



**Virginia Department of Transportation Closed  
Circuit Television (CCTV) and Data  
Attribution Guide and Partnership Toolkit**



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# Overview

Professional electronic journalists should clearly disclose the origin of information and label all material provided by others, according to the Radio Television Digital News Association. Therefore, the VDOT Attribution Guide (Attachment A) to the User Agreement provides guidelines for VDOT closed circuit television (CCTV) traffic camera and Data usage and the required elements to be included in association with VDOT CCTV images and Data as per the VDOT CCTV and Data Agreement. Required attribution banners may change from time to time.

## Definition of Terms:

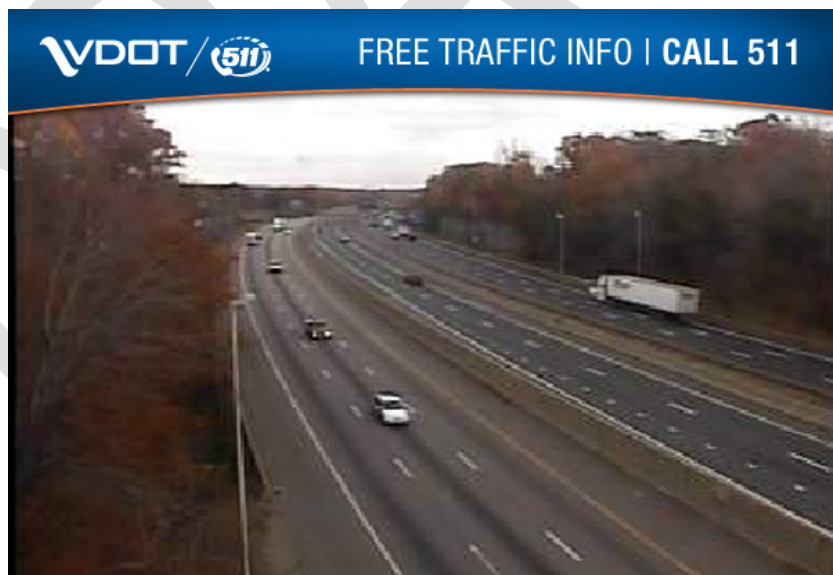
VDOT **distributes** VDOT CCTV images to Agreement Holders.

Agreement Holders **receive** VDOT CCTV images from VDOT.

Agreement Holders **redistribute** VDOT CCTV images to audience.

The CCTV images will be distributed with a VDOT 511 Attribution Banner as in Sample A below:

## Sample A: Live Camera Feed with Sample VDOT 511 Attribution Banner



CCTV camera images may only be redistributed featuring the VDOT 511 Attribution Banner as demonstrated in Sample A.

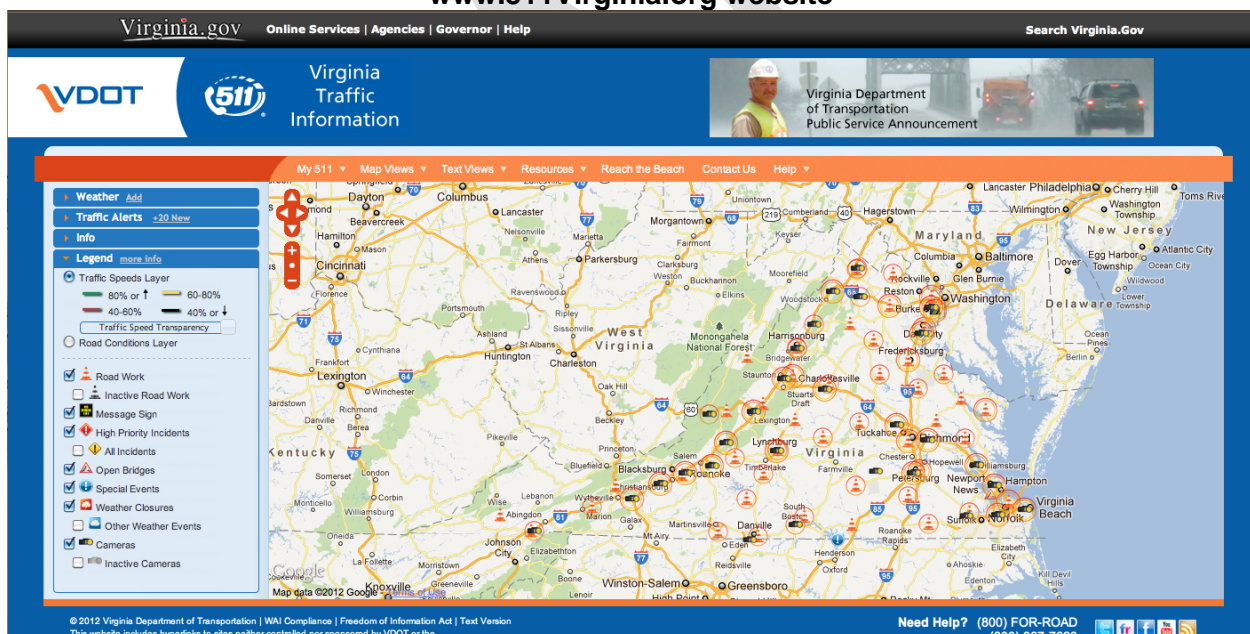
Instructions for using the VDOT 511 Attribution Banner or other attribution and educational elements are included in the following sections for Internet, Broadcast Television, Radio, Mobile Applications, Social Media and Data.

## Internet

### Embedded Website

1. The VDOT will make its [www.511Virginia.org](http://www.511Virginia.org) website available to embed in a suitable location within an Agreement Holder's Web site.
2. The VDOT Website may not be altered or modified in any manner.

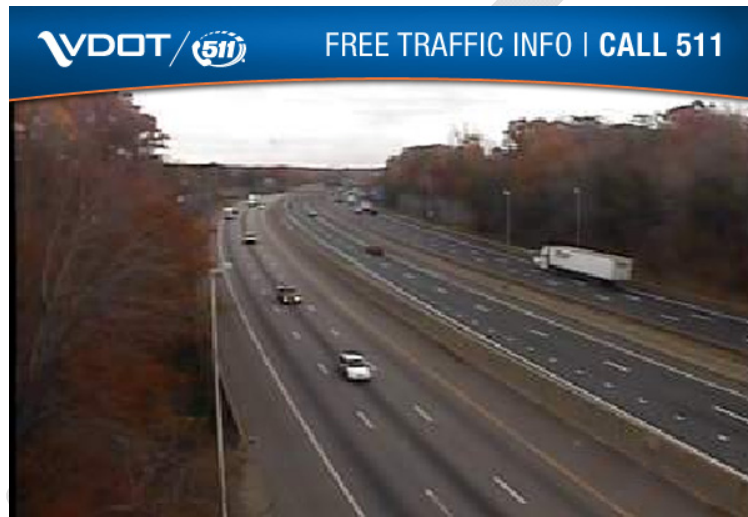
#### www.511Virginia.org website



# CCTV Use Requirements on Agreement Holder Website

1. As stated in the Overview, all VDOT CCTV images are required to be distributed featuring the VDOT 511 Attribution Banner.
  - a. The images will be distributed with the VDOT 511 Attribution Banner, such as in Sample A:

**Sample A: Live Camera Feed with Sample VDOT 511 Attribution Banner**



- b. The Agreement Holder's website must also contain educational elements on all Web pages on which VDOT CCTV images appear. The educational elements must be typeset in a font no less than 10 points. This area must contain the VDOT 511 logo, be a minimum of 60 pixels wide and hyperlinked to [www.511Virginia.org](http://www.511Virginia.org). This required logo is available from VDOT at the request of the Agreement Holder.

The educational elements must include the following text and appropriate statements from the chart on page 6:

**Free Traffic Info at [511Virginia.org](http://511Virginia.org) (hyperlinked to [www.511Virginia.org](http://www.511Virginia.org) website or refer Web users directly to the embedded 511Virginia.org website on the Agreement holder's Web site)**

The elements are grouped to reflect "General" information that may be used at any time; "Emergency" information that may be used in the case of an emergency such as a hurricane or wildfire; "Holiday/Seasonal" information that may be used around a holiday or peak travel season; and "Safety" information to be used according to specified dates which correlate with VDOT safety campaigns.

## Educational Elements

General	Emergency	Holiday/Seasonal
Call 511 for free traffic info, all the time	VDOT's 511 resource provides real-time roadway evacuation info	Avoid congestion and reduce emissions this weekend by calling 511
Know before you go: call 511 for real-time roadway conditions	511 provides roadway info during snowstorms	Spend time on vacation, not in congestion by calling 511
Sign up at 511Virginia.org for free personalized traffic reports through phone, email and text messages	Stay updated on emergency evacuation info by calling 511	VDOT provides holiday travelers real-time roadway info at 511Virginia.org
Download the free 511 app for traffic and traveler information	Get up-to-the-minute emergency roadway info by calling 511	Tourists and residents can access roadway info by calling 511
Calling 511 before you leave can help you avoid congestion on the road and reduce emissions	Stay updated on roadway information during snowstorms by calling 511	Stay safe this holiday by calling 511 and avoiding congestion

## No Endorsement Statement

The website must also contain a "No Endorsement Statement" which must be typeset in font no less than 8 points.

The "No Endorsement Statement" must include the following text:

**The association of advertising with the Virginia Department of Transportation's closed circuit television camera transmissions and data does not constitute an endorsement by the state of Virginia or any agency of the state of Virginia of the products or resources being advertised.**



## Sample Agreement Holder Web Site Mockup with Required VDOT 511 Attribution and Educational Elements indicated below

**VDOT 511 Attribution Banner**

**Educational Elements**



The mockup shows a web browser window displaying 'SampleWebsite.com'. The site features a navigation bar with links like HOME PAGE, NEWS, SPORTS, BUSINESS, ENTERTAINMENT, LIFESTYLE, WEATHER, OPINION, TRAVEL, and SITE INDEX. A prominent banner advertises 'The Simply Everything™ Plan: \$99.99' by Sprint. Below this is a 'CHECK YOUR DRIVE TIME' section with input fields for address and zip code. The main content area includes a 'Traffic Cameras' section with a map of Virginia, a 'Traffic Hotspots' table, and a '511 Benefits' section. The VDOT 511 logo is prominently displayed at the bottom. A 'No Endorsement Statement' is located at the bottom right of the page.

**VDOT 511 Attribution Banner**

**Educational Elements**

**No Endorsement Statement**

# Broadcast and Cable Television

1. As stated in the overview, VDOT CCTV images may only be shown on air with the VDOT 511 Attribution Banner in the upper-third area of the image. The VDOT 511 Attribution Banner may not be covered or altered in any way.
2. Agreement Holder is required to verbally attribute the CCTV images to VDOT using a variation of the phrase: "VDOT's 511 traffic camera(s)".

Agreement Holder may also direct the audience to their website in order to access an embedded version of the [www.511Virginia.org](http://www.511Virginia.org) website (should they have one) as directed in the Internet chapter of this Attribution Guide. If Agreement Holder does not have a website, references would be to [www.511Virginia.org](http://www.511Virginia.org).

Verbal tag line variations may include:

- Get free traffic updates from VDOT at [station website].
- Call 511 before you leave home or work for free traffic updates from VDOT.
- Download VDOT's 511 app for free traffic updates.
- Don't forget, you can call 511 for free traffic updates from VDOT anytime.
- When you are not listening to our reports, call 511 for free real time traffic updates from VDOT.
- Visit [station website] to sign up for free traffic text alerts from VDOT.
- Visit [station website] to sign up for free email alerts on the roads you choose.
- Call 511 for free traffic info, all the time.
- Sign up for free personalized traffic alerts from VDOT at [station website].
- Visit [station website] or call 511 for the latest traffic 24/7.
- Log onto [station website] or call 511 before you head out to get traffic updates.
- Sign up for free email alerts from 511 and VDOT at [station website].
- Sign up for texts, emails and calls from 511 at [station website].
- Know before you go! Call 511 or visit [station website] for the latest traffic alerts.
- Visit [511Virginia.org](http://511Virginia.org) for free traffic info from VDOT.
- Visit [station website] and click on the 511 logo for free traffic updates.
- Time is money. Save both with real-time traffic info from VDOT at [station website].



# Radio

1. VDOT CCTV images may be used as a reference for live on-air traffic reports and must be referred to as “VDOT’s 511 traffic cameras.”

Agreement Holder may also direct the audience to their website in order to access an embedded version of the [www.511Virginia.org](http://www.511Virginia.org) website (should they have one) as directed in the Internet chapter of this Attribution Guide. If Agreement Holder does not have a website, references would be to [www.511Virginia.org](http://www.511Virginia.org).

Verbal tag line variations may include:

- Get free traffic updates from VDOT at [station website].
- Call 511 before you leave home or work for free traffic updates from VDOT.
- Download VDOT’s 511 app for free traffic updates.
- Don’t forget, you can call 511 for free traffic updates from VDOT anytime.
- When you are not listening to our reports, call 511 for free real time traffic updates from VDOT.
- Visit [station website] to sign up for free traffic text alerts from VDOT.
- Visit [station website] to sign up for free email alerts on the roads you choose.
- Call 511 for free traffic info, all the time.
- Sign up for free personalized traffic alerts from VDOT at [station website].
- Visit [station website] or call 511 for the latest traffic 24/7.
- Log onto [station website] or call 511 before you head out to get traffic updates.
- Sign up for free email alerts from 511 and VDOT at [station website].
- Sign up for texts, emails and calls from 511 at [station website].
- Know before you go! Call 511 or visit [station website] for the latest traffic alerts.
- Visit [511Virginia.org](http://511Virginia.org) for free traffic info from VDOT.
- Visit [station website] and click on the 511 logo for free traffic updates.
- Time is money. Save both with real-time traffic info from VDOT at [station website].

# Mobile Applications

1. Agreement Holders may only redistribute VDOT CCTV images in their mobile application featuring the mobile VDOT 511 Attribution Banner.

**Sample A: Image from Data Server**

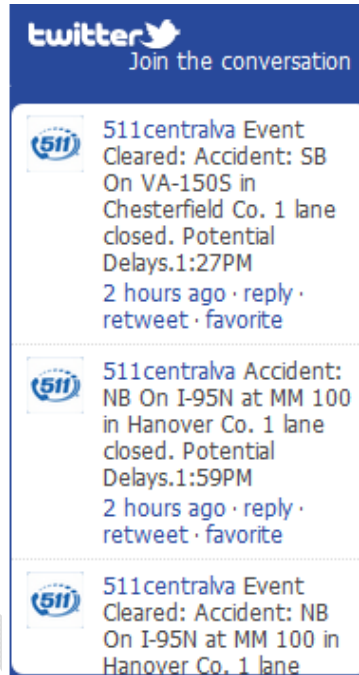


2. Messages or images of any kind are not permitted to cover essential areas of the CCTV camera views, as demonstrated above.

# Social Media

VDOT encourages Agreement Holders to embed VDOT's 511 Twitter feeds on their websites to inform web visitors of traffic information in their area. Agreement Holders may not alter the VDOT 511 branding on the Twitter feed in any way.

**Sample Twitter Feed:**



## Data

VDOT's 511 traffic data will be provided to Agreement Holders with an attribution tagline embedded in the data. Agreement Holders are prohibited from removing or altering the attribution. Agreement Holders are encouraged to hyperlink the URL to the 511Virginia.org website.