

LADOTD ITS

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LOUISIANA DEPARTMENT OF
TRANSPORTATION & DEVELOPMENT



LADOTD Secretary Sherri H. LeBas with Martin Cantu, from State Farm Insurance

STATE FARM ANNOUNCED AS NEW SPONSOR FOR LADOTD MAP PROGRAM

The LADOTD recently announced a new innovative public-private partnership with State Farm Insurance for sponsorship of the department's expanding Motorist Assistance Patrol (MAP) program, which offers roadway assistance to stranded motorists. Following a Request for Proposals (RFP) in February, the LADOTD selected Traveler's Marketing to procure a sponsor to generate sponsorship revenue to offset costs of the program. In August, State Farm Insurance was chosen to sponsor the MAP program for the next three years with a funding contribution of \$750,000.

The MAP program plays an important role in traffic incident management and helps to ensure a safe and efficient commute for the traveling public.

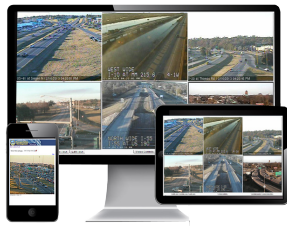
The Louisiana MAP program currently serves Baton Rouge, Lafayette, New Orleans, and Shreveport. As part of the sponsorship, the MAP vehicles were retrofitted with highly reflective safety markings and sponsor graphics.

Additionally, the MAP program will be featured in an online web application that will allow motorists to submit their assist stories and share with others via social media.

Both the LADOTD and State Farm Insurance share similar goals to increase safety for motorists. State Farm Insurance currently sponsors Motorist Assist Programs in eight other states: New York, New Jersey, Pennsylvania, Maryland, Georgia, Florida, Indiana, and Kansas.

NEW VDMS TAKES VIDEO SHARING TO NEW LEVEL

The LADOTD is working to implement a new state of the art Video Distribution Management System (VDMS). The driving force behind the LADOTD's efforts to integrate and transition to the new VDMS is the need to more easily share video. The current system does not provide streaming video on demand, and it relies on third parties for distribution. The new VDMS uses H.264 compression technology and has the ability to stream video between Traffic Management Centers (TMCs) as well as to a multitude of partner agencies and the public. The VDMS will collect video from CCTV devices throughout the state and transport high-quality streaming video across multiple platforms to multiple stakeholders.



With the ability to support up to 5000+ high quality streams simultaneously, the system allows LADOTD to be well equipped to handle large scale events, such as hurricane evacuations and other emergencies.

As such, the VDMS provides a robust and effective tool for all users to see what's happening in real time on roadways where cameras are located. The project is also greatly beneficial to other state TMCs, state police, EOCs, Public Safety officials, First Responders, and even News and Media outlets.

In addition to streaming video, First Responders will have access to a virtual video wall with the ability to set up tours, allowing for improved incident management and faster emergency response. Differing from the current system, no equipment will be required at the partners' facilities to access the video; all that's needed is an internet connection. Public safety officials, news teams, and motorists planning a trip will be able to easily access the system on a computer, tablet or other mobile device.

The VDMS will provide a sustainable, long-term solution to meet current and future video-sharing demands. The scalable nature of the VDMS supports expansions, including future ITS deployments and additional partner connections.

The Design and Planning phase for this system was completed summer 2013. The Implementation and Integration phase will begin early this year at the Statewide Traffic Management Center in Baton Rouge.

The innovative project supports the department's goal to improve operations and deliver a smarter, more efficient transportation system.

LADOTD PARTNERS WITH NEIGHBOR STATES FOR COLLABORATIVE BRIDGE PROJECT

The LADOTD has partnered with neighbor states, Mississippi and Arkansas for the Mississippi River Bridges Incident Management, Freight Movement and Security Project. The three states share a common interest in increasing mobility and safety and have joined forces with the goal of improving the travel experience for all users. All are keenly aware traffic congestion doesn't stop at state lines and agree a region-wide approach is most effective for ensuring a safer, more predictable travel environment for motorists traveling throughout their states.

The project includes an integrated system of ITS applications and technologies covering the four rural highway crossings of the Mississippi river along the MS/LA and MS/AR borders. All of the locations included in the project are critical to the region's surface and marine transportation network, serving multi-modal interstate commerce and east-west travel that, when disrupted, creates strain on other parts of the network with significant economic, safety, and mobility impacts to the region.

The MSRITS project will create a highly efficient multi-modal transportation monitoring and management system that will detect and support management of highway and river incidents. The project will use advanced technologies to monitor highway and bridge marine incidents for more effective traveler and freight mobility at the I-20 bridge in Tallulah, LA /Vicksburg, MS (pictured below) and the US-84 bridge in Vidalia, LA/Natchez, MS.

Once fully constructed, the three partner states will work together to operate and manage the system. Additionally, the project includes the formation of a tri-state TIM coalition to implement and adopt unified, multi-disciplinary policies, procedures, and practices that will dramatically improve the way highway traffic and river related incidents are detected and managed along the highway corridors and the river.

Construction of the project is expected to be complete in August.



LA1 IMPROVEMENTS PROVIDE GREATER CONVENIENCE FOR TRAVELERS

Over the past five years, the LADOTD has been working to improve safety and mobility for travelers along LA1. The corridor serves as a lifeline to the coast and is considered “critical energy infrastructure” according to United States Congress. It is also considered a major hurricane evacuation route, and the improvements will help to facilitate evacuations of Grande Isle and Port Fourchon in the event of a hurricane.

As part of the initial phase of the project, completed in August 2009, The LADOTD converted a segment of LA1 from Golden Meadow to Port Fourchon into an elevated toll expressway. Immediately following, a toll plaza was installed at the access ramp in Leesville. Additionally, a lane was dedicated exclusively for “GeauxPass” customers to offer motorists an option for non-stop driving. GeauxPass is an Electronic Toll Collection (ETC) system that allows drivers to prepay bridge tolls, eliminating the need to stop at the toll plaza.

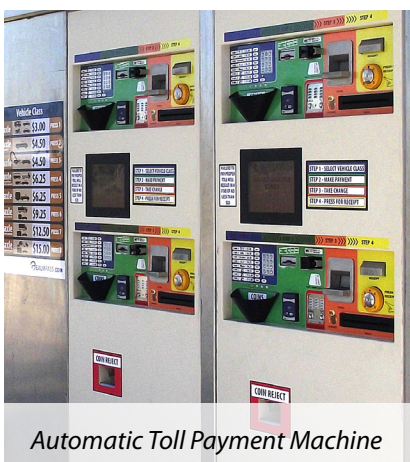
Then, in June 2012, an in-lane cash and charge machine, or Automatic Toll Payment Machine (ATPM), was installed. The ATPM offers a multi-mode payment solution to provide non-GeauxPass or non-toll customers a convenient in-lane method for paying tolls.

In March 2013, the LADOTD installed a cash lane with a manned toll booth in efforts to increase the speed of toll payment transactions during peak season.

The LADOTD is committed to continuing to improve the facility in the year(s) to come. Upcoming improvements include the following:

- Transition to 6C technology, a new transponder technology that aims to enable nationwide interoperability of toll systems.
- Implement video tolling to increase safety and interoperability to provide more options and added convenience to customers
- Offer access to “Pay as you Geaux” or “GeauxPass Mobile” smartphone app to provide a single trip payment
- Relocate toll system infrastructure to DOTD-HQ in Baton Rouge in order to have centralized IT management and asset control
- Implement a marketing plan to increase “GeauxPass” sticker enrollment, and hard-case tag replacement program.

“Overall, the improvements will help to eliminate slowdowns and stops, allow greater flexibility and enhanced convenience for travelers. Keeping everyone moving means there will be fewer accidents, less congestion and decreased fuel emissions,” said Scott Rundell, DOTD Director of Tolling Operations.



Automatic Toll Payment Machine



GeauxPass Electronic Toll Collection



Cash lane manned toll booth

LADOTD IMPROVING TRAVELER INFORMATION SERVICES

The LADOTD has been evaluating current tools and services in order to enhance and improve services to motorists. The information is currently being assessed to formulate plans for the next generation of the LADOTD traveler information program. The LADOTD uses several tools to provide motorists with real-time traffic reports in Louisiana, including 511 phone system and companion website, its Way to Geaux app, Facebook, and Twitter. 511 is a 24-hour-a-day, seven days a week telephone and web system, providing current road conditions, traffic incidents, weather and tourism information throughout the state. The LADOTD is currently conducting surveys in order to determine the awareness, attitude, and usage thus far of the department's suite of traveler information services. A customer survey has been developed in efforts to evaluate the current services provided, and the public is strongly invited to participate. Once all results are received and compiled, the LADOTD plans to use the feedback to enhance services with the end user's needs and desires in mind. For more information and to take the survey, [click here](#).

In addition to the survey, the LADOTD has recently been researching the latest systems and technologies available. Several vendors for 511/Traveler Information Services were recently invited to the DOTD to participate in an information-gathering presentation/demonstration of 511/Traveler Information services. Vendors were asked to share information about their services, current systems in operation, industry best practices and emerging technologies.

With ample access to real-time travel information, motorists can make informed decisions allowing them to reach their destinations more quickly and safely. The coordinated source of information will increase the LADOTD's ability to reduce the amount of congestion on roadways and provide a safer travel environment for motorists.



WAY TO GEAUX APP KEEPS DRIVERS DRIVING

The LADOTD has released a hands-free, eyes-free, location-based smart phone application to assist motorists traveling on the state's roadways. Using the phone's built-in GPS, the innovative application announces nearby traffic advisories. With a set it and forget it convenience, the app helps to eliminate distracted driving and keep drivers eyes on the road and hands on the wheel.

Once the app is started, it will broadcast any alerts based on the user's current location. Types of alerts include traffic incidents, congestion, construction and maintenance activities. Conditions are broadcast once and then goes quiet. Conditions are then broadcast when there is an update to an advisory that is in range, a motorist comes within range of another traffic advisory, or a set time period has elapsed and the user has selected to listen to all advisories that are still in range.

The app is updated in real-time by operators in the state's Traffic Management Centers (TMCs). Once an incident is entered into the system by an operator, an alert is automatically sent to the app. Operators enter information on lane-blocking incidents located on the interstate, U.S. or state highways, that affect normal traffic flow, or could present a possible hazard to motorists. In addition, operators enter unplanned road work into the system if the closure may result in congestion. The application is designed to provide detailed congestion information to motorists, and in some cases, alternative options.

The app is available as a free download in the App store or on Google Play. Search "Way to Geaux" in your smartphone's app store today to learn more about the app's features and to download.

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