- NCDOT primary data source
- Other data sources
- Human-in-the-loop QC
- XML real-time feeds allows this to happen quickly



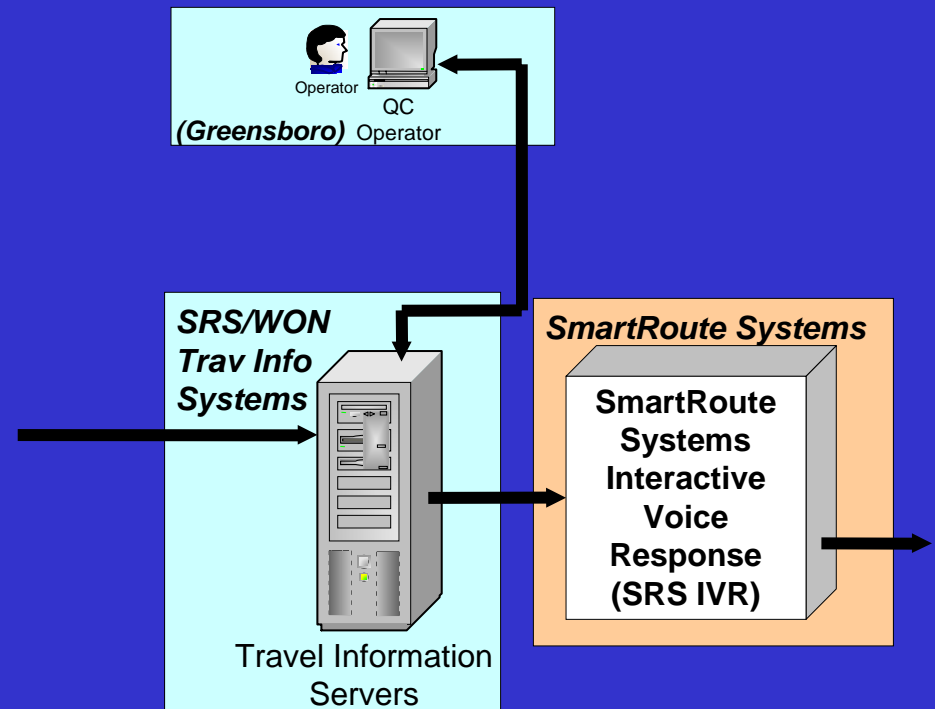
# Architecture (2)

- Tele Atlas combines the NCDOT TIMS, Meteorlogix and Triad data feeds, into a standard format
- All information is assigned to roadway segments



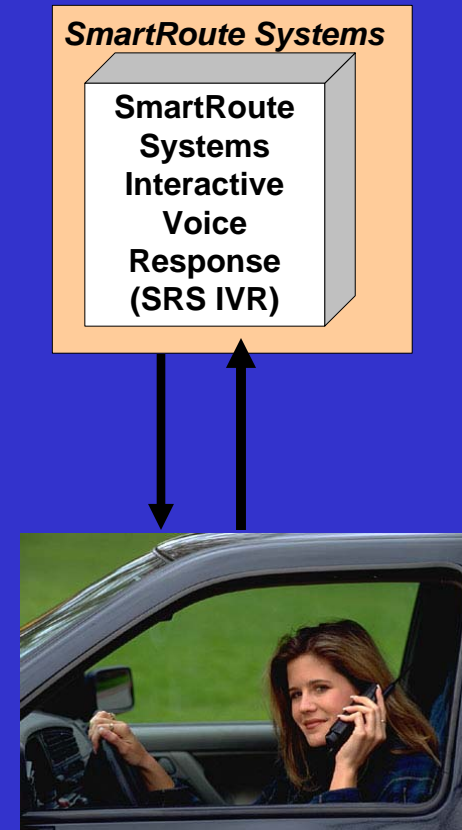
# Architecture (3)

- SRS performs quality control check on data entering the IVR looking for incorrect data field entries, misspelled words, abbreviations, etc.



# Architecture (4)

- For Highway info:
  - IVR provides information to callers based on selected segment or defined metro area
- Most other info via call transfer



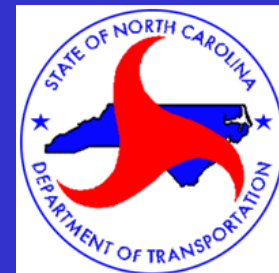
# Issues

- Not all carriers were on for launch
- TIMS data consistency/standardization
- Floodgate message use and management – refining when, how and how long the message is important
- Making best use of weather content: might be too complex; hard to access; “productization”



## Issues (2)

- “Problems” users have had:
  - Not listening to the prompts
  - Talking to the system; full sentences
  - Hard time finding weather info
  - Requesting info that system doesn’t have – small towns, secondary roads, states other than VA
  - Recognition / accents; still tuning
- Looking into usability focus groups before any major update(s)



# Awareness Campaign

- ~\$200,000 on TV and radio campaign Aug. 25 - Sept. 19
- TV ads: Olympics, Golf, NCAA and NFL Football, US Open Tennis, Local traffic and weather reports
- Radio: 8,145 :10 and :15 traffic, news and sports sponsorships across 159 stations
- Testing VMS using “Dial 511” message

