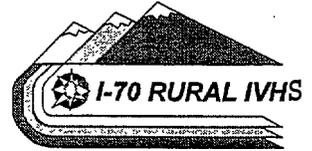


Public/Private Partnerships

**EARLY ACTION PROJECT SET****PUBLIC/PRIVATE PARTNERSHIPS****PROJECT IDENTIFICATION:**

PPP- 1

PROJECT NAME:

Metro Traffic Control/TOC Real-Time Information Relay

PROJECT DESCRIPTION:

Metro Traffic Control provides traffic, road, and weather condition report services to the major radio and television broadcasters in the Denver metropolitan area. Coverage for the Denver area includes aerial surveillance with live broadcasts regarding traffic congestion "hot spots" due to volume, visibility, pavement conditions, and incidents. Initiating partnership arrangements and establishing a reliable reporting procedure would provide Denver area trip-makers with up-to-the-hour reports on specific traffic, road, and weather conditions before and during trips along I-70 into the mountains.

The established partnership would include live aerial surveillance of the corridor to the Eisenhower Tunnel, when flying conditions permit, during peak travel periods (ski, holiday, and sight-seeing weekends, particularly Friday evenings and Saturday mornings westbound, and Sunday or Monday evenings eastbound). When weather conditions do not permit real-time surveillance, initially, road, traffic, and weather information would be transmitted to Metro Traffic Control via facsimile or modem from the Denver Metro Interim TOC PIOs. This information would be broadcast hourly, or as updated, to provide the prospective I-70 traveler with as up-to-date information as possible.

As new advanced technology data collection systems (video surveillance, pavement sensors, weather stations, remote reporting) are installed, data gathered and processed by the regional TOCs would be disseminated to Metro Traffic Control for inclusion in traffic condition reports.

This project requires investigation and resolution of State sole-source contracting regulations in conjunction with EAP II-1, Proactive Legislative Change Campaign. The project's successful implementation will set the stage for establishing other similar public/private partnerships with other travel information reporting services throughout the corridor.

PROBLEM RESOLUTION:

- Live aerial surveillance for real-time road and weather condition reports for the I-70 West Corridor cannot, generally, be accomplished due to distance and adverse weather flying.

USER BENEFIT:

- Accurate information delivery to the customer.
- Traveler security.
- More informed public to make better trip time and mode decisions.

APPROXIMATE COST:

\$10,000 to \$25,000 Start-Up
\$5,000 to \$20,000 Per Annum Operation

PARTICIPATING AGENCIES:

Colorado Department of Transportation
Metro Traffic Control



EARLY ACTION PROJECT SET

PUBLIC/PRIVATE PARTNERSHIPS

PROJECT IDENTIFICATION:

PPP-2

PROJECT NAME:

Television Station Video Surveillance

PROJECT DESCRIPTION:

Video surveillance cameras would be installed at regular intervals or at "hot spot" locations along the I-70 West Corridor to observe actual traffic, road, and weather conditions. Linked to monitors at the Eisenhower and Denver Metro TOCs, operators would monitor conditions and provide the necessary dispatch functions to respond to incidents as they occur and mobilize maintenance crews to areas requiring additional roadway treatments. Links would also be established to the broadcast company headquarters for live footage and reporting of incidents, weather, etc.

CDOT has been approached by several Denver-area television stations interested in installing video surveillance systems along I-70 from Denver to the Eisenhower Tunnel, as a public service. Expanding on this concept, establishing a multi-business partnership may help to resolve sole-source contracting issues (EAP II-1, Proactive Legislative Change Campaign). Several broadcast companies could share in the installation and maintenance of the surveillance systems by allowing each to select site-specific locations and have primary control of their individual installations. Secondary access to information gathered by others would be agreed to between the participating companies. Tertiary involvement may include purchase of live footage from the primary owner by cable companies to broadcast continual footage on their respective information channels.

PROBLEM RESOLUTION:

- Real-time traffic, road, and weather condition reporting is dependent on imprecise and time-delayed information.

USER BENEFIT:

- Actual, up-to-the-minute information collection.
- Effective mobilization of maintenance/response crews.
- Better information to prospective and en-route travelers.

APPROXIMATE COST:

\$5,000 to \$20,000 Start-Up
\$50,000 Per Location, Equipment
(includes cameras/monitors/links)
\$25,000 Per Annum Operation

PARTICIPATING AGENCIES:

Colorado Department of Transportation
Television/Cable Broadcast Companies

**EARLY ACTION PROJECT SET****PUBLIC/PRIVATE PARTNERSHIPS****PROJECT IDENTIFICATION:**

PPP-3

PROJECT NAME:

Communications Links

PROJECT DESCRIPTION:

The installation and maintenance costs to establish higher quality communications media between TOCs and advanced technology infrastructure is prohibitive with the current budgetary constraints for maintaining and operating transportation systems. Establishing partnerships with private communications companies would defray some or all of these costs and allow State agencies to provide more information to the general public with increasing accuracy and timeliness.

Coordinating with the activities associated with Early Action Project II-1, Proactive Legislative Change Campaign, negotiations would be entered into with private communications companies to provide, install, and maintain communications media, such as fiber optic cable and cellular services, within public roadway rights-of-way.

PROBLEM RESOLUTION:

- Inadequate communications links prevent effective and efficient transmission of voice/data.
- State law prohibits private use of public rights-of-way.
- Procurement regulations create barriers to sole-source contracting.

USER BENEFIT:

- Improved inter- and intra-agency voice/data communications.
- High speed data transmission.
- Alternative links for potential ITS applications.
- Proactive legislative changes.
- Sets stage for State agencies to provide more far-reaching and in-depth public services.

APPROXIMATE COST:

\$10,000 to \$25,000 Start-Up
\$10,000, to \$20,000 Per Annum Support

PARTICIPATING AGENCIES:

Colorado Department of Transportation
Colorado Department of Public Safety
Colorado Division of Telecommunications
Private Communications Companies



EARLY ACTION PROJECT SET

PUBLIC/PRIVATE PARTNERSHIPS

PROJECT IDENTIFICATION:

PPP-4

PROJECT NAME:

Traveler Information Systems

PROJECT DESCRIPTION:

Initiating partnerships with recreational areas, municipalities, counties, and federal agencies (BLM, US Forest Service, National Park Service), to provide static regional and statewide recreation/special event and real-time traveler information at information centers, rest areas, and multi-modal transfer stations, would create a beneficial and long-lasting public service and attract potential consumers to local businesses. Private investors and national and local agencies would provide monetary support for equipping, installing, and maintaining information facilities in exchange for advertising or promotional capabilities or having a system located in a consumer capture zone. Local communities may become involved by supplying volunteers to staff information stations. Federal agencies have funding sources for promoting national parks and recreation areas that can potentially be tapped for deploying advanced traveler information systems.

To alleviate potential procurement barriers, primary financial relationships could be initiated with a specific investor for a specific information center site. Many of these site-specific information stations could be established throughout the corridor, each having a different primary contributor. Secondary and tertiary relationships could be established to help fund systems and allow promotional activities.

PROBLEM RESOLUTION:

- Installation and maintenance of advanced traveler information systems are cost-prohibitive.
- Procurement regulations create barriers to sole-source contracting.

USER BENEFIT:

- Cooperative cost-sharing arrangements.
- Stimulation of local economies.
- Improved traveler information dissemination and services.

APPROXIMATE COST:

\$10,000 to \$50,000

PARTICIPATING AGENCIES:

Colorado Department of Transportation
Local Counties/Municipalities
Private Recreational Area Operators
Other Federal Agencies

**EARLY ACTION PROJECT SET****PUBLIC/PRIVATE PARTNERSHIPS****PROJECT IDENTIFICATION:**

PPP-5

PROJECT NAME:

Adopt-A-VMS Program

PROJECT DESCRIPTION:

The Adopt-A-Highway program has achieved remarkable success in keeping litter cleared from roadway rights-of-way, improving the local quality of life and area beautification. Similar to that program, local businesses, communities, and civic organizations would be provided an opportunity to "adopt" a permanent or portable variable message sign. These organizations would provide security patrols to alleviate potential vandals from destroying public property. If they witness vandalism in progress, they would report the incident immediately, via a special toll-free dial-up service. To promote instant reporting, they could be provided with a cellular telephone and two-way radio.

Occasionally, variable message signs display information that is no longer accurate, due to required operator interface to illuminate information. The adopting organization would also report inconsistent messages to the appropriate TOC operator so the sign can be deactivated or the message changed.

PROBLEM RESOLUTION:

- Vandalism creates costly repair and replacement of equipment.
- Imprecise information may be displayed.

USER BENEFIT:

- Reduction in repair/replacement costs.
- More productive use of taxpayer dollars.
- More accurate messaging and advanced warnings.
- Community involvement and ownership.
- Improved relationships between state agencies and the local community.

APPROXIMATE COST:

\$5,000 Per Annum

PARTICIPATING AGENCIES:

Colorado Department of Transportation
Colorado Department of Public Safety
Local Businesses/Communities/Civic Organizations



EARLY ACTION PROJECT SET

PUBLIC/PRIVATE PARTNERSHIPS

PROJECT IDENTIFICATION:

PPP-6

PROJECT NAME:

Colorado Ski Country USA/Tourism Region ITS Task Forces

PROJECT DESCRIPTION:

Colorado Ski **Country** USA represents the ski areas statewide in promoting winter recreational activities. It is responsible for making sure that all skiing operations receive equal and fair opportunities. Tourism Regions are locally funded, operating on limited budgets. They are currently assuming the responsibility for promoting their respective regional tourist attractions. Prior to dissolution of the Colorado Tourism Board, computerized tourist information systems were developed to provide an interactive medium for visitor's to Colorado to gain information on area attractions and activities.

A public partnership between CDOT, Colorado Ski Country USA, and the InterMountain Tourism Region would support a collaborative effort to market the region to potential in-state and out-of-state visitors and establish a coalition to integrate transportation and tourism activities. An I-70 West Corridor/InterMountain Region Task Force, composed of representatives from each organization, would be established to share information and discuss problems and concerns associated **with** their respective responsibilities that may impact plans or activities of the other groups. Regularly scheduled meetings and communications will keep all organizations apprised of the others' progress. The Task Force should develop a mission statement and goals and objectives. They can then develop a yearly action plan to address specific issues and guide them in what they would like to accomplish.

PROBLEM RESOLUTION:

- Voter dissolution of Colorado Tourism Board depletes resources to promote the State.
- Inadequate communication and information exchange between organizations precludes opportunities to interface transportation systems with trip attractors and producers.

USER BENEFIT:

- Increased understanding of transportation/tourism relationships.
- Improved information sharing.
- Enhanced coordination/cooperation between organizations.
- Effective problem-solving opportunities.
- Economic stimulus.

APPROXIMATE COST:

\$5,000 Per Annum

PARTICIPATING AGENCIES:Colorado Department of Transportation
Colorado Ski Country USA
Tourism Regions



EARLY ACTION PROJECT SET

PUBLIC/PRIVATE PARTNERSHIPS

PROJECT IDENTIFICATION:

PPP-7

PROJECT NAME:

City and County of Denver/DIA/TOC Information Links

PROJECT DESCRIPTION:

The Denver International Airport (DIA) will be a predominant gathering point for collection and distribution of visitors. It will, therefore, become a major information dissemination center and a vital link for receiving and distributing data. The ultimate Advanced Traveler Information System (ATIS) will provide incoming travelers with all necessary travel, activity, and tourist related information for areas accessed through I-70, so that they can make informed decisions regarding transportation modes, travel times, and destination provisions. The DIA ATIS would be connected to corridor-wide ATIS kiosks/centers where returning visitors could access the system to gain information on airline schedules, flight delays, and metropolitan area facilities. All ATIS centers would be connected to the TOCs, providing real-time information on travel conditions throughout the I-70 West Corridor.

As ATIS centers are implemented, connectivity to DIA will be important. Early initiation of a public partnership between CDOT and the City and County of Denver would set the stage for appropriate relay of traffic, road, and weather information to visitors anticipating travel along I-70.

PROBLEM RESOLUTION:

- Lack of out-of-state visitor accessibility to important I-70 West Corridor travel information.
- Need for integration of I-70 West Corridor ITS applications with Denver metropolitan area ITS applications.

USER BENEFIT:

- Appropriate travel information for out-of-state visitors.
- Upfront coordination and cooperation between agencies.
- Potential cost-sharing arrangements.

APPROXIMATE COST:

\$25,000 to \$50,000

PARTICIPATING AGENCIES:

Colorado Department of Transportation
City and County of Denver