



GET THE UDOT TRAFFIC APP
now available on the iPhone and Android smartphones

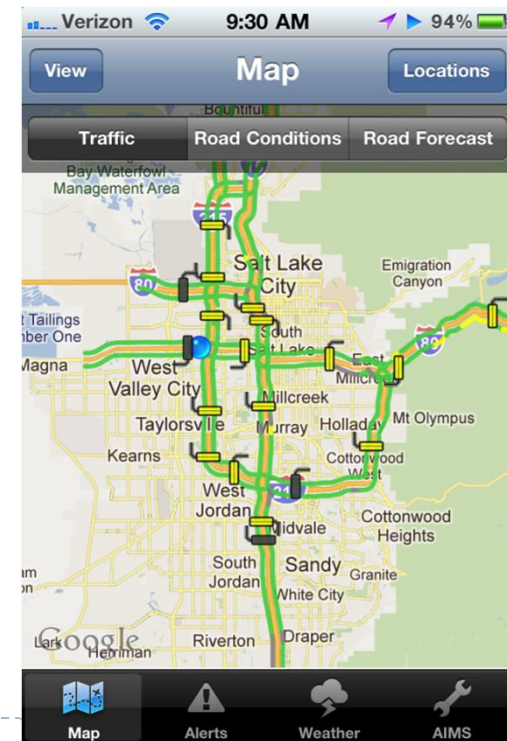
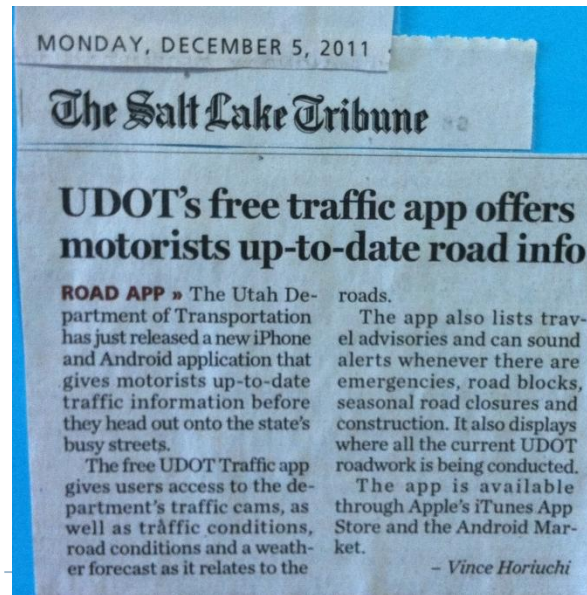
"UDOT Traffic" App

I-80 Coalition Spring Webinar

March 22, 2012

Traveler Information in a Nutshell

- ▶ 511
- ▶ Commuterlink
- ▶ UDOT Traffic App
- ▶ Social Media
- ▶ Partnerships with Media



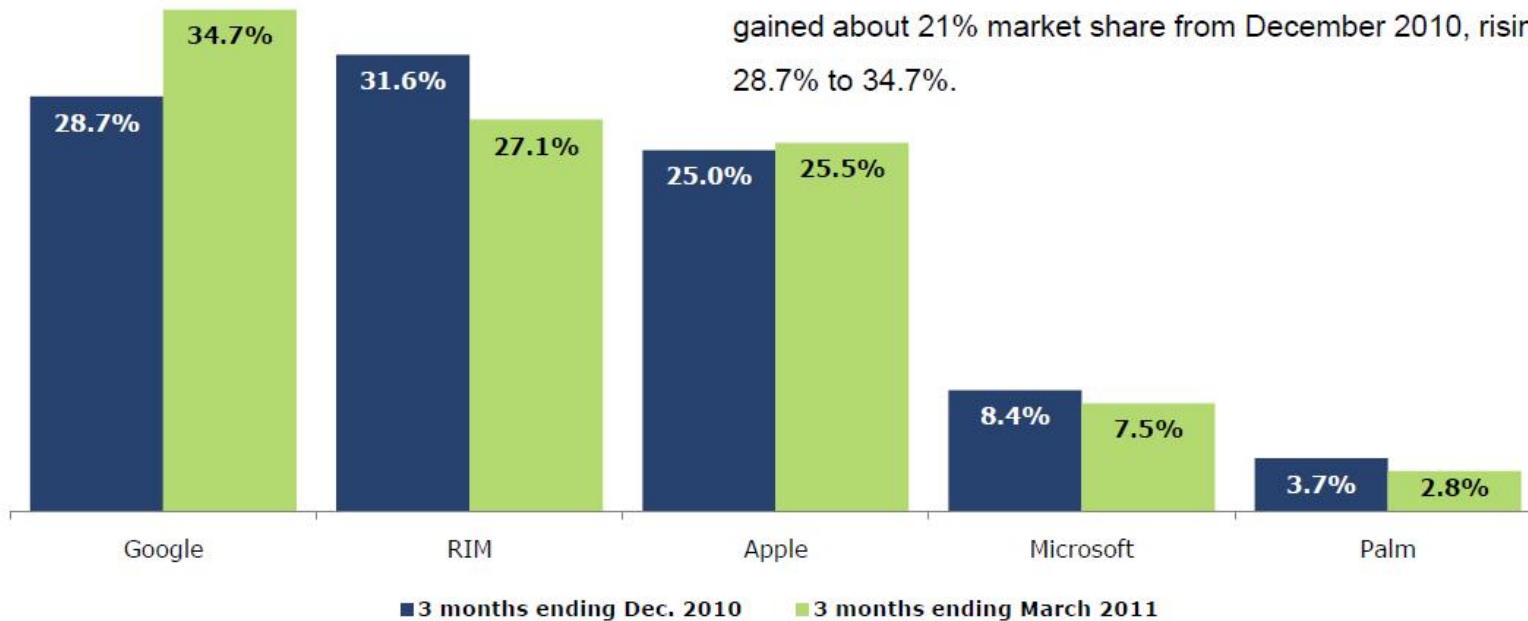
Increases in Smartphone Use

72.5 Million Owners and Growing

U.S. Smartphone Market, by Platform

Dec. 2010-March 2011, 3-month average share
Source: comScore

MobiLens data [from](#) comScore released in May indicates 72.5 million people in the US owned smartphones by March 2011, up 15% from the preceding three-month period. Google Android continued its trend of luring US smartphone subscribers from RIM BlackBerry, though RIM retained its number two position. Android gained about 21% market share from December 2010, rising from 28.7% to 34.7%.



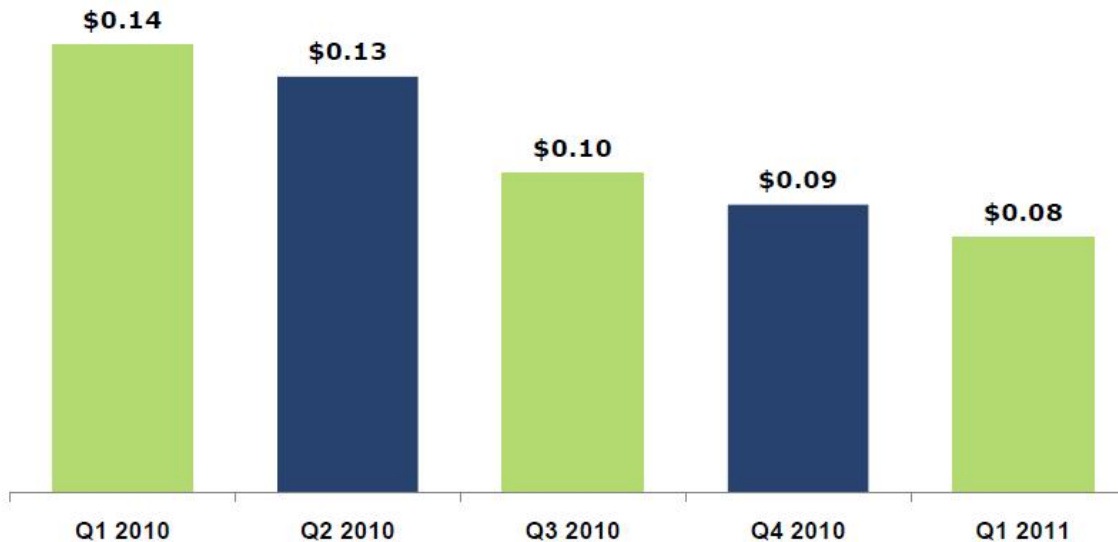
Increases in Smartphone Use

Total Data Costs Drop 43% YOY

Smartphone Data: Effective Cost per MB

Q1 2010-Q1 2011, Total data charge/Data consumption

Source: The Nielsen Company



Perhaps more importantly, the amount the average smartphone user pays per unit of data has dropped [by 43% percent](#) in the last year, from 14 cents per megabyte (MB) to 8 cents per MB, [according to](#) The Nielsen Company.

Even as data usage has almost doubled, most users are paying around what they did a year ago for data – meaning a lower cost per unit of data consumed.

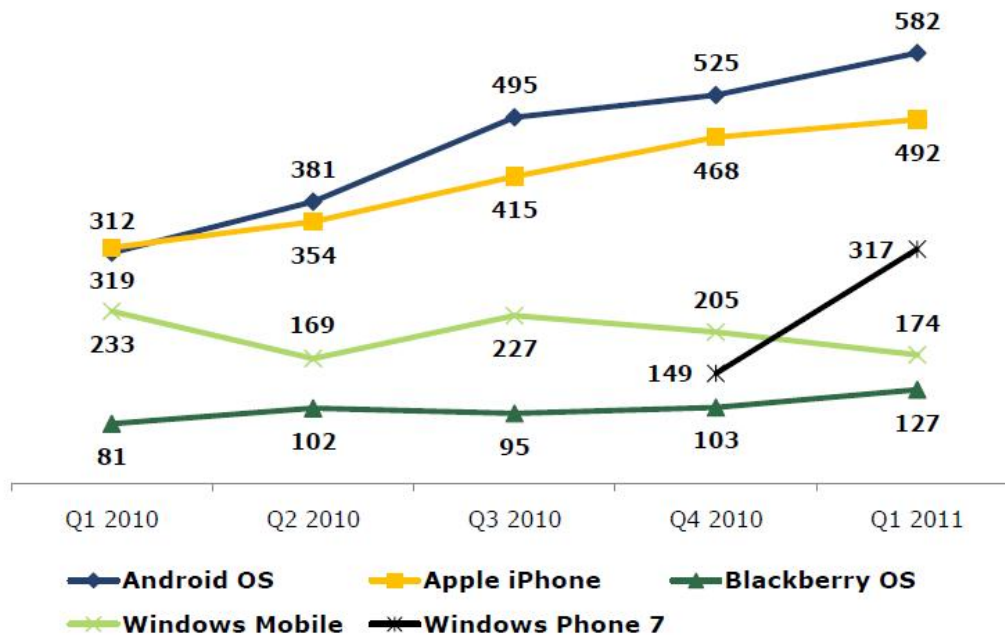
Increases in Smartphone Use

“Data Tsunami” – 89% Growth Y-o-Y

Data Usage in MB by Mobile Operating System

Q1 2010-Q1 2011, Average MB per user

Source: The Nielsen Company



It is a mobile “data tsunami” [according to](#) Nielsen, with app-friendly OS phones at the epicenter. Consumers with iPhones and Android smartphones consume the most data: 582 MBs per month for the average Android owner and 492 MBs for the average iPhone user.

Overall, in the last 12 months, the amount of data the average smartphone user consumes per month has [grown by 89%](#), from 230 MB in Q1 2010 to 435 MB in Q1 2011.

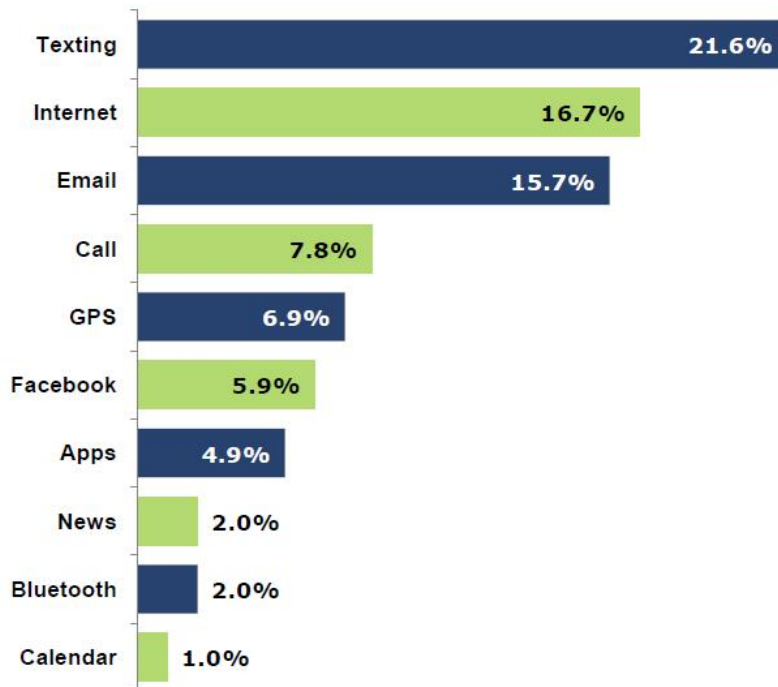
Increases in Smartphone Use

Ranked 4th: Making Phone Calls

Top 10 Essential Smartphone Functions

May 2011, % of respondents

Source: Prosper Mobile Insights



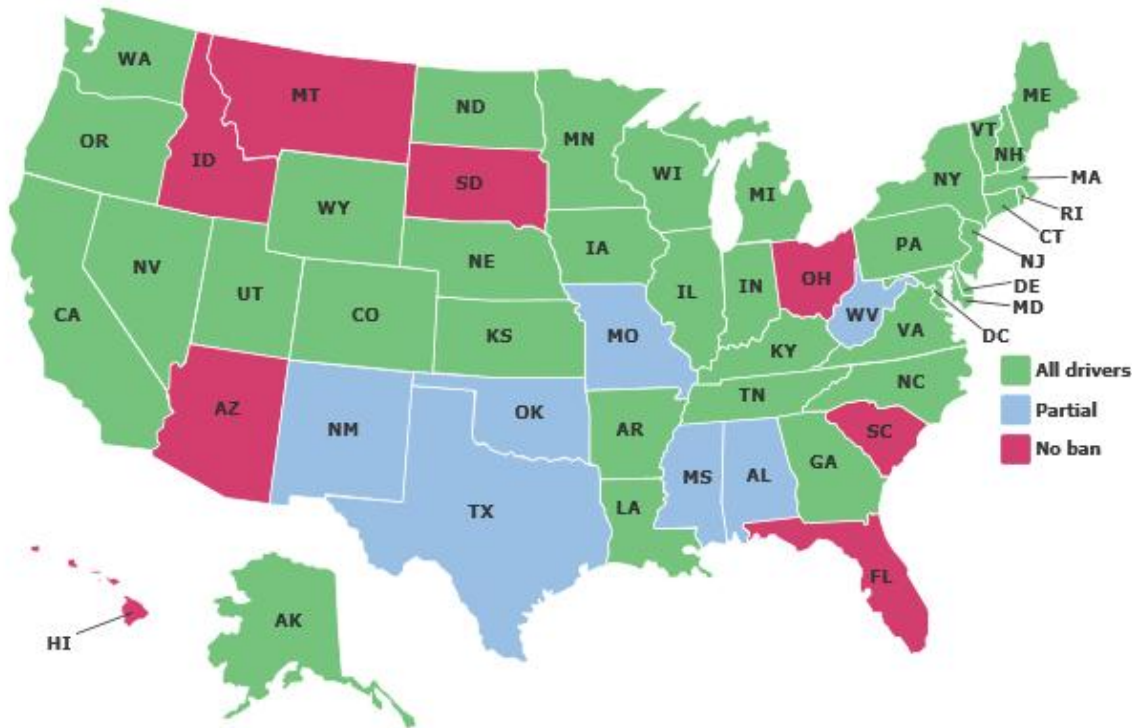
Prosper Mobile Insights asked smartphone users what smartphone function they cannot live without, and one in five (22%) said texting, followed by internet (17%) and texting (16%).

Interestingly, showing just how diverse a device the smartphone has become, only 8% of users cited making phone calls as an indispensable feature of a smartphone – but it still was ranked fourth overall.

App Disclaimer



Map of texting bans
(hover over map for more detail)



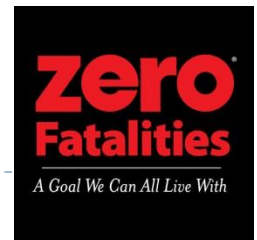
WARNING

Do NOT access the UDOT Traffic application while operating a vehicle. Using any mobile device while driving can be a deadly distraction. Always pull over and stop your vehicle or have a passenger use the mobile device for you.

DISCLAIMER

Traveler information is provided by UDOT as a public service. Information is published automatically; accuracy or timeliness cannot be guaranteed. Availability of information is dependent upon several factors that are beyond the control of UDOT, such as Internet service, communications networks, and computer equipment.

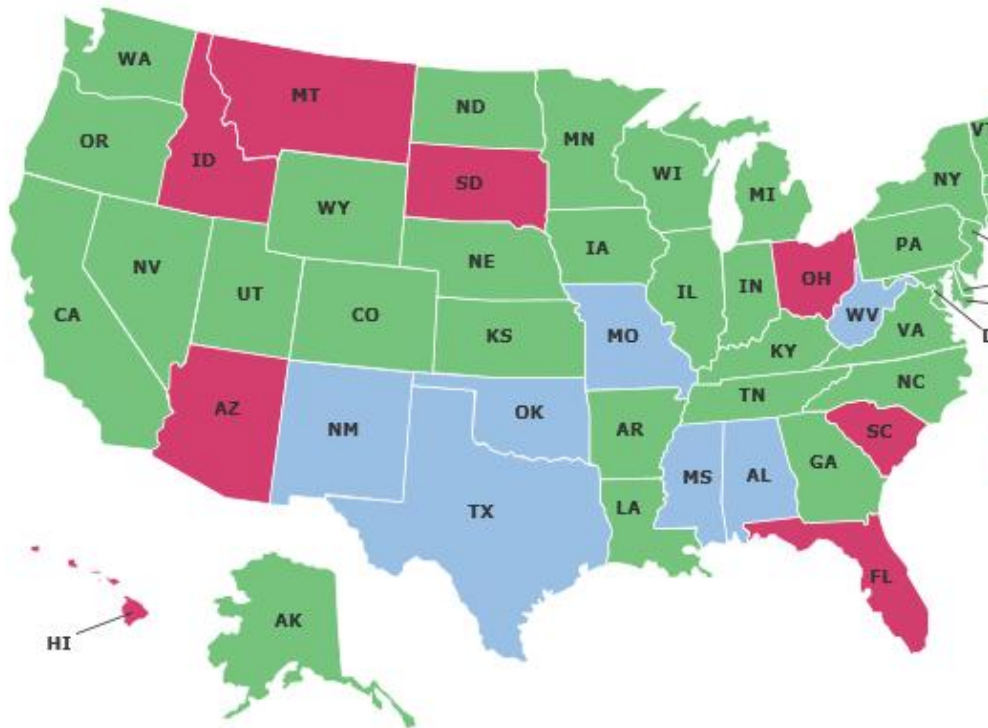
While information is designed to be delivered in real-time, the website is only



App Disclaimer



Map of texting bans
(hover over map for more detail)



WARNING

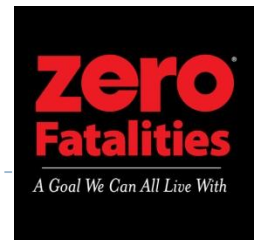


DOT Traffic
ing a vehicle.
e while driving can
Always pull over
r have a passenger
or you.

DISCLAIMER

provided by UDOT
ormation is
; accuracy or
aranteed.
on is dependent
at are beyond the
as Internet service,
rks, and computer

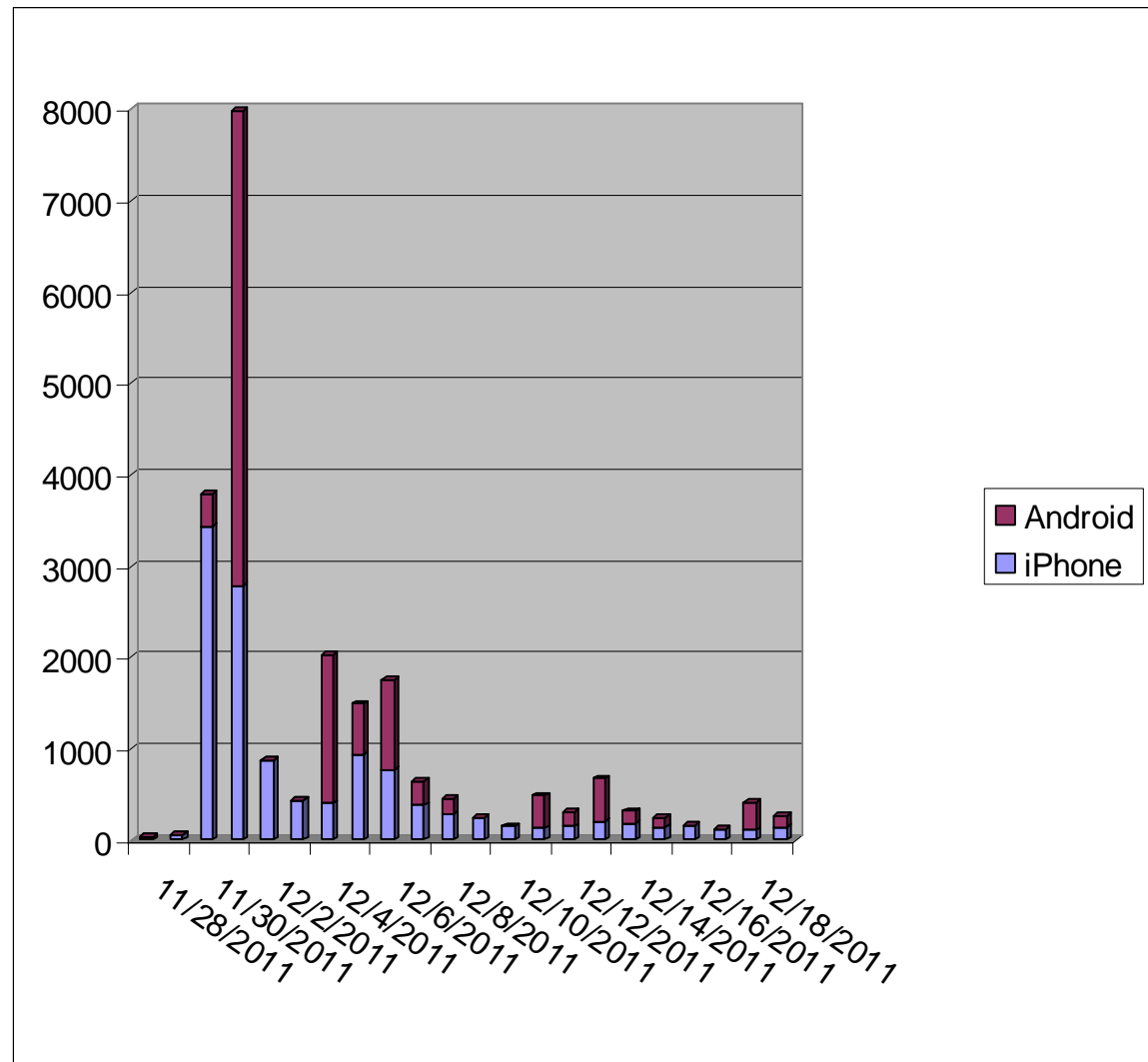
signed to be
ne website is only



Current Number of Downloads

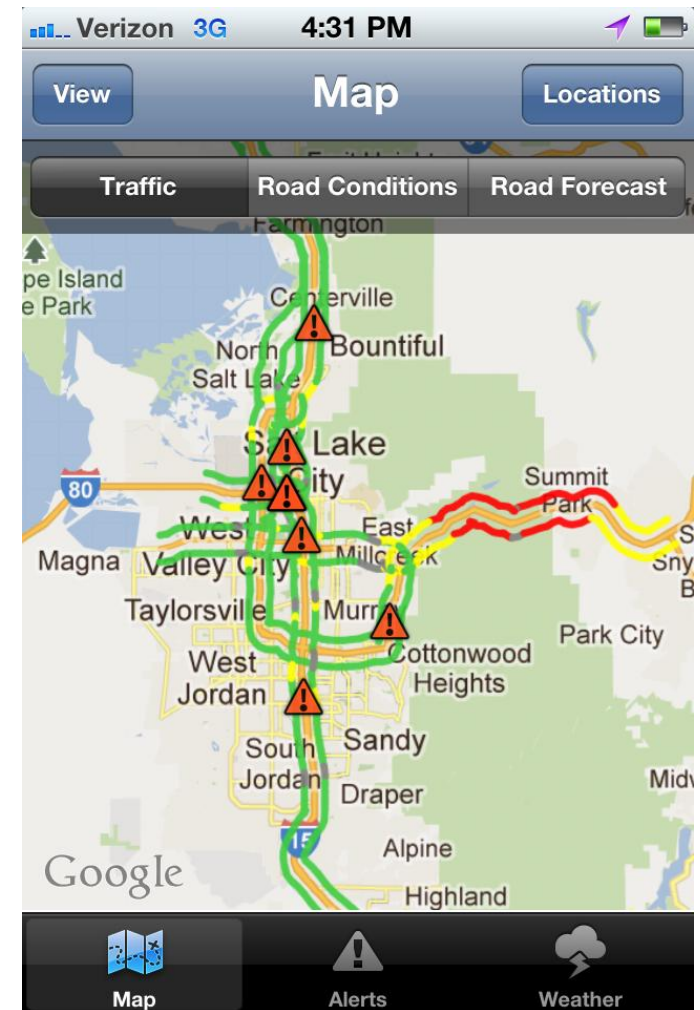
As of 3/9/12:
iOS: 24119
Android: 20408
Total: 44,527 (2643+ from last week)

Last reported (3/2/12):
iOS: 22772
Android: 19072
Total: 41884



Reasons for an App

- ▶ Less costly than other outlets
 - ▶ 511 - \$0.25 per call
 - ▶ VMS - \$200,000 to build, plus fiber, maintenance
 - ▶ Commuterlink website – similar cost
- ▶ Cost is easier to manage



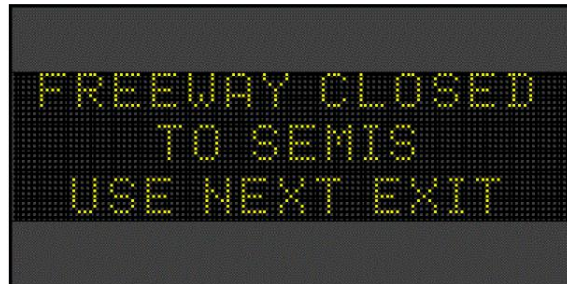
Current App Components

- ▶ Traffic maps, VMS, CCTV, RWIS, Road Weather Forecasts
- ▶ Alerts, Maintenance Forecasts, Traffic data for troubleshooting the ATMS system



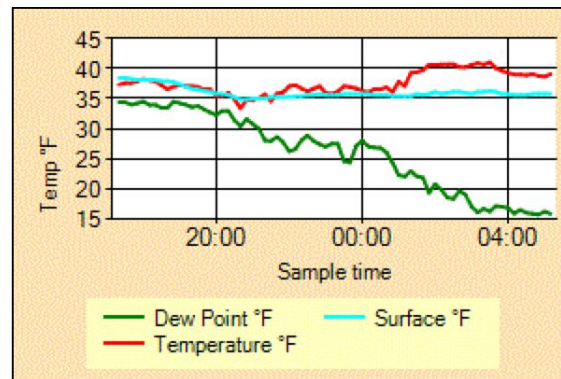
I-15 SB at 2000 N - CVL 321.26

Direction **SB** Sign ID **36**



I-15 @ Centerville

Air Temp **39°F** Wind Dir **E 74°**
 Surface Temp **36°F** Wind Spd **46 MPH**
 Surface Status **N/A** Gust **75 MPH**



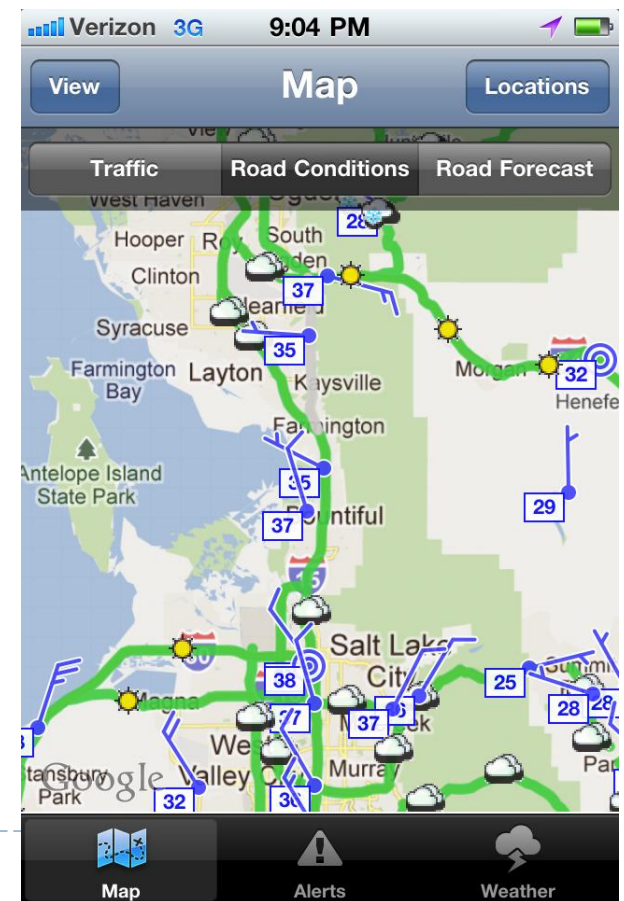
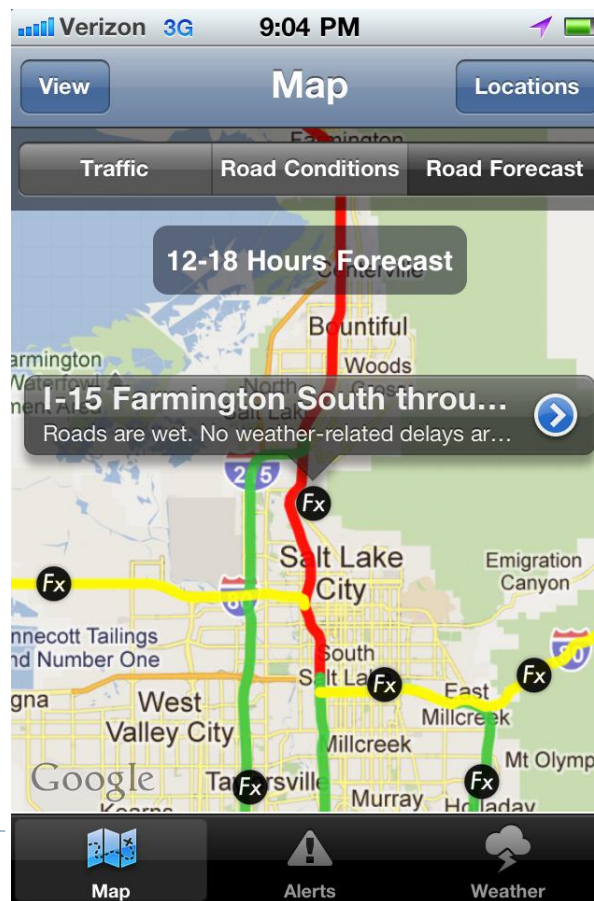
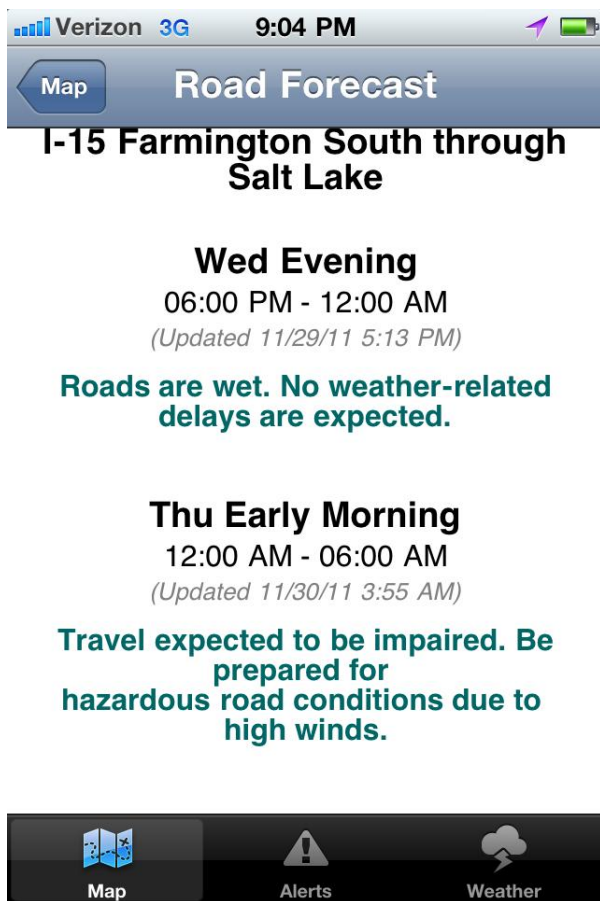
I-15 SB at Burton Ln - KAY 326.9

Direction **SB** Sign ID **73**



Current App Components

- ▶ Traffic maps, VMS, CCTV, RWIS, Road Weather Forecasts
- ▶ Alerts, Maintenance Forecasts, Traffic data for troubleshooting the ATMS system



Next Steps

- ▶ Market App
- ▶ Brainstorm additional components
 - ▶ Freight
 - ▶ Partnerships with tourism?
 - ▶ Personalized traffic reports
 - ▶ Increased notification during emergencies
 - ▶ Citizen Reporting
 - ▶ Text to Speech capabilities
- ▶ Thank you, Questions?
- ▶ lisamiller@utah.gov

