

## TMC Pooled Fund Study Member Responses to Questions on Private Partnerships for Resource Sharing

<b>Question:</b> "Have any TMCs entered into partnerships with private companies to share resources such as video feeds (i.e. allowing the private company to view the TMC's live video)? If so, has there been any type of financial or other quid pro quo arrangement made between the TMC and the private entity?"				
<b>Agency</b>	<b>Representative</b>	<b>Answer</b>	<b>Arrangement</b>	<b>Additional Comments</b>
NY State DOT	John F. Bassett	No	None	<p>[We are] in the process of developing a statewide RFI to go out to all the TV stations to see what we can get in return for our video feeds.</p> <p>Right now, we have individual agreements in differant parts of the state. No two look alike. Some are OK, some are poor. We brought the broadcasters in for a meeting to touch on the quid pro quo arrangement and the meeting quickly deteriorated.</p>
Kansas DOT	Mike Floberg	Yes	Quid pro quo	In Kansas City we entered into agreements with the media. In return we receive PSA's and also they must give us credit through the use of our logo. Also, they must provide their own communication link and the equipment necessary to provide the direct feed.
Caltrans	Mike Jenkinson	Yes (??)	Financial	<p>California DOT provides video feeds to the public from a website at no cost due to constitutional restrictions. The control of the video device stays with the DOT. We also provide space in some of our TMCs for Metropolitan Planning Organizations (MPO) to run their 511 system and we also have broadcast rooms in several TMCs that local media can use when doing highway reports.</p> <p><b>At the present time private companies are only operating in the area of field detection where we allow the placement of sensors in the right of way to the company so long as we get the data at no cost.</b></p>
North Carolina DOT	Kelly Damron	Yes	Financial	In North Carolina we allow any media outlet that asks to "tap" our CCTV at no cost. We do this in our TMC's in Raleigh and Charlotte and through city-run TOC's in Wilmington and Fayetteville. In each of these cities the media has created a "consortium" that pays for the necessary equipment and shares the costs between all of the media partners. The way we see it, we get significant value in that they reach many folks which helps us get the word out about traffic conditions. They reach many more folks with their broadcast than we do with 511, web, DMS, etc.. Morning TV traffic reports are very competitive and big business here.
Minnesota DOT	Todd Kramasz	Yes	Financial	<p>Originally, in the early 1990s, I believe, the four major television news stations in Minneapolis/St. Paul have paid for connectivity to the RTMC's broadcast quality video from the traffic management cameras. They now can view all 340 or so cameras. What we see, they see.</p> <p>For audio, our three traffic partners--Total Traffic/Clear Channel, Traffic Pulse and Metro Networks/Westwood One--each pay about \$100 annually (renewed every three years) for a two-way 800 MHz radio and airtime service provided by Mn/DOT's Office of Electronic Communication (OEC). Each traffic incident, unscheduled roadway or maintenance work and related information is delivered to them via the 800. Each also can talk back to the Ops Center if they should have followup questions. These three traffic partners cover about 98 percent of the metro area's commercial radio, TV and Web-based traffic information.</p>

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Missouri DOT	Troy Pinkerton	No	None	<p>I am not aware of any arrangements currently. I did receive an unsolicited proposal from a company called TrafficLand that wants our video feeds in order to provide an integration service along w/ mobile air video accounts for our field staff, etc. They would generate revenue by providing a fee-for-service program to first responder type agencies. They would want to do some co-web hosting program with regional media outlets.</p> <p>The idea is received well among the TMC managers in KC &amp; St. Louis and we have interest in researching it a little more.</p>
Tennessee DOT	Ali Farhangi	Yes	Quid pro quo (?)	We have agreements with local TV Stations receiving live feed from the center and they broadcast traffic information daily. They installed the equipments display our logo when they are broadcasting video images. No other agreements with private companies.