

INFORMATION RELEASE



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AHTD ANNOUNCES NEW TRAVEL & CONSTRUCTION INFORMATION WEB SITE

Real-time data aids motorists in making informed decisions on navigating the state highway system

LITTLE ROCK (10-30) - Motorists navigating the state highway system can now do so more safely and efficiently thanks to a new travel and construction information web site developed by the Arkansas State Highway and Transportation Department.

IDRIVEARKANSAS.com is an Internet destination that enables the public to locate construction work zones on the state highway system and determine if current traffic conditions require an adjustment in travel plans. Additional layers of data can be toggled on and off to provide motorists with an overall understanding of what is happening on the state highway system.

“This is a ‘know before you go’ web site,” says AHTD Director of Highways Scott Bennett. “IDRIVEARKANSAS.com is designed to educate the motoring public where construction zones are located and to help them make an informed decision about taking alternate routes or adjusting travels plans accordingly.”

Among the features sure to be a fan favorite with motorists is a map layer that displays live traffic conditions. Highways are color coded in real-time to indicate that traffic is flowing normal, slow or at a standstill. Users are encouraged to check traffic conditions before traveling any of the state highways. This ability to “know before you go,” will help reduce delays caused by congestion.

The site was officially announced today during the October Arkansas Highway Commission meeting after making a preliminary debut at the Arkansas State Fair in Little Rock. Attendees visiting the AHTD booth in the Hall of Industry were able to click through the site and ask questions about how to use it.

IDRIVEARKANSAS.com also provides information about the Department's two voter-approved construction programs driving much of the highway construction in the state – the Interstate Rehabilitation Program and the Connecting Arkansas Program (half-cent sales tax). This information includes a detailed explanation of both funding mechanisms, a listing of projects that will be completed, and the anticipated schedule of when construction on these projects might begin.

“Much thought was put into how we can best communicate information about highway construction in Arkansas,” adds Bennett. “Voters twice have expressed that good roads are important in the Natural State and we interpret those as votes of confidence in our ability to deliver on that statement. We feel very strongly about being held accountable to the commitments we have made and this site provides an avenue for people to see how we are progressing.”

Other functions of IDRIVEARKANSAS.com display locations of Arkansas welcome centers, highway rest areas, commuter park and ride lots, and weight restricted roads and bridges. Also, a weather radar overlay lets users determine the impact storms are having on traffic.

IDRIVEARKANSAS.com provides an additional avenue for the motoring public to communicate with AHTD through site features that enable users to ask questions, report problems, report littering and more. Additional features are already in the works, including live streaming traffic cameras and a revised winter weather road conditions map.

“We encourage everyone to ‘know before you go’ by logging on to IDRIVEARKANSAS.com,” concludes Bennett. “Travel smart, travel safe is the new way to drive Arkansas.”

