The Drive Oklahoma App

By Oklahoma Department of Transportation
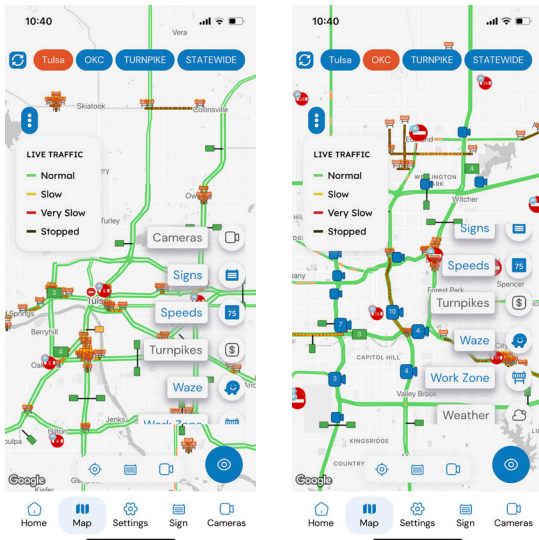12/28/2023

Benefits Statement

The "Drive Oklahoma" Mobile App is a vital resource for Oklahomans, offering real-time traffic and weather data from multiple sources. It enhances safety, reduces congestion, and saves time and money. Users can efficiently plan routes, avoid accidents, and access crucial information. Integration with Oktraffic.org and OkRoads.org ensures accurate updates, while a feedback section fosters communication. Overall, the app significantly improves the travel experience, benefiting individuals and the state alike.

In this case study you will learn:

1. How the "Drive Oklahoma" mobile app integrates traffic data, weather information, and road conditions, benefiting Oklahoma residents.

2. How the app engages users through social media, district collaboration, and a feedback section.

3. How "Drive Oklahoma" improves safety, reduces congestion, and enhances quality of life, with ongoing efforts for continuous improvement.

BACKGROUND

We wanted to develop a Mobile App to be Oklahoma's "One-Stop-Shop" for all traffic related information. Prior to development, Oklahoma didn't have an accessible Mobile App to provide to the public. As consumer technology advances the availability of more information is necessary. The product we developed is reliable, accurate, and provides a better travel experience for all users.

TSMO PLANNING, STRATEGIES AND DEPLOYMENT

The "Drive Oklahoma" Mobile App started with integration of the "Oktraffic.org", our public 511 website. The Oktraffic.org integration included: the Google and Waze traffic layers, NOAA weather data, live feed web cameras, dynamic message signs, sensor cameras, and construction work zones location data. We focused the maps into our two major cities, Oklahoma City and Tulsa, but Statewide view is also an option. Next, we integrated our "OkRoads.org" website, which has the state's road conditions during all weather events. OkRoads.org included: all weather-related closures, hazardous road conditions, pictures taken from snowplows, weather radar and weather conditions.

COMMUNICATIONS PLANNING AND EXECUTION

The Drive Oklahoma Mobile App is the best stop for all traffic related inquiries for the State of Oklahoma. We work with the ODOT Strategic Communication group to our Mobile App to the ODOT social media sites. We work with each District to provide work zone data. The public map has a feedback section. This section allows the public to communicate directly to our team on any comments and questions they may have.

OUTCOME, BENEFITS AND LEARNINGS

The Drive Oklahoma Mobile App is a great benefit to our state and has improved the quality of Oklahoman's life. The Mobile App is an efficient and reliable source of information. It improves safety, reduces congestion, and saves lives, time and money. We are constantly getting great feedback from the public on this app and are listening to any concerns that may arise. As technology is ever changing we are hopeful to continuously improve with it.