

Technology in Rural Transportation



A recent study documented more than eighty proven, cost-effective, "low-tech" solutions to rural transportation needs, most developed or implemented by local transportation professionals. One of these solutions is outlined below:

Learn all about the simple solutions on the Internet at <http://inform.enterprise.prog.org>

The simple solutions report is available from Hau To at (503) 892-2533, or email: to@crc-corp.com

Interactive Kiosks for Traveler Information

Overall goal:	To allow travelers to access real-time weather and road condition information at a stopping point along a trip.
Technical approach:	Internet based kiosks were installed that allow free access to DOT pages offering traveler information. Kiosk users wishing to check email and surf the Internet for pleasure, pay a fee. The fees collected subsidizes the machine and pays the communication and ISP charges.
Current status:	Additional kiosks will be added if supported by the revenues.
Location / geographic scope:	Duluth shopping mall, St. Cloud hotel
Agencies involved:	Castle Rock Consultants is the private partner, and is responsible for operating each kiosk.
Cost information:	Kiosk hardware is roughly \$5,500. Monthly connection/phone costs are \$50. Anticipated CPU replacement after 3 years is \$800. Monthly revenues range from \$75 - \$150/month seasonally.
Key contacts:	Tom Peters, Mn/DOT (651) 296-3062
Have goals been achieved?	Kiosks reach a limited number of travelers, but are very visible to travelers and perceived as very useful when needed.
Solution timeline:	Roughly 3-4 months was spent identifying hosts willing to locate kiosks at their business. Installation of the machine takes less than a day.

