

511 Case Study Overview – The Commonwealth of Kentucky

Ten transportation-related phone information systems have been identified to be operating in the Kentucky. Two of these systems are most relevant in terms of near-term plans for 511 conversion:

- ARTIMIS TATS – In conjunction with the Ohio Department of Transportation, the Kentucky Transportation Cabinet (KYTC) has implemented the ARTIMIS Traffic Advisory Telephone Service (TATS) in the Cincinnati/Northern Kentucky metropolitan area which provides real-time, route specific multi-modal traveler information. Since May 1998, 211 has been used as the access number area-wide and call volume averages 70,000-80,000 calls per month (211 locally, 513/333-3333 everywhere). The ARTIMIS TATS has shown that a three digit number generates 73% more calls than a seven digit number.
- Kentucky Road Report – Kentucky operates a statewide system, including a toll-free phone number, that provides daily updates, Monday-Friday, focused on providing construction, weather and major event-related information on interstates and parkways (1-800-4KY-ROAD).

511 Vision

When completed, the Commonwealth envisions *four regional 511 services overlaid on a statewide system*. Plans call for services such as those offered in Northern Kentucky to be available in the Louisville and Lexington metropolitan areas and the Cumberland Gap region of Southeast Kentucky. Each of those systems would offer connectivity to the Statewide Road Report that would be the default system in all other areas of the state. It is also envisioned that callers to the Road Report could be routed to any of the four regional areas at their option. The system routed to would depend upon callers location. KYTC plans to continue the service as a free call to users for the foreseeable future.

Ongoing Activities

Two key activities are Number assignment and routing conversion:

- Number assignment – On October 30, 2000, the Kentucky Public Service Commission assigned the 511 dialing code to the KYTC on a permanent, statewide basis.
- Routing conversion – KYTC is presently negotiating with major wireline carriers on the cost of providing the service. Other wireline carriers will follow. In the near-term, will convert existing wireless services to 511. Other wireless carriers will follow.

Lessons Learned

- Find and contact your state telephone association
- Make early, informal contact with the public utilities or service commission
- Most of the cost is to gather and format the information provided, not the cost of calls
- Consider human factors when designing the telephone system

For full report, go to: <http://www.its.dot.gov/511/Kentucky.pdf>