
Nominated Project for ITS Midwest “2016 Project of the Year”

Nominated by: John Macadam

OHGO Mobile App

This project’s purpose was to promote

- Increase effectiveness of our Traveler Information System(OHGO)
- Combine ITS technology with personal technology to deliver timely traffic information
- Allow more motorists to avoid congestion and reduce secondary incidents

Background

OHGO.com has served as ODOT’s traveler information website since 2013. The website has always served our mobile users well. OHGO.com was specifically designed to work well on mobile browsers. The website has seen over 7 million unique visits since launch. Since early 2015 more visitors have come from their mobile device instead of a traditional desktop web browser. So you could say that OHGO has served mobile users who drive in Ohio quite well. Why did we build a mobile app?

Why build an App

There were a few reasons to build the mobile app. First and foremost we wanted to reach more people. Many people prefer the ease of using an app over a website. Secondly, we wanted to add more value that is not available on the website. Lastly we wanted to provide traffic information more timely than we currently were.

Benefits of the App

The OHGO app has a few unique features that are beneficial above and beyond the website. By far the most impactful feature is personalized alerts. Users tell the app their normal commute times, routes, and days of week. The Operators of ODOT’s 24/7 Statewide TMC are constantly watching traffic on all freeways in Ohio. If they notice an abnormal delay, an incident is generated in OHGO. If this incident falls on the users route and timeframe, a push notification is sent to their device telling them to check out OHGO for more information. By taking advantage of mobile technology we were able to provide very timely and useful information to our motorists. The app also has a hands free mode to avoid distracted driving. Lastly, a new predictive traffic features allows motorists to plan ahead and get an idea what traffic speeds will look like in the future.

Initial Feedback

The app has already made a big impact. In the three months since launch almost 10,000 personal routes have been created. And, over 70,000 times a user has opened the app *because* they received a push notification. That means over 70,000 times we potentially helped motorists avoid a problem area. While 7 million unique visits to OHGO.com is nice, most of those visits likely did not help somebody directly avoid a problem on the freeways. We are excited to start promoting the mobile app and allow it to continue making a difference!

Location

Mobile App

Sponsoring Agency

Ohio Dept. of Transportation

Project Timeline

Launched May 2016

Project Contact

John MacAdam, PE

ODOT Freeway Operations
614.752.9695