



Dr. Peters is Manager of Intelligent Transportation Systems (ITS) Program Assessment within US DOT's ITS Joint Program Office (JPO).

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He has 33 years of experience in research, development, test, and evaluation. His career started in 1972 with university research supported by grants from the Federal Highway Administration (FHWA) and the Navy. He became a FHWA employee in 1975, followed by positions managing Army and then Air Force research programs.

Beginning in 1984, he spent 11 years in the private sector and became an Assistant Vice President with Science Applications International Corp. He re-joined Federal service in September, 1995, where he develops and manages the JPO's ITS Program Assessment activities.

Major evaluation activities currently under his supervision include independent evaluations of ITS tests and deployments, tracking and reporting the deployment levels of ITS across the country, and leading the development of a series of products targeted to help decision makers in the deployment of ITS.



**Intelligent Transportation Systems**  
U.S. Department of Transportation



# Lessons Learned Knowledge Resource

## A New Tool for ITS Decision-Makers





# ITS Lessons Learned Knowledge Resource

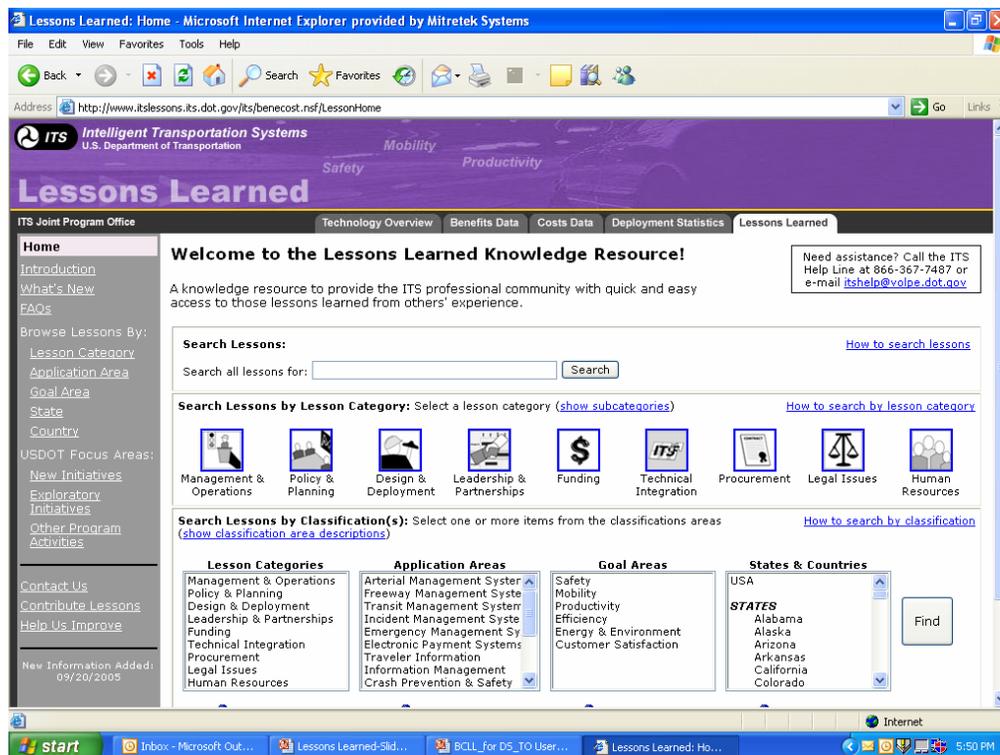
- Purpose:

- To capture stakeholder experience with

- Planning
- Deployment
- Operation
- Maintenance

- To provide access in a convenient format

- i.e., Web-based interface



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Released 21 September 2005



# ***ITS LL Resource: Audience & Content***

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State & Local  
Executives



What lessons are there to address the legal concerns in ITS data sharing and liability

Planners



How have others addressed the program planning and funding for ITS projects?

Designers  
Deployers



How can configuration management principles be applied to software development for freeway management?

Operators  
Maintainers



What lessons are there to help address staff training and turnover issues at my transportation management center?



# ITS LL Resource: What's in a Lesson?

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- Title
  - One-line title that summarizes the main lesson learned
  - e.g., **“Provide traveler information in rural areas to allow for good travel decisions during inclement weather.”**  
*Oregon DOT's experience with rural traveler information systems.*
- Detail
  - 2-3 paragraph summary of what was learned
  - Bullet points cover what worked, what didn't
- Reference source
  - Web link provided if document is available online
- Links to other lessons learned from the same project



## ***Lessons Learned Examples: Rural ITS Lessons***

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- **Provide traveler information in rural areas to allow for good travel decisions during inclement weather.**  
*Oregon DOT's experience with rural traveler information systems.*
- **Identify regional needs "from the bottom up" and ensure that specific rural needs are not neglected in state/regional ITS strategic plans.**
- **Use speed warning signs on dangerous curves to reduce speeds of trucks.**  
*Colorado DOT utilizes low cost system to reduce truck speeds on mountain passes.*
- **Recognize that rapid technological advances are taking place in the ITS industry when selecting specific ITS technologies.**  
*National experience selecting specific ITS technologies for regional and rural application.*



# ITS LL Resource: Where are the Rural ITS Lessons?

Lessons Learned: Focus Areas - Microsoft Internet Explorer provided by Mitretek Systems

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Safety Mobility Productivity

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[Other Program Activities Descriptions](#)

**Other Program Activities:**

The lessons in the categories below were derived from ITS Application Areas related to the Other Program Activities:

- [511 Travel Information](#)
- [Amber Alert](#)
- [Commercial Vehicle Information Systems And Networks \(CVISN\)](#)
- [Intelligent Grade Crossings](#)
- [Intelligent Railroad Systems](#)
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- [Public Safety](#)
- [Real Time Traveler Information](#)
- [Rural ITS Deployment](#)
- [Transit Systems](#)

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**Rural ITS Deployment (44 unique lessons found)**

To view:

- Single Lesson - Select a lesson title link
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Other Program Activities >> Rural ITS Deployment

- [Place portable changeable message signs \(CMS\) on the shoulder or median nearest the discontinuous lane when implementing a dynamic late merge system \(DLMS\) to manage a work zone.](#)  
*A Minnesota DOT experience in work zone management.*
- [Consider reconfiguring and integrating existing roadway management IT systems whenever possible to save costs associated with implementing new systems.](#)  
*Phoenix's experiences with integrating roadway management IT systems.*
- [Utilize well-equipped safety service patrols to assist highway motorists after vehicle malfunctions or crashes, and to coordinate a safe and efficient response.](#)  
*Testimonials of the benefits of safety service patrols from staff of several state DOTs, travelers, and others.*
- [Deploy ITS systems strategically to achieve benefits.](#)  
*San Antonio's experience with integration of freeway and arterial management systems.*
- [Standardize the system environment.](#)

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# Lessons Learned

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## Welcome to the Lessons Learned Knowledge Resource!

A knowledge resource to provide the ITS professional community with quick and easy access to those lessons learned from others' experience.

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Search all lessons for: rural Search

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## Search Results for "rural" (43 unique lessons found)

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View Selected Lessons

- [Provide traveler information in rural areas to allow for good travel decisions in inclement weather and construction season.](#)**  
*Oregon DOTs experience with rural traveler information systems.*
- [Identify regional needs "from the bottom up" and ensure that specific rural needs are not neglected in state/regional ITS strategic plans.](#)**  
*National experience with performing regional inventories and defining needs for ITS strategic plans.*
- [Use the National ITS Architecture's "User Services" and "User Service Objectives" to reduce the effort required for planning and streamline the process of developing a regional ITS vision.](#)**  
*National experience developing regional ITS visions.*
- [Carefully select a project manager, who is ultimately responsible for project success, for deployment and testing of new ITS technology.](#)**

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<b>Lesson Title:</b>	<b>Provide traveler information in rural areas to allow for good travel decisions in inclement weather and construction season.</b> <i>Oregon DOTs experience with rural traveler information systems.</i>
<b>Date Reported:</b>	January 2001
<b>Location:</b>	Oregon, USA

## Background

FHWA published guidance on the use of ITS in rural locations referred to as the Rural ITS Toolbox. The document represents best practices at the time of publication with regard to many ITS services including Emergency services; Tourism & Traveler Information; Traffic Management; Rural Transit; Crash Prevention; Operations and Maintenance; and Surface Transportation & Weather.

## Lesson Learned

This lesson is about Oregon DOT's experience with providing traveler information in rural areas. Many agencies did not recognize until recently the need or potential benefits to providing traveler information in rural areas. Providing traveler information in rural locations has proven to be very valuable in terms of reduced user delay and safety benefits. The need for such information to the public is particularly important in order for them to avoid construction congestion during summer months and to travel safely during the winter months. Oregon DOT's experience in providing traveler information in the rural areas via **511 telephone services and Web-based services are presented below.**

- **While designing your 511 services, consider the contingency of being overwhelmed with high call volume during inclement weather conditions.** Customer satisfaction is key to a successful traveler information system. Agencies have experienced overwhelming response to their phone based traveler information system during peak weather periods, resulting in over-run systems often leading to user dissatisfaction.

- **While designing your 511 services, consider the contingency of being overwhelmed with high call volume during inclement weather conditions.** Customer satisfaction is key to a successful traveler information system. Agencies have experienced overwhelming response to their phone based traveler information system during peak weather periods, resulting in over-run systems often leading to user dissatisfaction.
- **Recognize the costs associated with maintaining an up to date Web-based traveler information service.** Oregon DOT has utilized web-based technologies to provide state wide traveler information for many years. The TripCheck System was designed to allow ODOT personnel from anywhere in the state enter information into the on-line system. The de-centralized system has proven to be a success. The costs to maintain the TripCheck site annually is approximately \$117,000 which does not include the time of ODOT personnel to enter the information into the system or the cost to gather the information from the field. The public has embraced the system and user sessions top 350,000 during peak periods in the winter months and average 100-200,000 during non-peak periods. Challenges noted include the need to recognize the costs associated with maintaining an up to date system. Without accurate, timely information, the public will recognize the weaknesses of the system and discontinue use.
- **Provide e-mail address on your traveler information Web site and assign staff hours to respond to the received emails.** To maintain good relations with the public, agencies should consider providing an e-mail address for users to communicate with the host agency and also provide staff-hours for personnel to respond to received e-mails.
- **Include costs of advertising of rural traveler information systems.** Advertising of rural traveler information systems, through road-side signs, television and radio ads, is recommended and should be included in project budgets.

### User Comments

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### Source Information

Source Title: Rural ITS Toolbox  
Source Link: [http://www.itsdocs.fhwa.dot.gov/JPODOCS/REPTS\\_TE/13477.html](http://www.itsdocs.fhwa.dot.gov/JPODOCS/REPTS_TE/13477.html)  
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Publishing Agency: US Department of Transportation/FHWA  
Washington, District of Columbia, USA

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 Author: FHWA  
 Publishing Agency: US Department of Transportation/FHWA  
 Washington, District of Columbia, USA  
 Publication Date: January 2001  
 EDL Number: n/a  
 Other Reference Number: n/a

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[Intelligent Infrastructure > Traveler Information > Pre-trip Information > 511](#)  
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Application Areas

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- [Other Program Activities > Rural ITS Deployment](#)
- [Other Program Activities > Work Zones](#)
- [Other Program Activities > 511 Travel Information](#)

States [Oregon](#)

Countries [USA](#)

Lesson ID 2005-00074

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