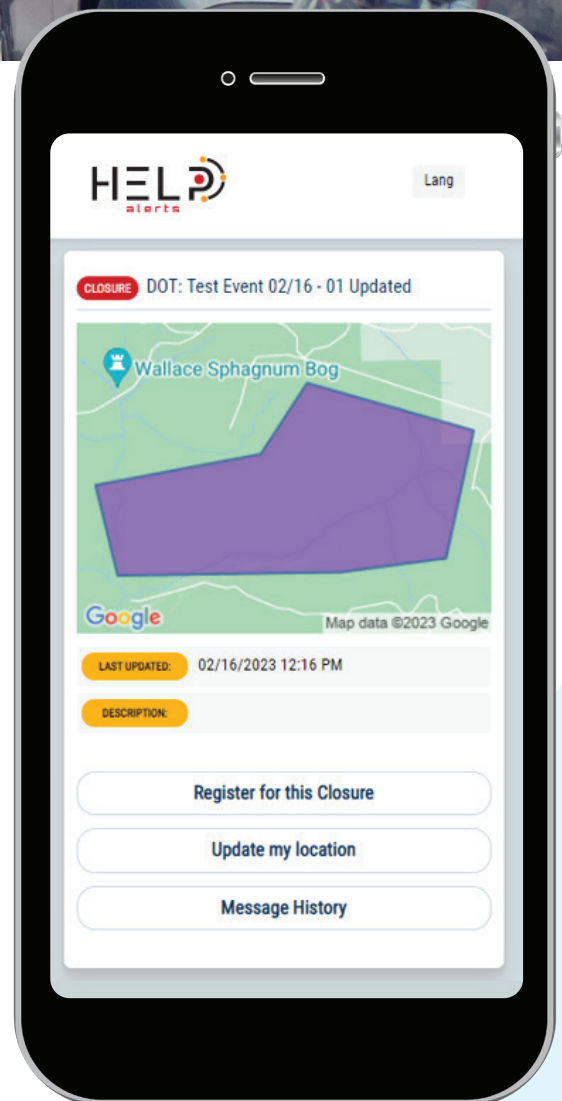




# HELP Alerts™

HELP Alerts are designed for transportation agencies, to facilitate communication directly with travelers when they are in or near major traffic events.

- Enable TMC Operators to have one or two-way communications with travelers in the geofenced area.
- Provides accurate locations of impacted motorists.
- Reaches mobile phones with no app download needed.
- Ongoing updates to drivers who opt in.
- Has been used successfully by agencies across the country since 2016.



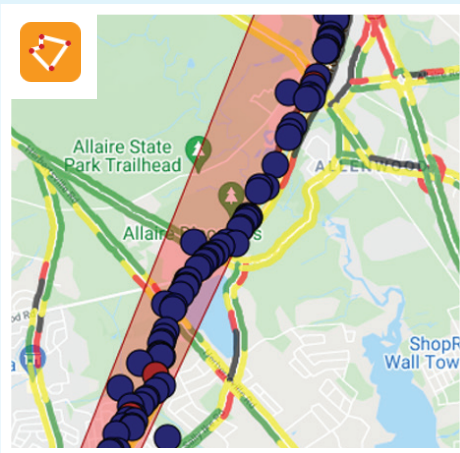


# When HELPer Alerts are Used

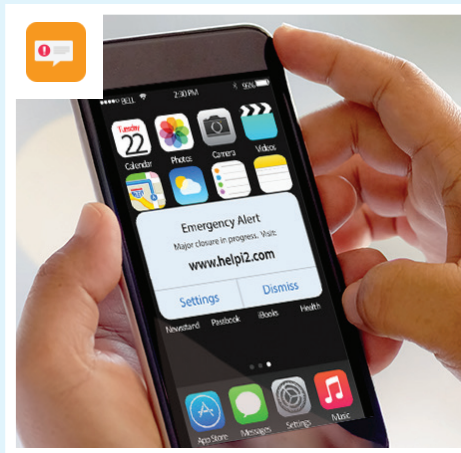
HELPer Alerts can be used in many types of emergency situations to:

- Effectively communicate with drivers stopped due to multi-vehicle pile-ups, HAZMAT situations, unexpected bridge closures, fatal accident situations, etc.
- Warn about wildfire smoke obstructing roadway visibility.
- Alert travelers about extreme weather and flooded roadways.
- Notify traffic approaching major highway incidents and closures.
- Distribute evacuation alerts for natural disasters.

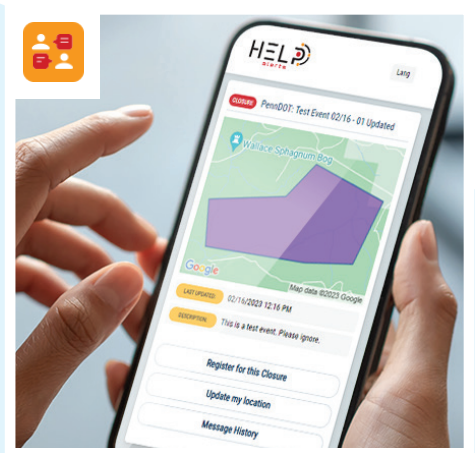
## How HELPer Alerts Work



**1** The agency staff draws the geotarget area of concern on the map.



**2** HELPer Alerts sends a WEA to travelers in the targeted area to get their attention. The travelers can opt in to communications during the event.



**3** The agency staff can communicate directly with the travelers who have opted in during the event.