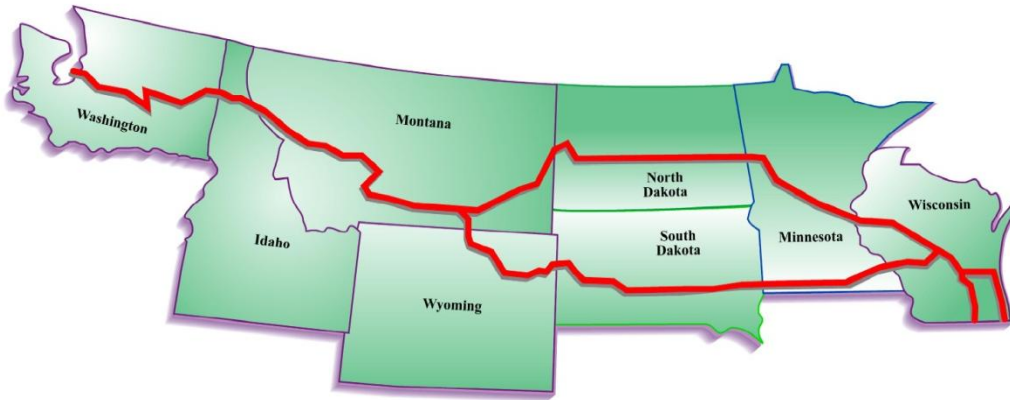


# North/West Passage Pooled Fund Study

TPF-5(190)

Project 6.7: Corridor-Wide Marketing and Outreach to Commercial Vehicle Operator's



**FINAL REPORT**

August 8, 2012



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## 1.0 Introduction

The [North/West Passage Transportation Pooled Fund Study TPF-5\(190\)](#) includes the states of Washington, Idaho, Montana, Wyoming, North Dakota, South Dakota, Minnesota and Wisconsin. These eight states are predominately rural and face similar transportation issues related to traffic management, traveler information, and commercial vehicle operations along Interstates 90 and 94.

The freight and commercial vehicle community is an important stakeholder to the North/West Passage corridor. USDOT already labels portions of the I-90/I-94 corridor in Washington, Minnesota and Wisconsin as [major for freight movement](#). By 2040, USDOT predicts most of the corridor will be a [major truck route \(≥8,500 AADTT\) on the National Highway System](#). Further illustrating the significance of freight movement in the states, Washington recently issued a report, "[The Impact of Truck Congestion on Washington State's Economy](#)," that analyzes answers from freight-dependent businesses regarding what a 20 percent increase in congestion would do to their economic well-being. According to the results, this congestion would cost the state more than 27,500 jobs and \$3.3 billion in economic output.

In addition to the North/West Passage interests, there are number of other corridor coalitions focused on enhancing freight movement throughout the country. Some have successfully engaged the freight and commercial vehicle industry in their efforts. FHWA and the I-95 Corridor Coalition recently released a report, "[Moving the Nation's Goods](#)," that examines institutional arrangements to improve the performance of multistate freight corridors. In that report, voluntary coalitions like the North/West Passage can offer flexibility in formation and governance but their financing and authority could be problematic.

In November 2008 the North/West Passage states pooled their resources and launched a corridor-wide web site ([www.i90i94travelinfo.com](http://www.i90i94travelinfo.com)); providing traveler information at one easy location. The purpose of the website is to help travelers gather information about Interstates 90 and 94 between the states of Wisconsin and Washington. The multi-state web site features:

- Live camera images at key points along the corridor
- Weather information
- Rest area locations and features
- Truck stop information
- Commercial vehicle restrictions
- Links to detailed road reports in each state

Additional enhancements for commercial vehicle operators are planned for the web site depending on available budget and the level of demand and feedback received from both recreational travelers and from commercial vehicle operators.

To determine what enhancements may be needed to the website the North/West Passage Steering Committee approved this project (North/West Project 6.7: Corridor-Wide Marketing and Outreach to

Commercial Vehicle Operators) to seek input from the trucking associations, companies and department of transportation staff along the corridor.

In addition to identifying enhancements to the website, the North/West Passage states were also interested in identifying what other communication channels exist in the commercial vehicle community.

This report includes the following:

- Description of the Project Goals
- Summary of Preliminary Related Information
- Trucking Association/Company Outreach Results
- Commercial Vehicle, Freight, North/West Passage DOT Staff Outreach results
- Communication and Outreach Plan

## 2.0 Project Goals

The goals of this project were to:

Goal 1: Recommend enhancements to the North/West Passage corridor-wide traveler information website

Goal 2: Identify the traveler information dissemination tools used by the trucking industry and what gaps exist

Goal 3: Develop a communication and outreach plan for the North/West Passage Corridor-wide Traveler Information Website

## 3.0 Preliminary Information

In order to not duplicate efforts, previous North/West Passage related projects were reviewed as well as other efforts related to the goals of this project.

In 2009 North/West Passage researched and recommended options to enhance existing state DOT's commercial vehicle traveler information dissemination systems (e.g. commercial vehicle dispatcher email push system) along the I-90 and I-94 corridor. The project, [Traveler Information Dissemination to Commercial Vehicle Operators](#), suggested options to enhance existing truck traveler information dissemination systems (corridor-wide email push system, uniform method of disseminating permit status information, enhance state phone/website geographical information (e.g. elevations, detour delays)) and to enhance corridor-wide trucker traveler information dissemination (trucker specific portion of the [i90i94travelinfo.com](#) website, provide an outreach/training opportunity of the NWP traveler information tools, provide wireless internet at rest stops).

To date the North/West Passage has accomplished the following based on the suggested options included in Traveler Information Dissemination to Commercial Vehicle Operators report:

- The North/West Passage is currently in its third phase of regional permitting efforts. These efforts have included recommending feasible approaches to implementing a regional oversize and overweight permitting process in the states of the NWP corridor. A side by side detailed comparison of each state permit requirements and harmonization rules was developed. Based on the information gathered, the necessary information to be requested from each permit application to move forward toward consistency was documented. The final reports are available at:
  - NWP Regional Permitting – Phase 1:  
<http://www.nwpassage.info/projects/phase4/proj4/>
  - NWP Regional Permitting – Phase 2:  
<http://www.nwpassage.info/projects/phase5/?project=5.5>

- The North/West Passage has approved a project in Work Plan 7 to hold a freight industry workshop or present at an already scheduled workshop or meeting being held by the trucking industry. The goal of the project is to present the available North/West Passage traveler information tools as well as individual state tools and to continue dialogue with the North/West passage corridor freight community.

The other recommendations from the report continue to be considered as projects based on budget and need yearly by the North/West Passage Steering Committee.

The final Traveler Information Dissemination to Commercial Vehicle Operators report is available at: <http://www.nwpassage.info/projects/phase4/proj5/> and it provides links to each document reviewed for the project.

It is important to note that in completing Project 4.5 there was no formal outreach conducted to the trucking industry. The information documented in the report was solely based off of North/West Passage member input and the literature review.

This project built off the efforts of the Traveler Information Dissemination to Commercial Vehicle Operators project and continued with outreach to the trucking industry in order to identify enhancements to the [i90i94travelinfo.com](http://i90i94travelinfo.com) website.

## 4.0 Trucking Association/Company Outreach

To accomplish Goal #1 and #2 of this project, online surveys were developed and distributed via email to trucking companies and associations. The survey questions were designed to gather feedback on traveler information dissemination methods preferred by the trucking industry as well as suggested enhancements to the North/West Passage [i90i94travelinfo.com](http://i90i94travelinfo.com) website.

### Distribution List

The North/West Passage Steering Committee members from each of the eight states were contacted to create a distribution list for the survey. The survey was sent to the following trucking associations/trucking companies:

- American Trucking Research Institute (ATRI)
- Idaho Trucking Association
- Minnesota Trucking Association
- Motor Carriers of Montana
- North Dakota Motor Carriers Association
- South Dakota Trucking Association
- Special Carriers and Riggers Association
- Wal-Mart Transportation
- Wal-Mart Private Fleet
- Washington Trucking Association
- Wisconsin Motor Carrier Association
- Wyoming Trucking Association

### Survey Results

Six surveys were completed. Appendix A includes a list of the questions included in the survey. The results of the survey are as follows:

To better understand the value of a corridor website such as North/West Passage, respondents were asked to describe where they go for traveler information. Dispatchers and drivers obtain current, up-to-date traveler information (traffic, weather, road construction, restrictions, etc.) through the following sources:

Trucker/Dispatcher Traveler Information Sources	Number of Responses
DOT websites	5
Real-time traffic maps on the internet	5
Freeway CMS	4
Phone calls to DOT or other information services (e.g. 511)	4
Push emails	3
Traffic reports on commercial radio	3

CB radio reports from dispatchers or other drivers	2
Highway Advisory Radio	2
Television Traffic Reports	2
Face-to-face reports among drivers at truck stops and terminals	1
Twitter	1

Respondents were asked to indicate their preferred methods for receiving traveler information to assist the North/West Passage in determining if enhancement to a website would be of value and what other traveler information sources the North/West Passage could consider corridor-wide.

Trucker/Dispatcher Preferred Traveler Information Sources	Number of Responses
Real-time traffic maps on the internet	5
Push emails	5
DOT Websites	3
Freeway CMS	3
CB radio reports from dispatchers or other drivers	1

The majority (83%) of the respondents were unaware of the North/West Passage [i90i94travelinfo.com](http://i90i94travelinfo.com) website and suggested the following methods to inform the trucking industry of the website and other information tools. This question was asked to assist in prioritizing outreach of the current [i90i94travelinfo.com](http://i90i94travelinfo.com) website.

Trucker/Dispatcher Outreach Information Methods	Number of Responses
Email	5
Trucking association publications	4
Truck stop posters	2
Roadside adds	1

All respondents indicated that they would be somewhat likely or likely to use a dedicated commercial vehicle page similar to the North/West Passage website.

The following comments were provided as suggestions to make the North/West Passage traveler information website more useful to truckers.

- Impact based forecasting
- Average speed on the roadway
- Truck stop locations
- Public weigh station locations
- Other methods to receive website information
- Difficult to navigate website when traveling



## 5.0 Commercial Vehicle/Freight North/West Passage DOT Staff Outreach

To further accomplish Goal #1 and #2 of this project, online surveys were also developed and distributed via email to DOT staff along the North/West Passage corridor. The North/West Passage traveler information website is linked on the North/West Passage states DOT websites as another resource for travelers. Again, the surveys were designed to gather feedback on traveler information dissemination methods preferred by the DOT as well as gather input on suggested enhancements to the North/West Passage [i90i94travelinfo.com](http://i90i94travelinfo.com) website.

### Distribution List

The North/West Passage Steering Committee members from each of the eight states were contacted to create a distribution list for the survey. The following DOT contacts were sent the survey:

- South Dakota DOT CVISN Department
- South Dakota DOT Operations
- South Dakota Department of Public Safety Motor Carrier Services
- Wisconsin DOT Freight Operations Program Manager
- Wisconsin DOT Motor Carrier
- Idaho Transportation Department Commercial Vehicle Services
- Minnesota DOT Oversize/Overweight Transportation Permits
- Washington DOT Freight
- Washington State Patrol
- Washington DOT Commercial Vehicle Services
- Washington FHWA
- Montana DOT
- North Dakota DOT
- North Dakota DOT Highway Patrol
- WASHTO Committee on Highway Transport

### Survey Results

Fifteen surveys were completed. Appendix B includes a list of the questions included in the survey. The results of the survey are as follows:

Respondents were asked to identify what DOT mechanisms are used to disseminate traveler information (regulations, permitting, etc.) in their state in order for the North/West Passage group to fill in any gaps or build off the established dissemination methods corridor-wide.

Current DOT Traveler Information Dissemination Methods used in member states	Number of Responses
Traveler information webpage	13
Dedicated commercial vehicle webpage	12

Email push	9
511 Phone	8
Twitter	4
Facebook	2
Dedicated Freight Systems Division Webpage	1
VMS	1
Apps	1
Trucker Handbook	1
Permit information brochure and pamphlet	1

To identify what enhancement the corridor-wide North/West Passage website should consider respondents were asked what information is disseminated to truckers.

What information is currently disseminated to truckers?	Number of Responses
Road work/construction	14
Commercial vehicle restrictions	13
Rest area locations	9
Mountain restrictions	7
Chain requirements	7
Truck parking availability	1
Truck stop locations	1
Emergent (planned construction) and emergency (severe weather, etc.), truck route restrictions and predictive information	1
Seasonal load restrictions, permitting and credentialing information	1
Road conditions	1

Respondents were asked to indicate their top three preferred methods for disseminating traveler information. A traveler information webpage was preferred by 14 of the 15 respondents.

Preferred methods for disseminating traveler information	Number of Responses
Traveler information webpage	14
Dedicated commercial vehicle webpage	7
Email push	5
511 phone	5
Twitter	2
Facebook	1
DMS	1

Nine of fourteen respondents were aware of the North/West Passage [travelinfo.com](http://travelinfo.com) website.

The following comments were provided as suggestions to enhance the North/West Passage traveler information website.

- Predictive traveler information for truck freight
- Seasonal load restrictions, road closures, construction projects and associated restrictions
- Available truck parking areas
- Add more routes, extend the North/West Passage routes

Delivery mechanisms that states may be interested in using to provide traveler information:

- Monitors showing the website at weigh stations
- Mobile website
- Kiosks with corridor information
- Email push

## 6.0 Communication and Outreach Plan

Marketing and promotion of the North/West Passage Traveler Information website is a key element to the success and use of the website. The following bullets indicate outreach efforts that have been completed to date by the North/West Passage to inform travelers and commercial vehicle operators of the [i90i94travelinfo.com](http://i90i94travelinfo.com) website:

- Each North/West Passage states provides a link from their traveler information website to the corridor-wide website
- A news release clearly describing the pertinent information about the corridor-website was distributed in 2008 when the website was launched. See Appendix C for a copy of the news release and the distribution list.
- Each North/West Passage state was provided a one page document about the corridor-wide website. Each state was encouraged to share the document with their public affairs representative to issue future news releases. See Appendix D.
- Each North/West Passage state was provided with an electronic file that included a color ‘flyer’. The intent of providing this electronic ‘flyer’ was to allow member states to print as many of the flyers as they choose to hang in truck stops, rest stops, and visitor centers along I-90 and I-94. See Appendix E.
- A feedback page was added to the website and the summary of the feedback received was presented to the Steering Committee during monthly calls. See Appendix F for feedback received to date.
- A summary of website hits was also documented and is presented to the Steering Committee periodically.

The results of the surveys conducted in Section 4.0 and 5.0 as well as the information gathered during previous North/West passage related projects were reviewed to identify the following recommendations for continued outreach to and communication with the commercial vehicle community along the North/West Passage Corridor.

### **Recommendation #1: Distribute a news release**

In 2008 when the I-90 and I-94 traveler information website was launched a news release was developed and distributed. See Appendix C. This effort directed travelers and trucking associations to the website and provided a brief explanation of what the website provided. Since a press release was only distributed once, it is recommended to update the contact distribution list with input from the North/West Passage Steering Committee as well as include those who participated in the surveys for this project. This effort would also include updating the text of the press release for distribution via email and encourage feedback of the website.

**Recommendation #2: Submit an article to trucking associations publications**

Many of the trucking companies subscribe to trucking association publications. This effort recommends development of a brief news article highlighting the features of the corridor wide website and creation of a list of trucking association publications to submit the article. The article will also encourage the trucking community to provide feedback on the corridor-wide website.

**Recommendation #3: Distribute truck stop posters**

In 2008 electronic truck stop flyers were emailed to each North/West Passage state for distribution at rest stops and truck stops along the I-90 and I-94 corridor. See Appendix D. It is recommended to update the corridor wide website poster and electronically distribute it to the member states for posting at the rest and truck stops.

**Recommendation #4: Enhance the I-90/I-94 traveler information website**

The DOT and trucking industry preferred method of traveler information is a webpage based on the survey results of this project. Based on budget, enhancing the website could include the following. The enhancements would be reviewed and prioritized by the North/West Passage Steering Committee prior to any modifications.

- Average speeds
- Weigh station locations
- Dedicated commercial vehicle portion of the website
- Current and planned construction
- Seasonal load restrictions
- Available truck parking

**Recommendation #5: Create a mobile site**

It is difficult to navigate the North/West Passage traveler information website when traveling. It is recommended to consider creating a mobile site of the traveler information website. This would provide travelers with the same information that is available on the current website.

**Recommendation #6: Create a corridor-wide Twitter and/or Facebook account**

Many North/West Passage states individually provide traveler information via Twitter and Facebook. It is recommended to consider creating a corridor-wide Twitter and/or Facebook account to disseminate traveler information. The effort would also include considering other social media mechanisms as well as email push systems.

**Recommendation #7: Provide a monitor with the North/West Passage website at large rest areas**

It is recommended to consider mounting a monitor at rest areas along the I-90 and I-94 corridor displaying the [i90i94traveinfo.com](http://i90i94traveinfo.com) website.

## Appendix A - Trucking Association/Company Survey

1. Trucking Association/Trucking Company Name:
2. Email Address (We will only contact you for clarification on an answer to a survey question):
3. From which of the following sources do dispatchers and drivers obtain current, up-to-date traveler information (traffic, weather, road construction, restrictions, etc.)? Select all that apply.
  - a. CB radio reports from dispatchers or other drivers
  - b. Freeway changeable message signs
  - c. Highway advisory radio
  - d. Face-to-face reports among drivers at truck stops and terminals
  - e. Traffic reports on commercial radio
  - f. Phone calls to DOT or other information services (e.g. 511)
  - g. DOT websites
  - h. Real-time traffic maps on the internet
  - i. Television traffic reports
  - j. Twitter
  - k. Push emails
  - l. Other (please specify)
4. What are your top 3 preferred methods for receiving current, up-to-date traveler information?
  - a.
  - b.
  - c.
5. The North/West Passage Program currently maintains a corridor-wide traveler information website ([www.i90i94travelinfo.com](http://www.i90i94travelinfo.com)). The website was developed to offer high-level details on major events and easy access to individual state web sites for more detailed traveler information along the I-90 and I-94 corridor. Were you aware that this website existed?
  - a. Yes
  - b. No
6. The North/West Passage Program corridor-wide traveler information website ([www.i90i94travelinfo.com](http://www.i90i94travelinfo.com)) provides users with camera images, weather conditions and rest area locations along the I-90 and I-94 corridor. The website also provides links to each

states commercial vehicle information as well as truck stop information. What additional information would be useful to truckers on a corridor-wide website?

7. How likely would you be to use a corridor-wide traveler information website with a dedicated commercial vehicle page?
  - a. Very likely
  - b. Somewhat likely
  - c. Not at all
  
8. What would be the best way to inform the trucking industry of the North/West Passage corridor-wide website and other information tools?
  - a. Email
  - b. Truck stop posters
  - c. Roadside ads
  - d. Trucking association publications
  - e. Other (please specify)
  
2. Please provide any additional comments or ideas you may have on providing traveler information to truckers along the I-90 and I-94 corridor.

*Thank you for taking the time to complete this survey. Your feedback will be used to prioritize the next steps the North/West Passage will take to continue to work together to provide real-time traveler information across the I-90 and I-94 corridor from Washington to Wisconsin.*

*Please feel free to contact Dan Rowe, Minnesota Department of Transportation, at [Daniel.rowe@state.mn.us](mailto:Daniel.rowe@state.mn.us) or 651.234.7059 with any questions or additional feedback you would like to provide.*

## Appendix B - DOT Survey

1. Agency Name:
2. Email Address (We will only contact you for clarification on an answer to a survey question):
3. What mechanisms are used in your state to disseminate commercial vehicle traveler information (regulations, permitting, etc.)? Select all that apply.
  - a. Dedicated commercial vehicle webpage
  - b. Traveler Information webpage
  - c. Twitter
  - d. Facebook
  - e. Email Push (describe what information is pushed)
  - f. 511 Phone
  - g. None
  - h. Other (please specify)
4. What commercial vehicle traveler information is available or disseminated to truckers in your state? Select all that apply.
  - a. Commercial vehicle restrictions
  - b. Truck parking availability
  - c. Truck stop locations
  - d. Road elevations
  - e. Road work/construction
  - f. Mountain restrictions
  - g. Rest area locations
  - h. Chain requirements
  - i. None
  - j. Other (please specify)
5. What is the preferred method for the DOT to disseminate traveler information to truckers based on feedback received from the trucking industry?
  - a. Dedicated commercial vehicle webpage
  - b. Traveler Information webpage
  - c. Twitter
  - d. Facebook
  - e. Email Push (describe what information is pushed)
  - f. 511 Phone
  - g. Other (please specify)



6. The North/West Passage Program currently maintains a corridor-wide traveler information website ([www.i90i94travelinfo.com](http://www.i90i94travelinfo.com)). The website was developed to offer high-level details on major events and easy access to individual state web sites for detailed traveler information along the I-90 and I-94 corridor. Were you aware that this website existed?
  - a. Yes
  - b. No
  
7. The North/West Passage Program corridor-wide traveler information website ([www.i90i94travelinfo.com](http://www.i90i94travelinfo.com)) provides users with camera images, weather conditions and rest area locations along the I-90 and I-94 corridor. The website also provides links to each states commercial vehicle information as well as truck stop information. What additional information would be useful to commercial vehicle operators on a corridor-wide website?
  
8. Are there any additional delivery mechanisms your state would be interested in using to provide traveler information (e.g. corridor-wide facebook page, kiosks at rest stops) to commercial vehicle operators?
  
9. Please provide any additional comments or ideas you may have on providing traveler information to commercial vehicle operators along the I-90 and I-94 corridor.

*Thank you for taking the time to complete this survey. Your feedback will be used to prioritize the next steps the North/West Passage will take to continue providing real-time traveler information across the I-90 and I-94 corridor from Washington to Wisconsin.*

*Please feel free to contact Dan Rowe, Minnesota Department of Transportation, at [Daniel.rowe@state.mn.us](mailto:Daniel.rowe@state.mn.us) or 651.234.7059 with any questions or additional feedback you would like to provide.*

## **Appendix C – 2008 NWP Traveler Information Website News Release and Distribution List**

## News Release

November 17, 2008

For Immediate Release

Contact: Bill Legg  
360.705.7994  
leggb@wsdot.wa.gov

### Cross Country Web Site Assists Travelers

A new Web site has been launched – [www.i90i94travelinfo.com](http://www.i90i94travelinfo.com) – to help travelers gather information about Interstates 90 and 94 between the states of Wisconsin and Washington. The multi-state Web site features:

- Live camera images at key points along the corridor
- Weather information
- Rest area locations and features
- Truck stop information
- Commercial vehicle restrictions
- Links to detailed road reports in each state

Interstates 90 and 94 function as major corridors for commercial and recreational travel. Washington, Idaho, Montana, Wyoming, North Dakota, South Dakota, Minnesota, and Wisconsin are predominantly rural and face similar transportation issues related to traffic management, traveler information, and commercial vehicle operations. The states have pooled their resources to develop the corridor-wide Web site; providing traveler information at one easy location.

Additional enhancements are planned for the web site depending on the level of demand and feedback received from users.

North/West Passage is a transportation pooled fund program supported by the Federal Highway Administration ([www.pooledfund.org](http://www.pooledfund.org)). A transportation pooled fund allows federal, state, and local agencies and other organizations to combine resources for transportation research. The Minnesota Department of Transportation (Mn/DOT) serves as the administrative state for North/West Passage program ([www.nwpassage.info](http://www.nwpassage.info)).

###

# News Release Distribution List

- AAA Minnesota-Iowa
- KOA – Kampgrounds of America, Inc.
- AARP
- American Trucking Association
- Washington State Tourism
- Wyoming Travel and Tourism
- North Dakota Tourism
- South Dakota Office of Tourism
- Idaho Tourism
- Montana Tourism
- Minnesota Office of Tourism
- Wisconsin Department of Tourism
- Seattle Convention and Visitors Bureau
- Spokane Convention and Visitors Bureau
- Coeur d'Alene Convention and Visitors Bureau
- Billings Convention and Visitors Bureau
- Sheridan Travel and Tourism
- Rapid City Convention and Visitors Bureau
- Sioux Falls Convention and Visitors Bureau
- Bismarck-Mandan Convention and Visitors Bureau
- Fargo-Moorhead Convention and Visitors Bureau
- Minneapolis Convention and Visitors Bureau
- Albert Lea Convention and Visitors Bureau
- Chippewa Valley Convention and Visitors Bureau
- La Crosse Area Convention and Visitors Bureau

## **Appendix D – 2008 NWP Traveler Information Website One Pager**

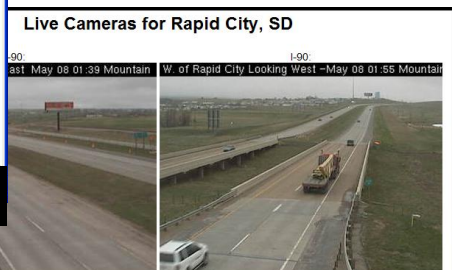
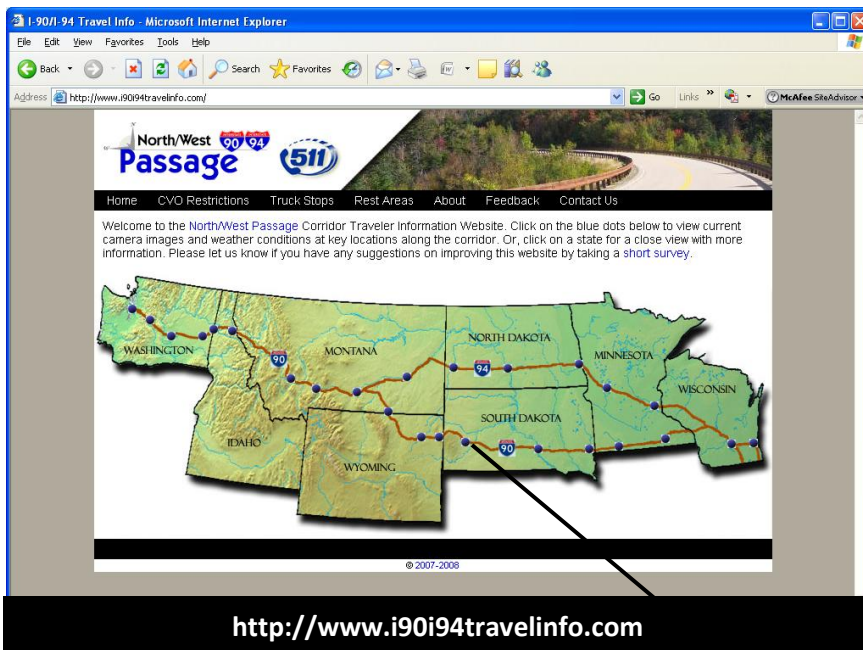
## North/West Passage Traveler Information Website

Interstates 90 and 94 between Wisconsin and Washington function as major corridors for commercial and recreational travel. Idaho, Minnesota, Montana, North Dakota, South Dakota, Washington, Wisconsin, and Wyoming are predominantly rural and face similar transportation issues related to traffic management, traveler information, and commercial vehicle operations. By pooling resources, this group of states has developed a corridor-wide traveler information website to provide information at one easy location.

Visit: <http://i90i94travelinfo.com>

The website includes:

- Live Pictures of the Corridor
- Weather Information
- Rest Area Locations
- Truck Stop Information
- Commercial Vehicle Restrictions
- Links to Detailed Road Reports



## Appendix E – 2008 NWP Flyer



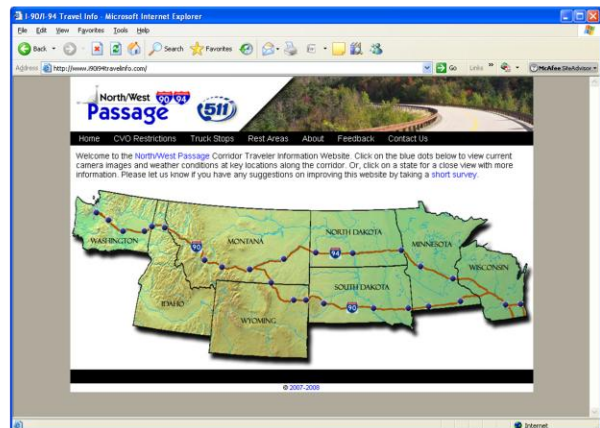
Wondering About Conditions in Neighboring States?  
Traveling the I-90 or I-94 Corridor?

Information is Available at One Easy Location

<http://www.i90i94travelinfo.com>

Website includes:

- Live Pictures of the Corridor
- Weather Information
- Rest Area Locations
- Truck Stop Information
- Commercial Vehicle Restrictions
- Links to Detailed Road Reports



**Appendix F – NWP Traveler Information Website Feedback**



# North/West Passage

Transportation Pooled Fund TPF-5(093)

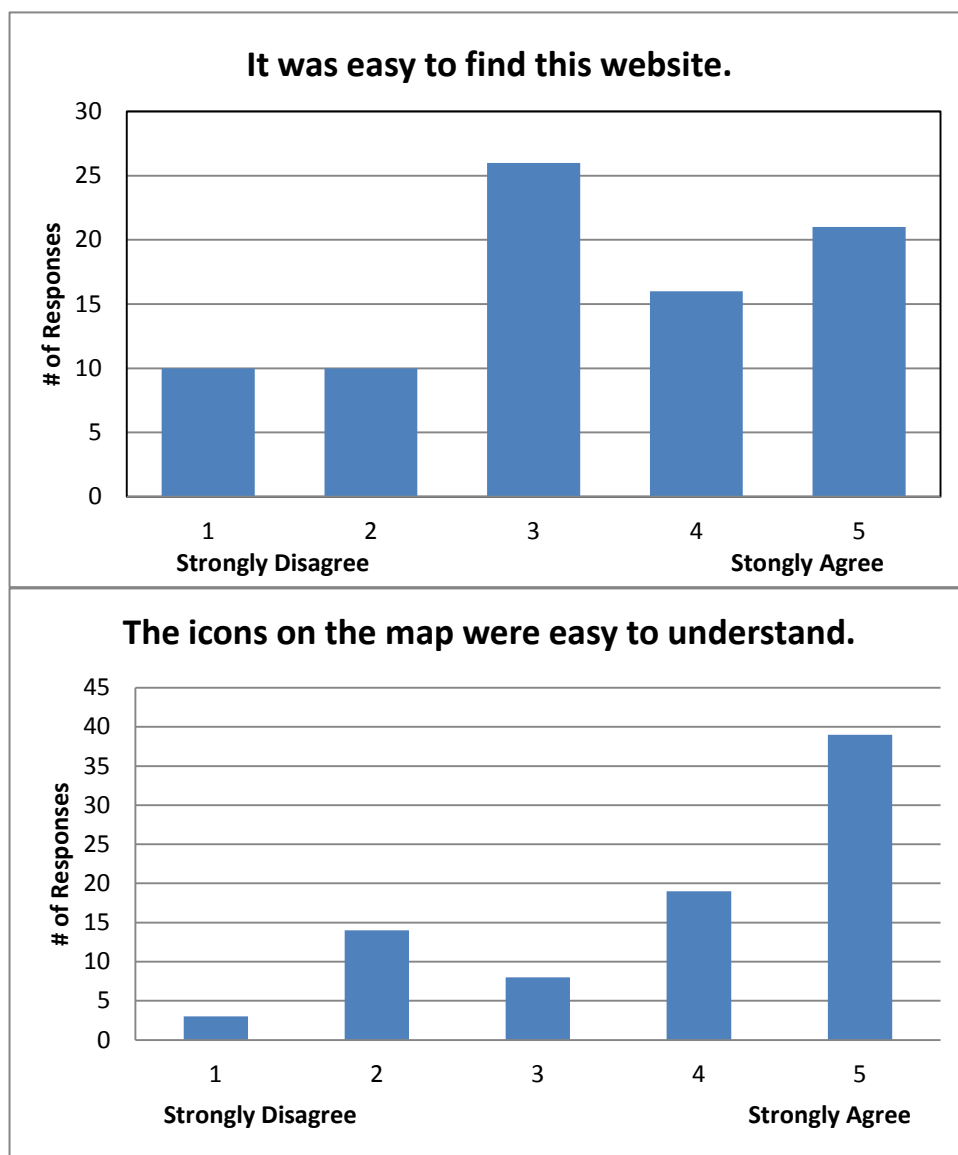
## Traveler Information Website

[www.i90i94travelinfo.com](http://www.i90i94travelinfo.com)

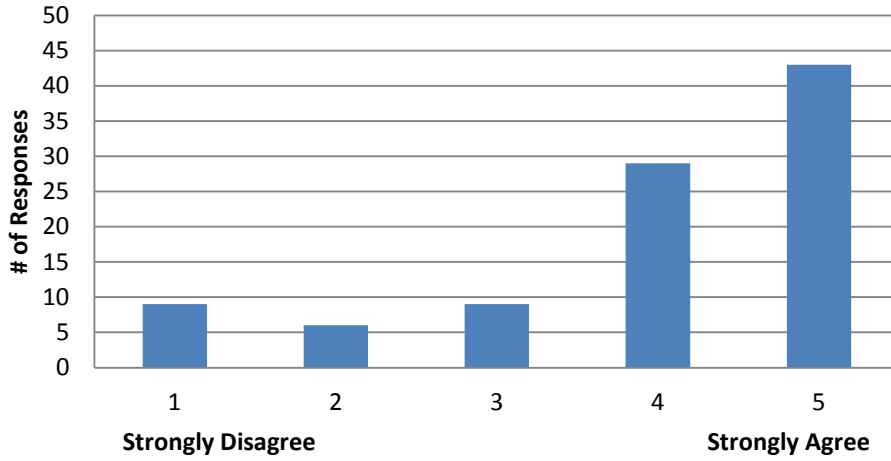
### Website Feedback and Usage Statistics

---

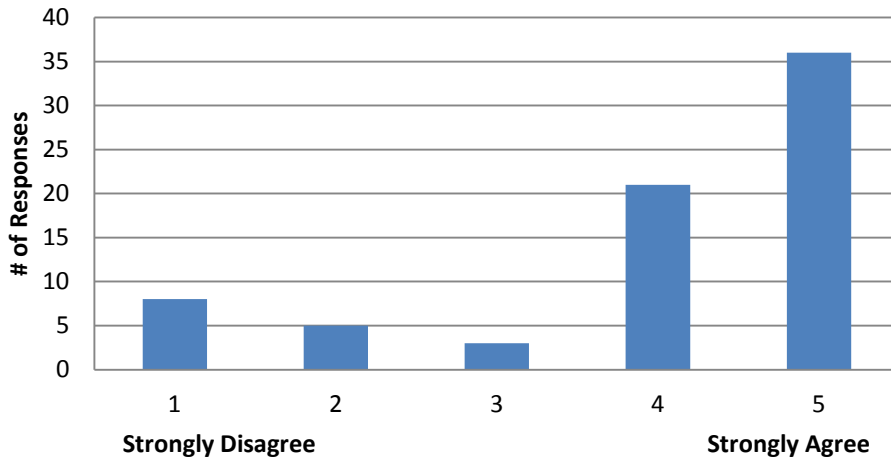
#### Feedback as of July 24, 2012 - Website Questionnaire



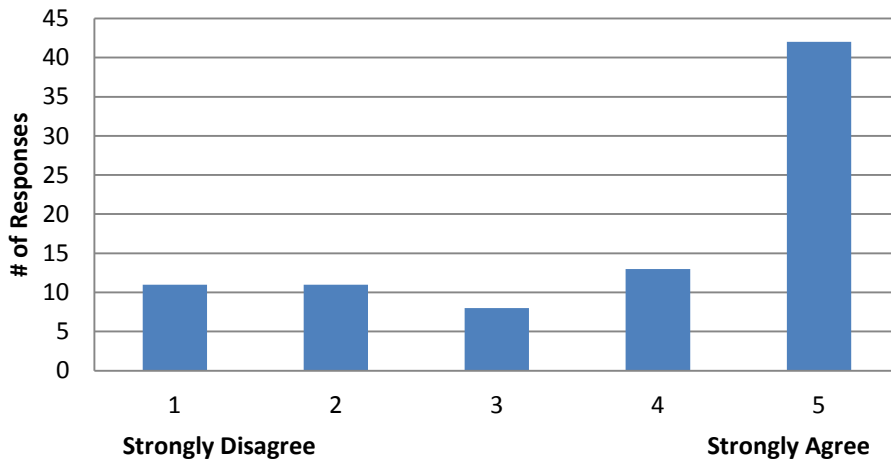
**The map was easy to use.**



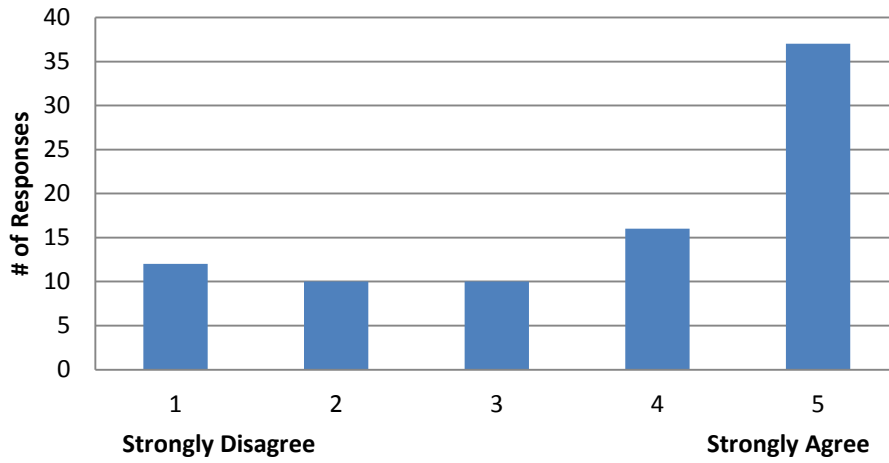
**Navigation of the website was easy.**



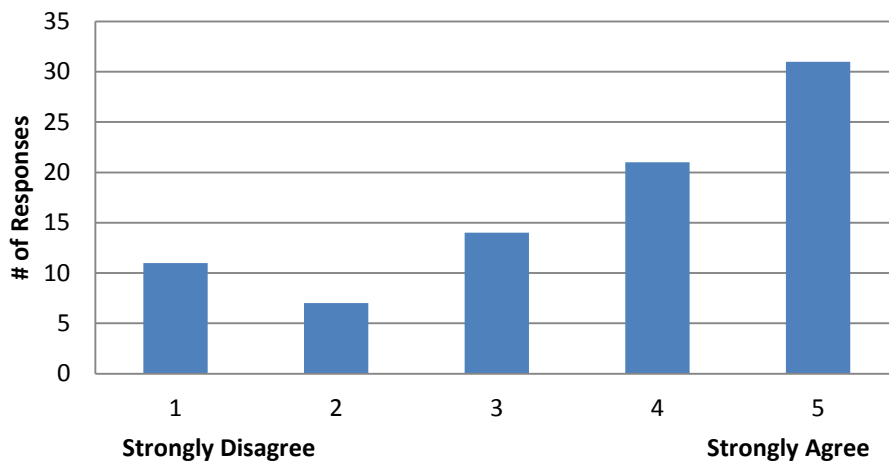
**I would recommend this website to others.**



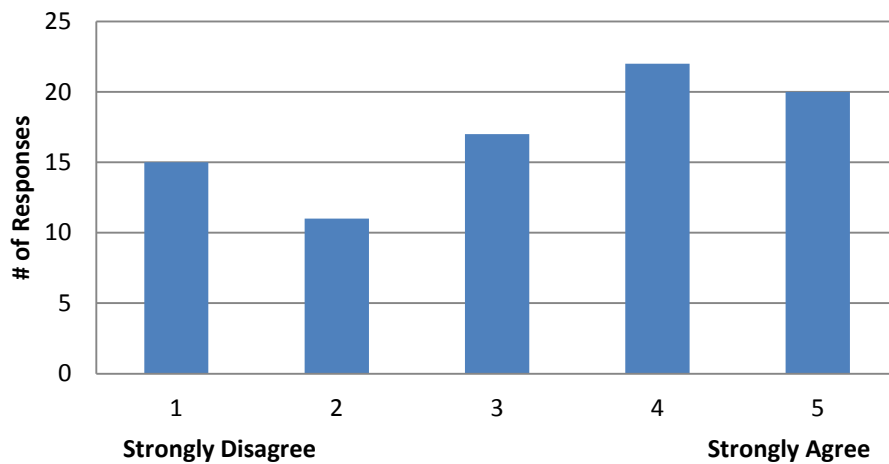
### The information presented is useful.



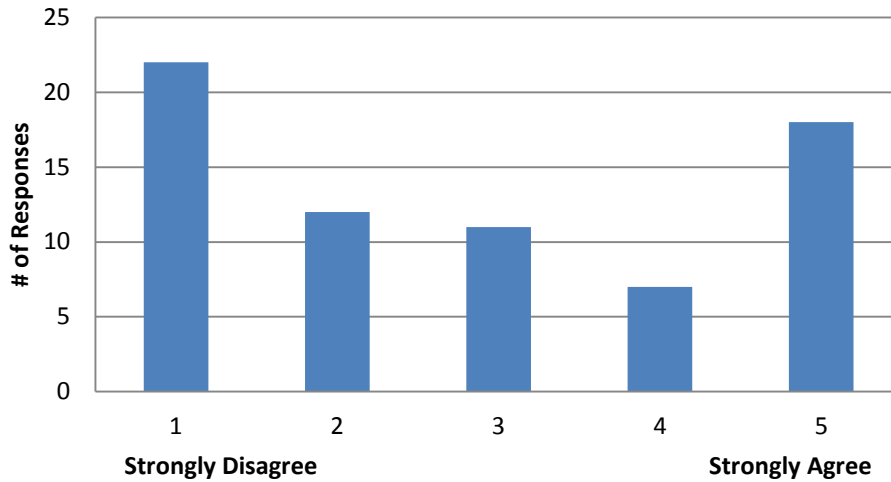
### I will revisit this site again regularly.



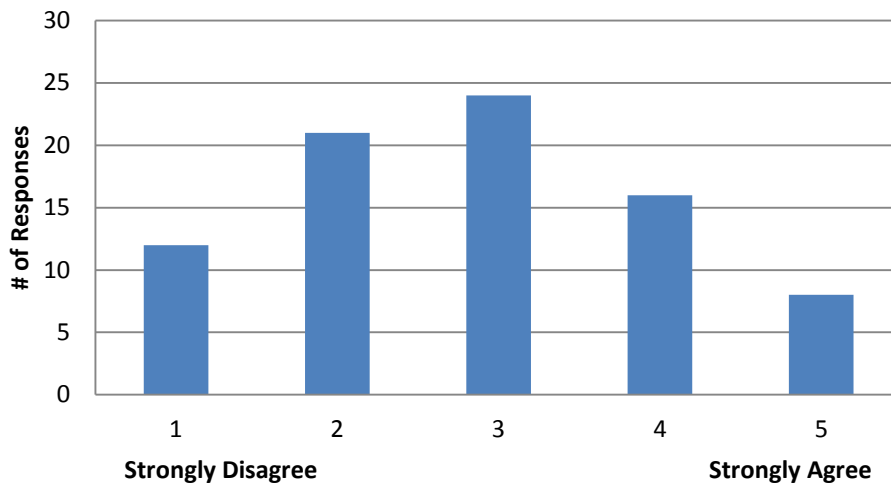
### I used this website for recreational purposes.



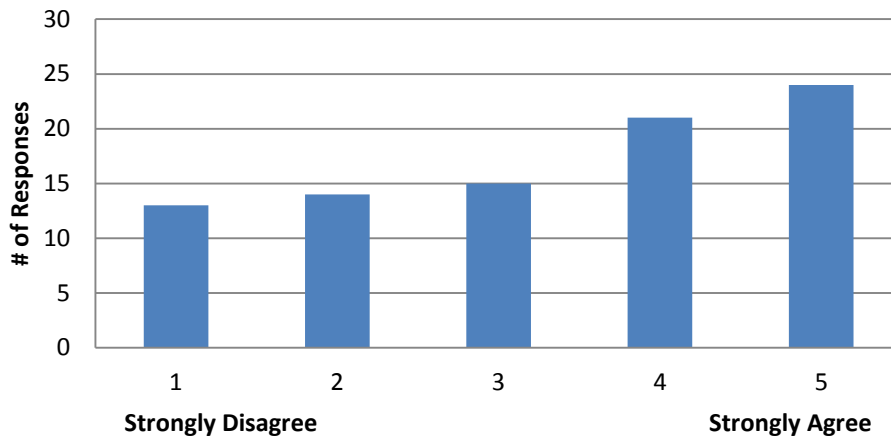
**I used this website for my profession.**



**I could find the information provided elsewhere.**



**I frequently travel this corridor and this website will be of value.**



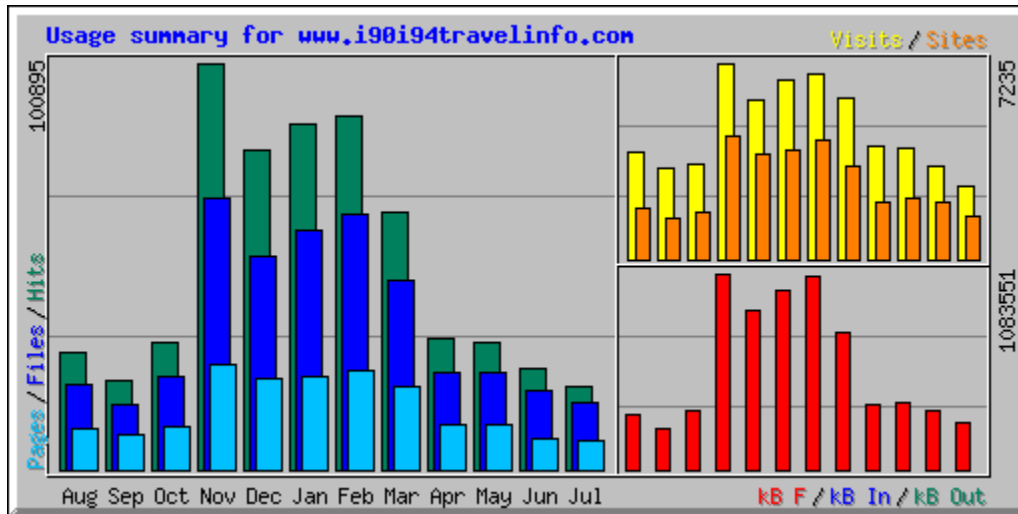
## Website User Comments:

Forty-eight (48) comments of free text have been received from users of the i90i94travelinfo.com website.

- Enhancements suggested to the website include:
  - Road construction information
  - Create a mobile app
  - Continue map into other states for major corridor routes
  - Provide historical data about traffic load throughout the day
  - Link to area events (e.g. Sturgis)
  - Provide the local current temperature
  - Add additional camera locations
  - Add chain requirements
  - Include relative mile
  - Add hotels and motels locations
  - Provide the number of semi truck parking at the rest areas and if the rest areas have a time limit for parking
  - Option to plan out a road trip
  - Estimated time when a road will reopen
  
- Other comments
  - Pleased to find this website linked from state DOT webpages
  - I could find this information elsewhere (on each states travel web page), but having it cross state boundaries is an excellent idea, one that should be utilized across all states for travel.
  - We will provide this link on our intranet as a favorite/helpful site to advise people who are traveling
  - This is probably the best website I have seen for travel on I-90.
  - We don't plan a trip without checking this web site first and the pictures along the route! Keep up the good work! Thank you!
  - This website is a model for what other areas should be doing.
  - Traveling these roads is definitely made safer with this website.
  - A necessary tool in making it safely through these passes and roadways during times of bad weather. Word of mouth works sometimes, but sometimes you have to SEE it to believe it. Awesome job on keeping the motoring public safe and informed!
  - Cameras were iced over and the images were not clear
  - Expected to find road conditions, the site was not helpful

## Usage Statistics for [www.i90i94travelinfo.com](http://www.i90i94travelinfo.com) July 2012

Summary Period: Last 12 Months  
Generated 25-Jul-2012 02:32 EDT



Summary by Month												
Month	Daily Avg				Monthly Totals							
	Hits	Files	Pages	Visits	Sites	kB F	kB In	kB Out	Visits	Pages	Files	Hits
<a href="#">Jul 2012</a>	832	661	297	107	1570	254575	0	0	2696	7442	16540	20814
<a href="#">Jun 2012</a>	844	661	258	114	2086	326152	0	0	3445	7742	19856	25342
<a href="#">May 2012</a>	1012	783	359	132	2262	371791	0	0	4116	11149	24284	31385
<a href="#">Apr 2012</a>	1082	806	375	138	2099	354316	0	0	4155	11256	24189	32478
<a href="#">Mar 2012</a>	2057	1519	660	191	3408	756430	0	0	5933	20462	47119	63776
<a href="#">Feb 2012</a>	3024	2187	854	234	4386	1070329	0	0	6808	24777	63426	87714
<a href="#">Jan 2012</a>	2764	1922	748	213	4059	994523	0	0	6614	23218	59585	85707
<a href="#">Dec 2011</a>	2554	1711	736	190	3840	881791	0	0	5900	22845	53066	79178
<a href="#">Nov 2011</a>	3363	2239	873	241	4564	1083551	0	0	7235	26214	67171	100895
<a href="#">Oct 2011</a>	1022	740	351	113	1761	326342	0	0	3504	10898	22941	31682
<a href="#">Sep 2011</a>	737	544	291	113	1486	228747	0	0	3392	8733	16326	22121
<a href="#">Aug 2011</a>	945	673	321	126	1860	307536	0	0	3914	9960	20881	29305
<b>Totals</b>						<b>6956083</b>	<b>0</b>	<b>0</b>	<b>57712</b>	<b>184696</b>	<b>435384</b>	<b>610397</b>