



Leaders in 511:

Best Practices in IVR, Website and Interoperability

Presentation to the California 511 Workshop

March 3, 2008

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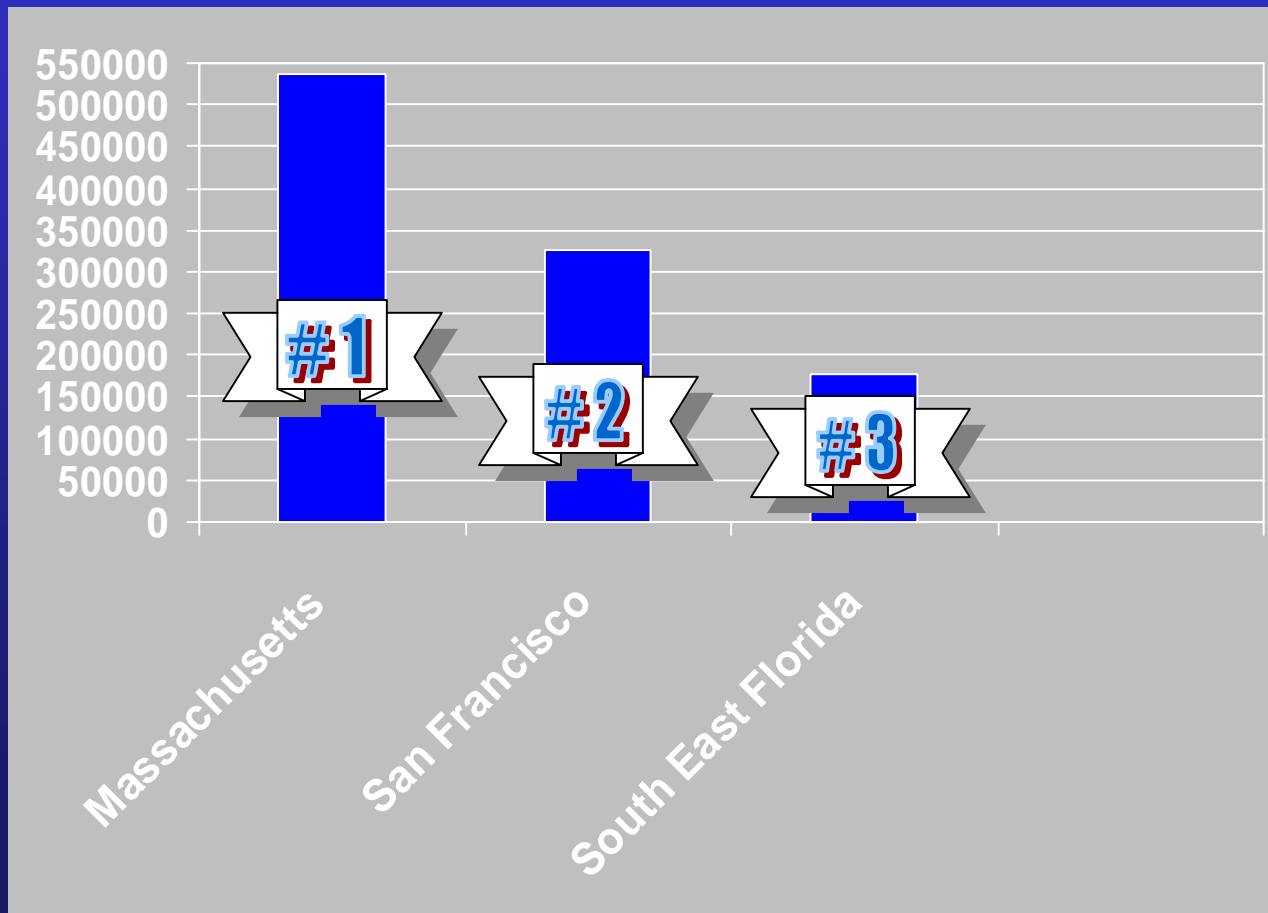
Criteria Used to Identify The Leaders

- PBS&J did an exhaustive survey of all 511 systems in the country
- We split the research into IVR and website to determine leaders
- What we got was not necessarily a list of overall best 511 systems, but Best Practices
- IVR Criteria
 - Ease of use / shortcuts
 - Personalization and other options for “power users”
 - Directed speed vs. natural speech
 - Breadth of information



Top 3 Systems by

- Top 3 by Average Call Volume Per Month*



The Leaders / IVR

- **North Carolina (877-511-INNC)**
 - Menu structure is still a part of the application, but callers can simply ask for desired road, city, county, right off the main menu
 - List of grammars was expanded significantly to recognize more utterances
- **Arizona (888-411-ROAD)**
 - Dynamic selections (shortcuts)
 - Quick reports
 - Also Natural Language ASR



The Leaders / IVR

- Travel Times
 - San Francisco (866-736-7433)
 - Central FL (866-510-1930)
 - Georgia (877-MYGA511)
 - Arizona (888-411-ROAD)
 - Virginia (800-578-4111)
 - Washington (866-548-6690)



Criteria Used to Identify The Leaders

- Website Criteria
 - Website design and ease of use
 - Interactivity of maps
 - Customizable services, i.e. “pushing” email alerts to a variety of devices



The Leaders / Website

- Bay Area 511 (www.511.org)
 - Site opens to a city-wide interactive map with congestion and events
 - Bulk of information is available from the splash page; page gives the user an overall view of conditions citywide
 - Context-sensitive help
 - Drive times available via interactive map application and using text





511.org -- Traffic: Traffic Map with Driving Times - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://traffic.511.org/traffic_map.asp

511 TRAFFIC

On the phone. 511 On the web. 511.org On your way.

SF Bay Area

TRANSIT TRAFFIC RIDESHARE BICYCLING 511 HOME LINKS

Traffic Map with Driving Times
511 Driving TimesSM (text version)
Traffic Information (text version)
Breaking News & Construction
Predict-a-TripSM (NEW)
FasTrakTM
511 Driving TimesSM Coverage
Carpool Lanes and Lots
Bay Bridge Seismic Retrofit Project
Local Traffic Information
Traffic Partners
MY 511SM (test site)

FEATURES & TOOLS

Map Refresh Rate: 3 min.

Need help? Visit the

Traffic Congestion

- No congestion
- Moderate
- Heavy
- Stop and go
- Closed
- No data

Standard Colors

Richmond Concord Berkeley Alameda San Francisco San Leandro Hayward Redwood City Fremont Daly City

Last refreshed: 10/2/2007 10:17 a.m.

Features Help

- Select this tool and then click on any map icon or roadway for more information.
- Select this tool to calculate driving times between two locations. (Not all routes are available yet.)

Map Tools Help

- Select this tool and then draw an area on the map to zoom in.
- Select this tool and then click on the map to zoom out.

Show/Hide

- Incidents
- Construction
- Events
- Cameras
- Traffic
- Base Map

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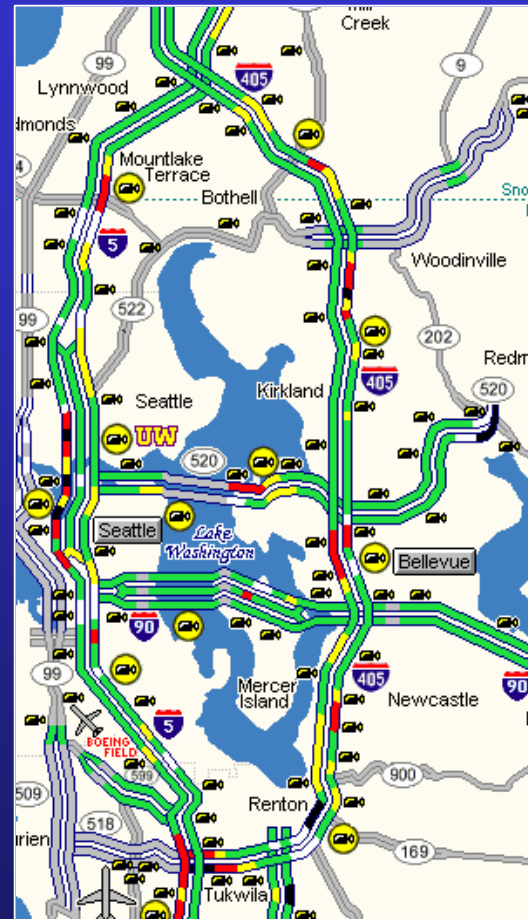
Map: -121.90674 , 37.82981 -- Image: 639 , 150 -- ScaleFactor: 0.00132

Internet



The Leaders / Website

- Washington State 511
 - They organize an enormous amount of information and make it easy to absorb
 - Congestion
 - Cameras
 - Static images and streaming video
 - Landmarks



Interoperability

- How do 511 systems work together?
- Coalition has a goal by 2010 for 511 to function with national interoperability
- How seamless are adjacent systems to the users?
 - Interoperability Task Force developed “Interoperability Quick Tips” published by 511 Coalition
 - We have begun to look at exactly how interoperable systems are



Interoperability

- Guidelines suggest certain top level menu categories (“Highway Information,” “Transit Information,” “Airport Information,” “Rail Station Information,” “Ferry Information” and “Help”)
- But different systems use different terms for these categories
- ASR platforms can be programmed to recognize a variety of grammars to get the same information



Interoperability

- All systems were scored
 - Top scorers:
 - North Carolina (77%)
 - Arizona (41%)
 - Orlando /Central FL (44%)
 - Miami / Southeast FL (36%)



Thank You!

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