Save Lives and Get Travelers Out of a Jam With HELP Alerts (Highway Emergency Link Platform)

Emergency Alert
Major closure in progress. Visit:
i2helpdemo.com

Settings | Dismiss

HELP Alerts is an emergency alerting service for those extreme situations when people are truly stuck on the road, traditional communications channels may not reach the people impacted, and you need to get the correct information to them right away. HELP Alerts uses INRIX Traffic data and is built on Information Logistics' award-winning incident response and information system to establish direct two-way communications with travelers during roadway closures or other emergencies.

Save lives
Quickly get the right information to drivers when traditional communications channels won't work

Better manage incidents on rural roads
Gain greater situational awareness of what is happening in real-time

Mitigate the risk of liability
Arising from people impacted by an accident or other emergency on a state roadway
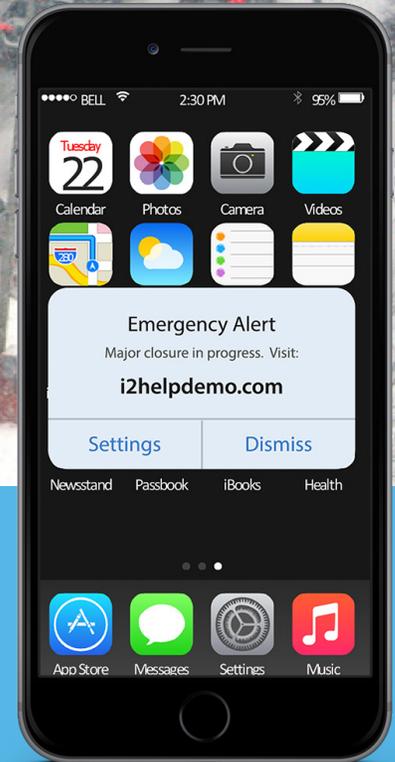
"…just knowing someone is out there who is aware of your predicament can be a comfort; and the updates and life-safety messages we push out through this tool help to make stranded travelers feel connected."

Mark Compto
CEO PA Turnpike

PA Turnpike: 📷 ☐ Cameras ● ☐ Mileposts | PennDOT: ⚠️ ☐ Incidents ⚠️ ☐ Construction ☆ ☐ Special Events 🏠 ☐ Rest Facilities
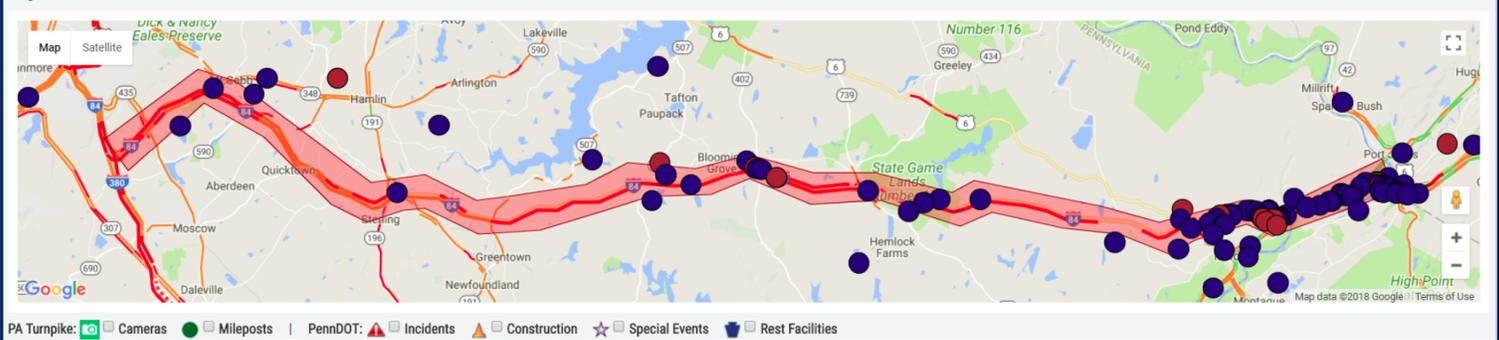
How HELP Alerts Works

① Create New Closure

The agency draws a boundary around the effected area on a map. These coordinates are used to identify and communicate with travelers.

② Manage Questions

The operator enters information that is displayed on a dynamic special event web page. It also populates the IVR phone system. The information includes event-specific questions for effected travelers.

③ Customer Sign In

Travelers call the IVR phone number or visit the event website and sign in as a part of the event. Travelers respond to event-specific questions, including their preferred method of contact (text or phone call).

④ Two-Way Contact

Traveler locations are displayed on a map. Throughout the event, operators send messages to registered travelers, which are delivered via text or automated phone call. The emergency web page and IVR phone system are automatically, simultaneously updated.

For Agencies

- No app needed
- Clearer picture of the event queue length
- Better information on types of vehicles and passengers involved in the event
- First-hand information from effected drivers
- Familiar technologies
- Coverage in dead zones with IRIS tactical devices
- Minimal staff interaction required
- Simple interaction for mass notifications

For Travelers

- No app needed
- Official updates and latest relevant information delivered directly to the traveler
- Updates delivered in the method most convenient for the traveler (phone call, text message, visit web page)
- No need to comb through social media postings to find current and accurate information
- Agencies have access to the location of participating travelers
- Automated status update reminders prompt the organization to remain aware of driver status

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