

Innovations in Delivering Incident and Event Information

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ITS Carolinas



Agenda

- HERE Overview
- Traffic Data Facilitating Incident Management
 - DOT Examples
 - Traffic Operations Center
- Next-generation Incident Management
 - Traveler Information
 - Precursor to Connected Automation
 - Ability to Distribute Information

Largest transportation data supplier in the world

Employs **7,000 people** in 55 countries



Produces maps for nearly **200 countries**, real-time traffic for **58 countries**, multi-modal routing



Enables nine out of ten in-car nav systems in North America



Enables mobile, web, and enterprise solutions for **global industry leaders**



Powering the next generation of map, dynamic data, and analytics for Connected & Automated Driving

Powering the next generation of mobility with maps, dynamic data, and analytics



HERE Clients

Automotive

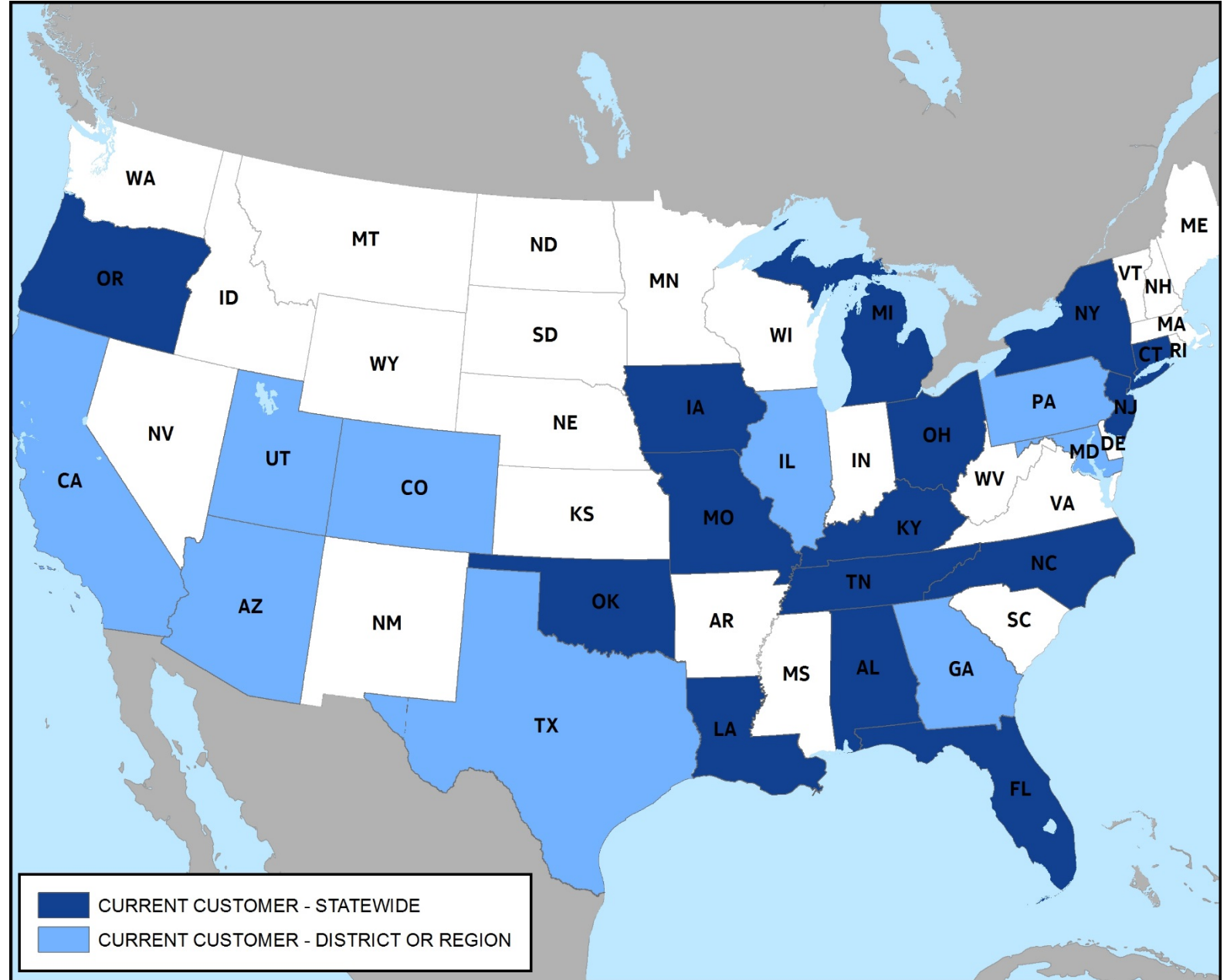


Consumer & Enterprise



HERE Government Agency Clients

Selected by FHWA to create the National Performance Measurement Data Set (NPMRDS) for NHS being used by over 180 agencies



North Carolina DOT Incident Management

NCDOT Statewide Partnership

HERE data is used to help:

- “Fortify” I-40/I-440 Rebuild project
- Incident Detection
- Travel times on DMS

The screenshot shows the NCDOT website interface. At the top, there is a header with the NCDOT logo and navigation links. Below the header is a secondary navigation bar with categories like Business, DMV, Newsroom, Programs, Projects, and Travel & Maps. A sidebar on the left contains links for Travel Information (TIMS), North Carolina Travel, Road Safety & Laws, and Weather. The main content area is titled 'Project: Fortify' and features a map of the I-40/I-440 corridor. The map displays several incident markers (yellow triangles) along the route. The page also includes filters for 'Select by Region:', 'Route:', and 'County:'. The map is powered by Bing and includes a copyright notice for NAVTEQ, AND, and Microsoft Corporation.

Michigan DOT Incident Management

MDOT Statewide Partnership

HERE data is used to help:

- Identify Traffic Accidents
- Work zone congestion
- Determine Construction Timing
- Manager Weather Events

The screenshot displays the Michigan DOT's 'Mi Drive' website. At the top left is the 'Mi Drive' logo with the tagline 'Michigan Department of Transportation'. To its right is a survey prompt: 'What do you know about MDOT's use of ITS technology on I, US and M routes in Michigan? Please complete this brief survey.' The top right corner contains navigation links: 'Michigan.gov Home | MDOT Home | Contact Us | Disclaimer | Requirements' and the 'MICHIGAN.GOV Michigan's Official Web Site' logo. Below the navigation is a menu with links: 'Construction & Traffic | Mi Commute | Laws & Licensing | Maps | Truckers | My Cameras | Lane Closures'. The main content area features a 'Jump to a Location' search bar with a 'Go' button and a 'Save View as Default' link. A 'Map Legend' sidebar on the left lists categories: 'Partial Construction Closure' (orange), 'Future Construction' (green), 'Total Road Closure' (red), 'Camera Image' (camera icon), and 'Camera with Weather' (camera with weather icon). Below the legend are expandable sections for 'Bridge Legend', 'Corridor Legend', 'Traffic Incidents', 'Construction Search', and 'Weather'. The map itself shows the Detroit metropolitan area with various colored overlays indicating incidents and construction. A scale bar at the bottom left shows 0, 5, and 10 miles. Copyright information at the bottom right reads 'Copyright © 2014 State of Michigan. Disclaimer | Policies: Security | Accessibility | Link | Privacy'.

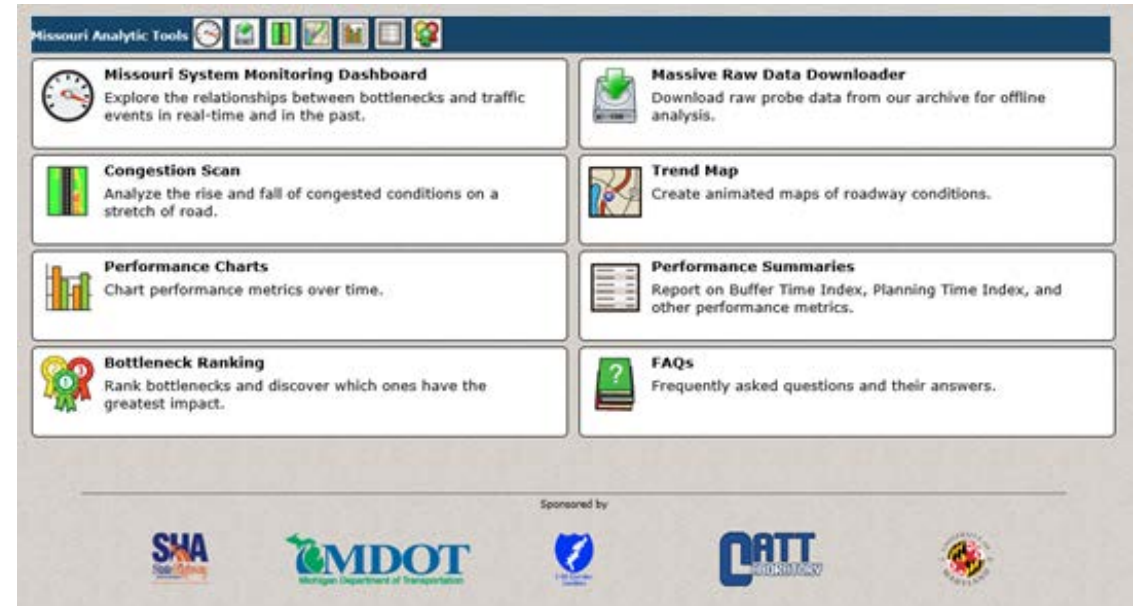
" My customers expect us to deliver to them the most reliable, accurate information so they can make informed decisions. The HERE data enables my staff to do just that! " Kirk Steudle, Director Michigan DOT

Missouri DOT Incident Management

MoDOT uses HERE traffic data to

- Provide travelers with live, up-to-date traffic conditions via DMS, websites, mobile applications, and text/email alerts
- Monitor traffic impacts due to incidents, work zones, or other events
- Monitor snow removal efforts

Missouri DOT



HERE data incorporated into
an analytics application

“The HERE data provides my staff with critical real-time information that improves response and helps us make better decisions. Purchasing this data has been a great investment and a strategic decision.” Ed Hassinger, P.E., Chief Engineer Missouri DOT

HERE Traffic Operation Center

Roadways monitored by experienced staff

HERE staffs a national 24x7 traffic operations center for monitoring roadways for:

- Incidents
- Events
- Construction
- Road closures



1.

Operators monitor a variety of sources, including: emergency centers, municipal Twitter and police.



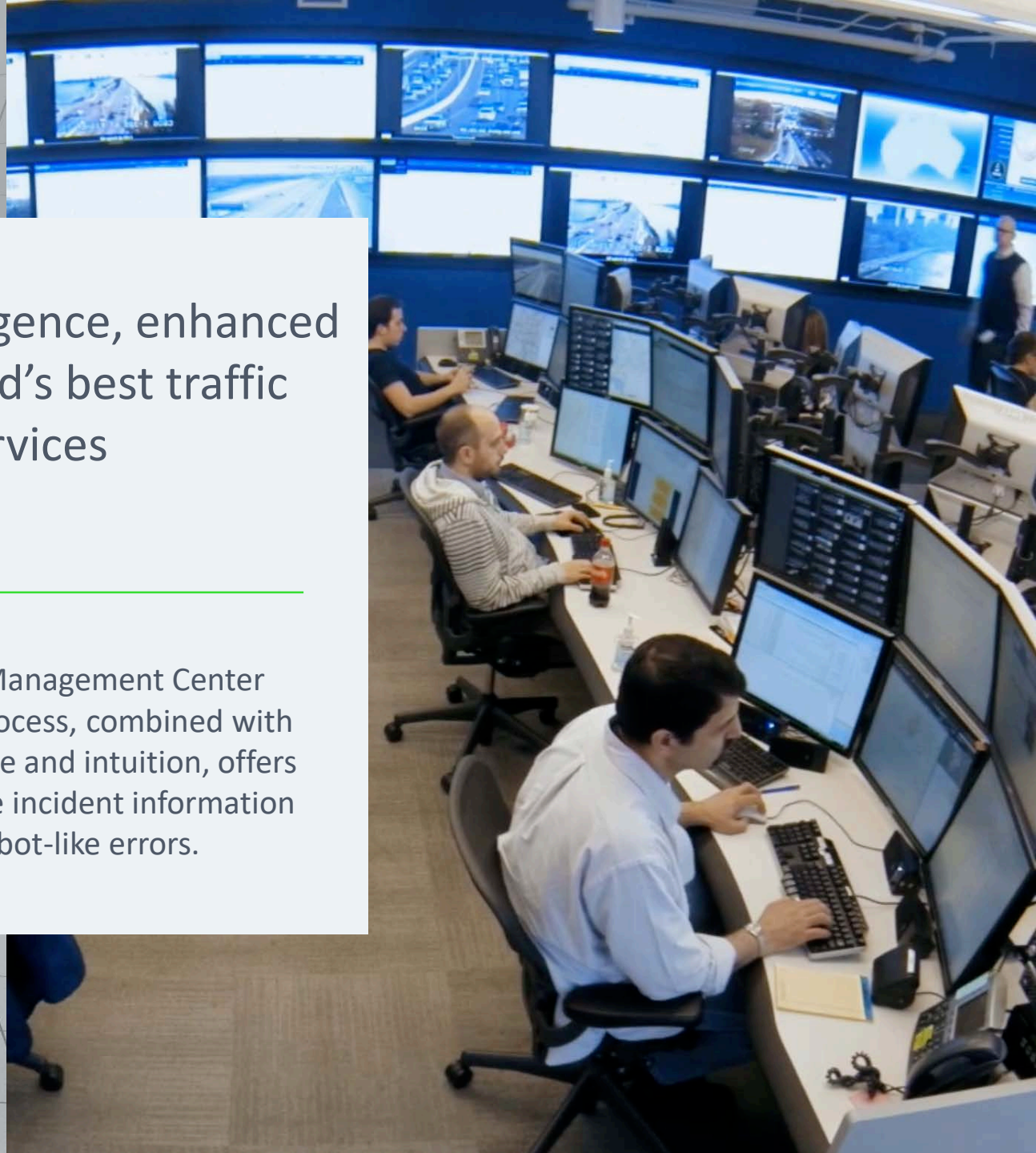
2.

Incidents are verified via flow data from the traffic sensor network, and incident source partners.



3.

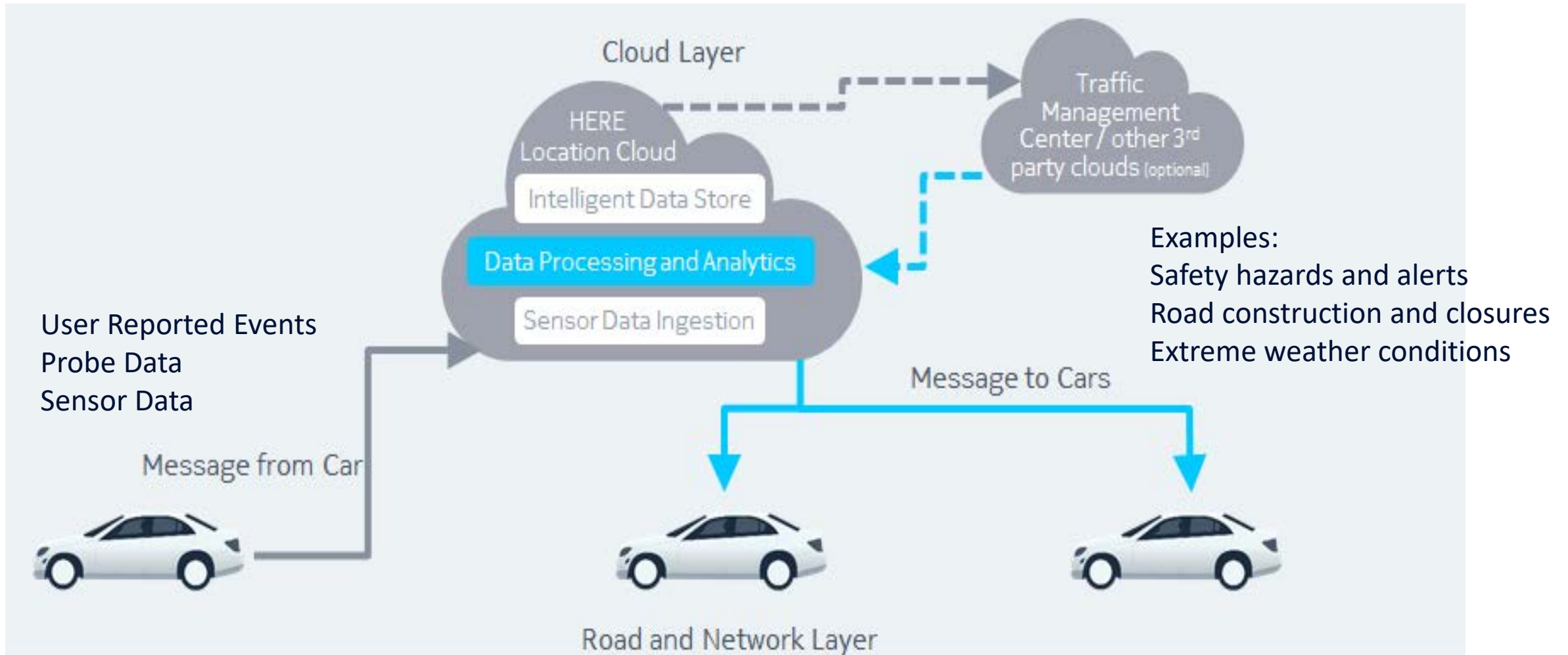
Incidents are entered in HERE's proprietary processing engine and broadcast to drivers.



Human intelligence, enhanced by the world's best traffic services

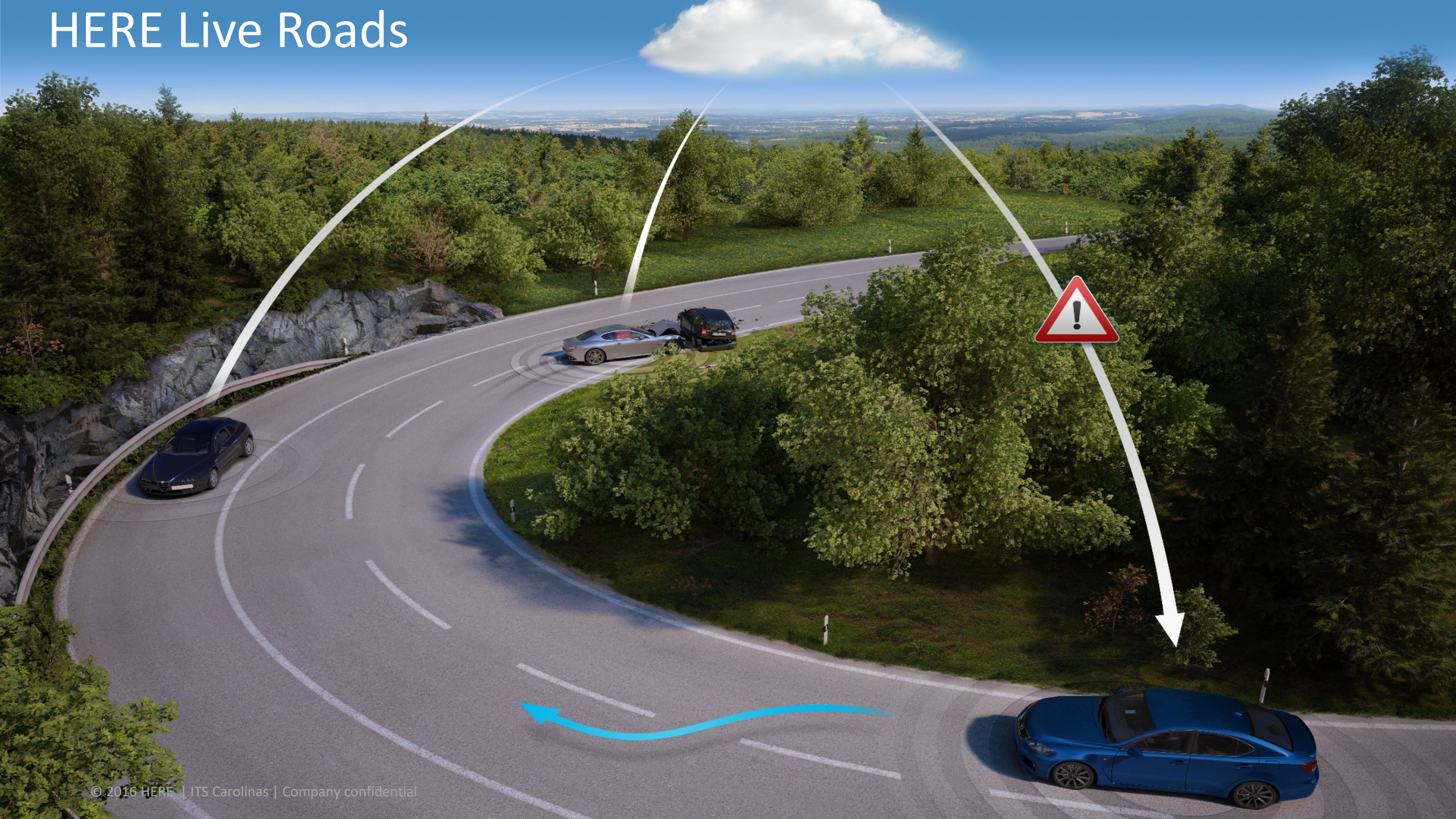
HERE Incident Management Center
data gathering process, combined with
human intelligence and intuition, offers
the most accurate incident information
without robot-like errors.

Next Generation Data Delivery





HERE Live Roads



Road Work in Progress



Provide in-Car information on current road works downstream on the route where the driver is likely to encounter hindrance.

This includes:

- Scheduled Work: Warning of the approach where road works are scheduled downstream.
- Unscheduled Work: Warning of the approach where road works are unscheduled downstream.



Hazard warnings

Provide in-Car information on current road conditions where the driver is likely to encounter hazards.

This includes:

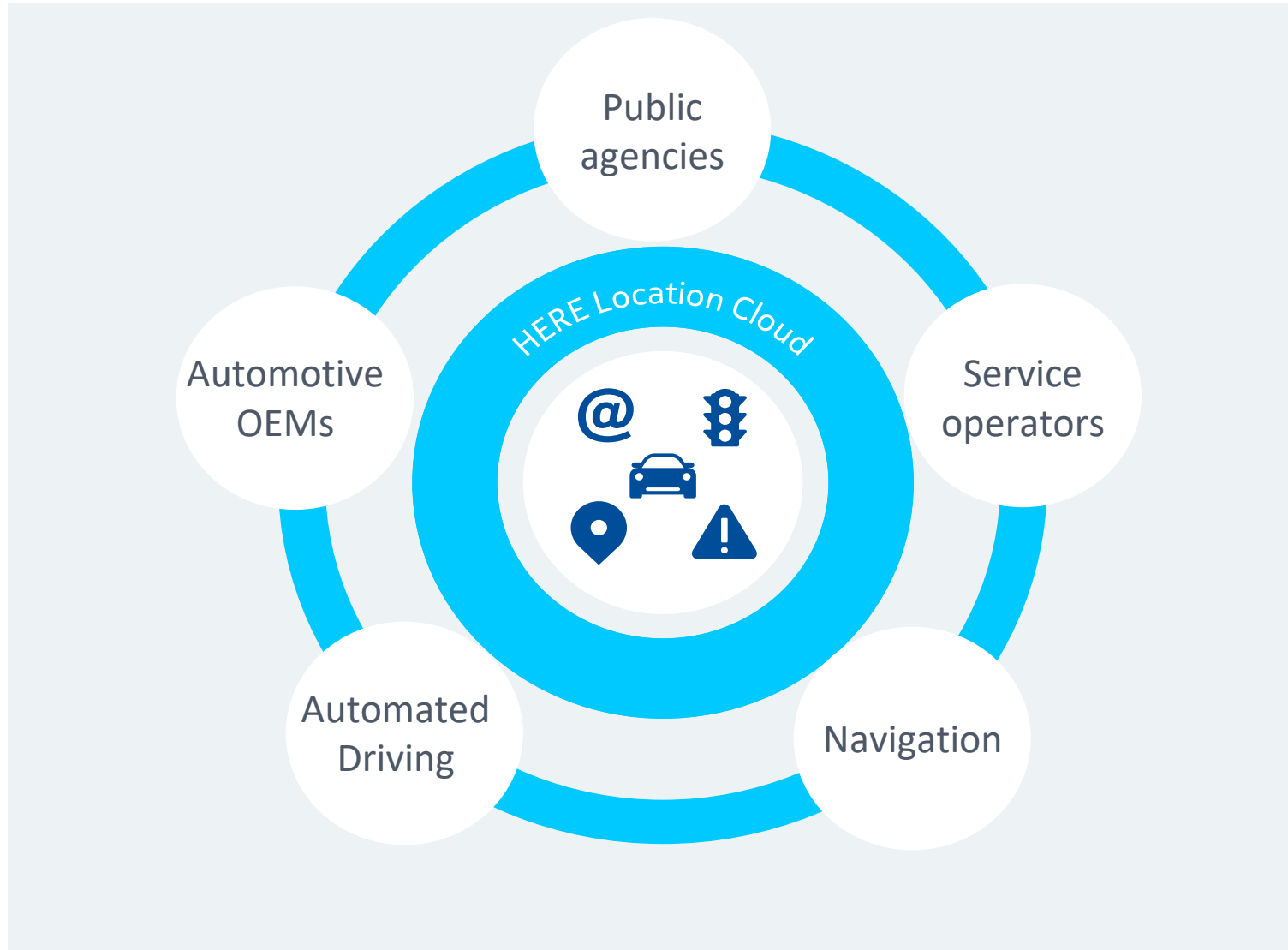
- Speed advice due to deterioration downstream of road conditions.
- Weather conditions – Hurricanes, Ice
- Disabled vehicle or accident



Hazard Notification



The Next Generation of Transportation



Thank you!

here

