

TRAVELER INFORMATION				
Definition: Traveler Information provides near real-time information to transportation system users to make informed decisions as it relates to safe and efficient travel. This information can be related to congestion, incidents, or generally unsafe conditions due to weather or other unexpected conditions. The information can be shared via dynamic message signs, agency websites, social media, 511, or directly to connected vehicles.				
	What is placing us in our current tier?		What is keeping us from advancing to the next level?	
	• SCDOT maintains some traveler information systems such as dynamic messaging signs (DMS), the 511 System, and Twitter. • BCDCOG has a beach traffic camera feed page. • BCDCOG has plans to expand Real Time Arrival signs at stops through CARTA • New vendor selected for app-based parking payment for City of Charleston. • North Charleston Fire using social media for traveler information around incidents • Airport has parking availability information in new parking decks.		• Low Public awareness on available systems and pre-trip planning software. • Limited to no performance measurement program for TravInfo. • Standalone traveler information systems that are not connected or integrated (SHEP/DPS and Charleston/Berkeley/Dorchester Counties). • Limited parking capacity information is available in real time. • Limited strategies to address wayfinding to available parking at high volume destinations (reduce circling) • Airport does not provide parking availability information or reservations prior to arrival or in advance of trips.	
	Level 1 (Ad-hoc)	Level 2 (Managed)	Level 3 (Proactive)	Level 4 (Fully Collaborative)
Business Processes	Traveler information is ad-hoc and unintegrated. Any traveler information initiatives are independent or one-off efforts.	There is a plan for traveler information activities, but it is not fully formed or widely distributed. There is some planning or strategy integrated into the plan.	Programming and budgeting for traveler information is standard and documented.	Traveler Information processes are streamlined and undergo recurring analysis and improvements.
Systems and Technology	There are no real systems or technology to support Traveler Information.	Basic traveler information systems exist but are not well known or integrated.	Traveler information technology is widely deployed and used. Some redundancy and resiliency in traveler information exists.	Traveler information technology is advanced, integrated, and used across the state. Traveler Information data sources are varied and redundant.
Performance Measurement	No regular performance measurement occurs.	Performance measurement is based on output or primarily takes place during after action analysis.	Performance measurement is based on outcome. Performance measures are well documented with achievable goals and are used to improve strategy.	The program is driven by key performance measures which are routinely utilized for management, reported both internally and externally, and archived.
Culture	There is minimal understanding of the value of traveler information.	The key regional members value the traveler information program.	There is a formal core program that fosters an appreciation for traveler information both internally and externally.	The region has explicitly committed to achieving the goals of the program through traveler information with widespread support.
Organization and Staffing	Any traveler information work done is performed by someone with available skills. There is no formal traveler information staff.	A core staff member has responsibility for traveler information with a clearly defined role.	There is a management position dedicated to traveler information with limited support staff.	There is a staffed team of dedicated traveler information personnel with performance measures dedicated to the role/program.
Collaboration	Collaboration across the region is infrequent and informal.	There is regular collaboration in some regions. Some informal agreements exist across agencies.	There is regular regional and statewide collaboration. Formal agency agreements dictate collaboration across agencies.	There is a high level of coordination across key players, both private and public.
Service Layer Actions to Advance to Next Level				