511 Traffic, Transit and Commute Info

California 511 Workshop
March 3, 2008

Recent 511 Deployer Updates/ Issues

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San Diego 511 Program

- San Diego Region Launch
  - February 21,2007
  - Partners (Caltrans, CHP, MTS, NCTD & SD SAFE)
  - Telephone & Web
- 1st Year
  - One Million Users (726,000 calls, 370,000 Web)
  - Highway Signs (11,900 to 14,500 calls per week)

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System Architecture

Private
Sensors

Traffic Data

Transit Data

Operations
Data

SANDAG

Baseline Services

Web
Telephone
Public Access TV Broadcast

Value Added Services

Push Info
Personalized Info
Referral Services
Parking Reservations

Traffic

Transit

Roadside Aid

Call Centers
Transit, RideLink
Bicycling, FasTrak
Border Crossings
Airport

Caltrans MTS NCTD CHP SAFE

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Telephone

- Traffic
  - Traffic Conditions (Incidents and Congestion)
  - Driving Times
- Public Transportation
  - Bus, Trolley, COASTER, Paratransit & Commuter Rail
  - Transfer to call center
  - Real Time Bus information
- Roadside Assistance – “Mobile Callbox”
  - Transfer to dispatch center
- RideLink
  - Transfer to RideLink call center
  - Carpools, Vanpools, Commuter services
  - Bicycling
  - GRH
- FasTrak
  - Transfer to Customer service center
- Border Crossing wait times (Otay Mesa, San Ysidro, Tecate)
  - Recorded message
- Airport
  - Transfer to call center

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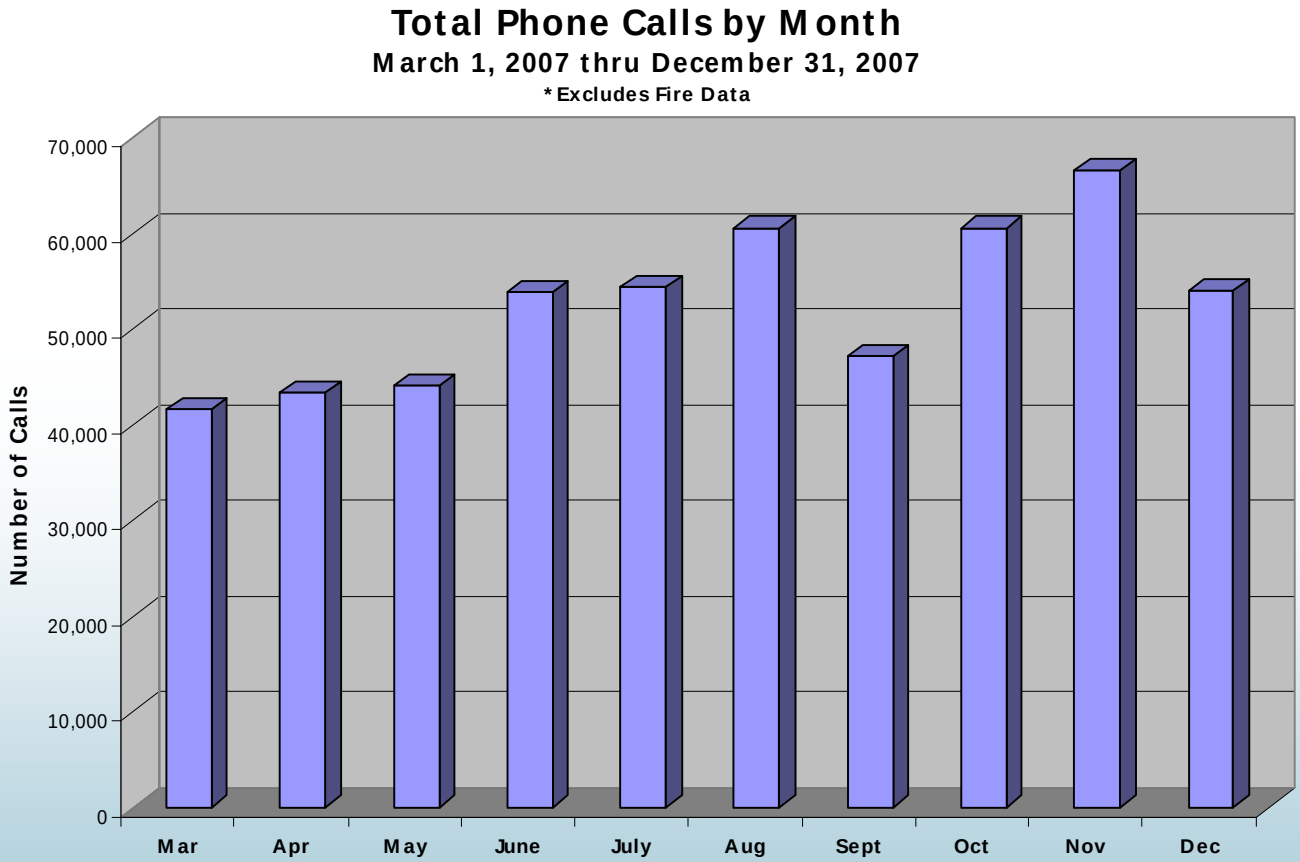
Phone Usage – Monthly

643,865 Total Calls to 511



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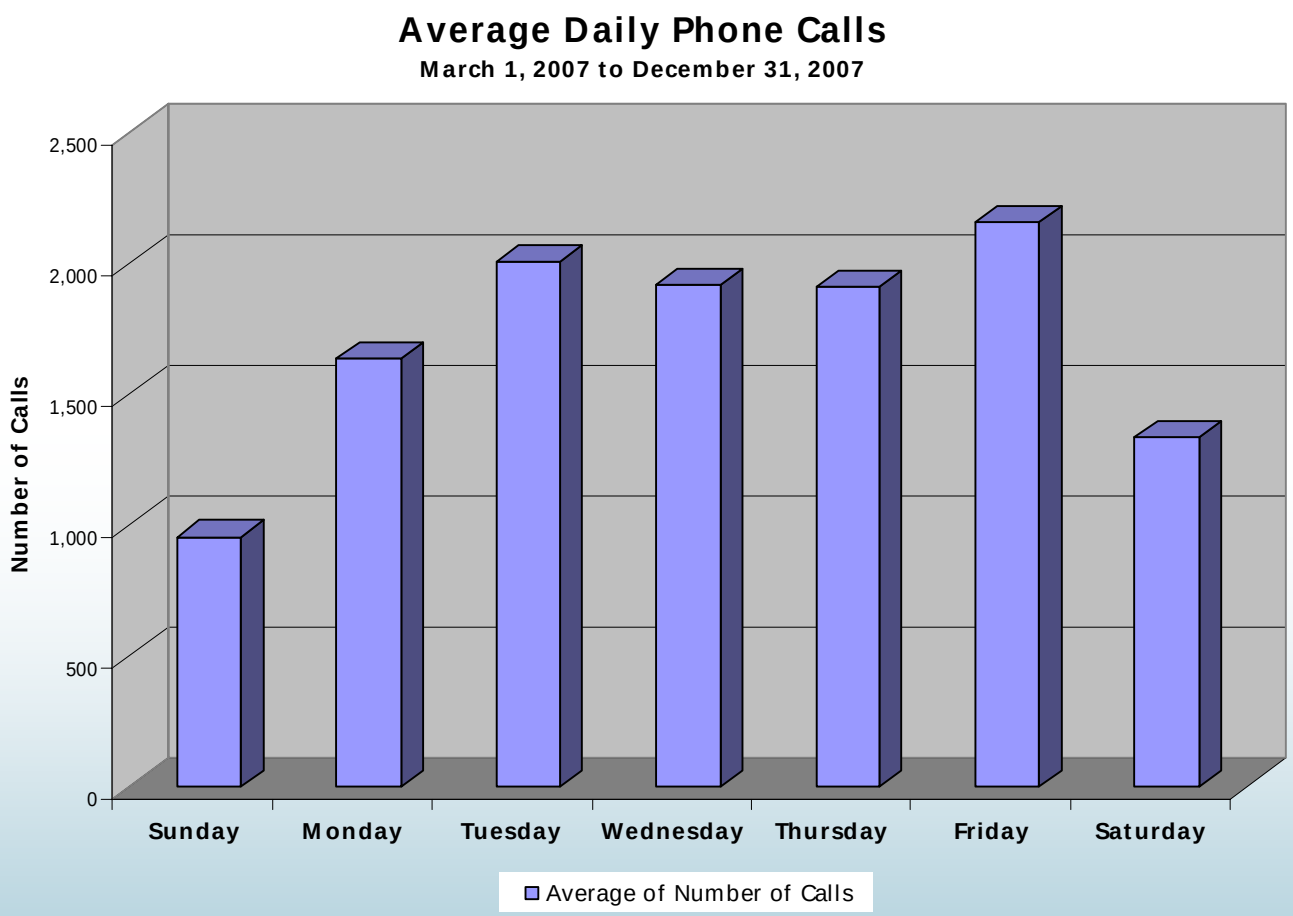
Phone Usage - Daily



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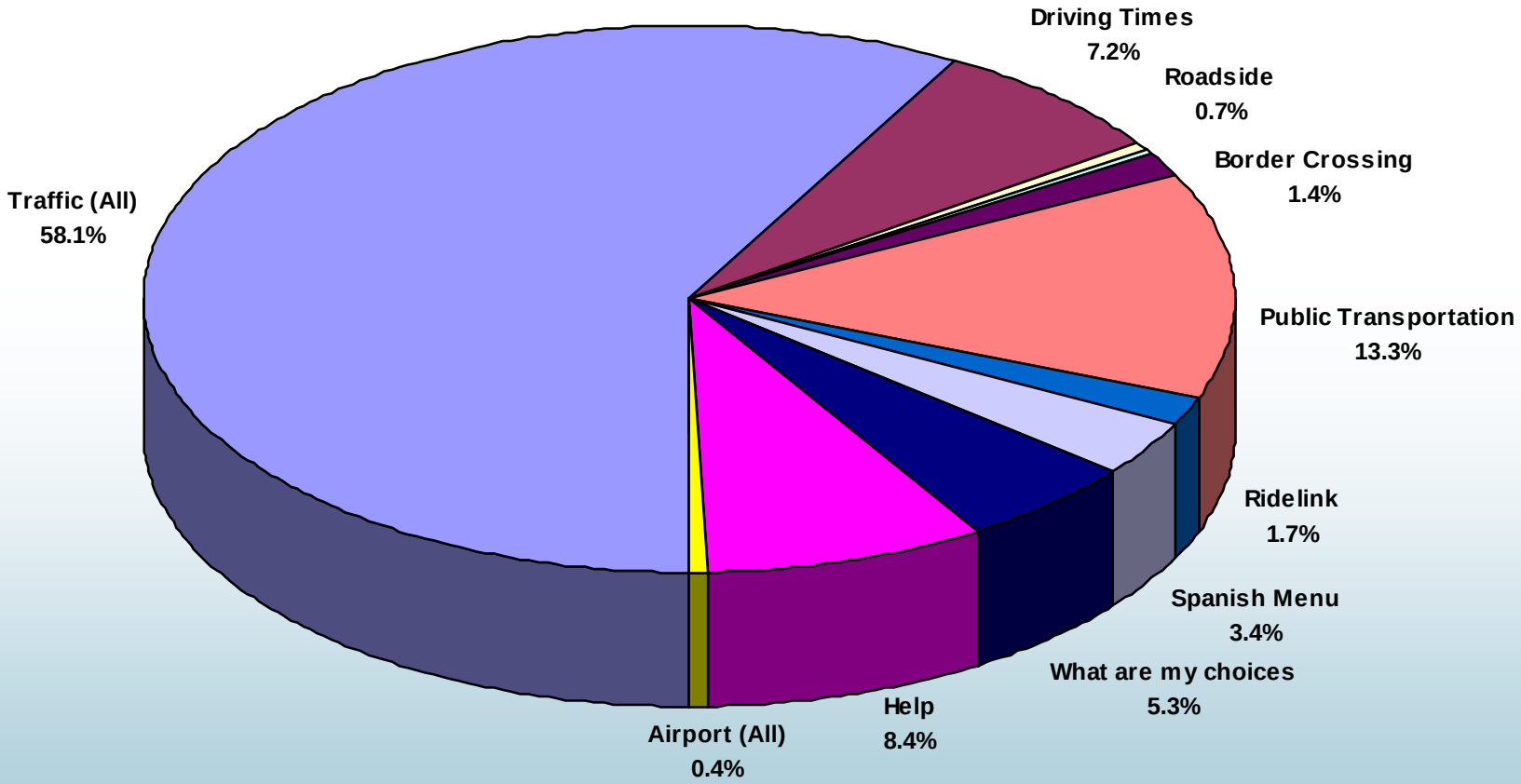
Phone Usage - Mode

511 Phone Menu Option Breakdown

March 1, 2007 thru December 31, 2007



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Where is my bus?

- Real-Time Bus Information
- Available on 75 Routes
- Transit Survey
  - Survey of Users
  - Reliability Testing
- Stop ID's

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511sd.com - Home

Top Menu

- Traffic
- Transit
- RideLink
- Bicycling
- FasTrak

Left Side Menu

- 511 Information
- Airport
- Rail
- Roadside Aid
- Border Crossing
- Weather
- Privacy
- Accessibility

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511sd.com – New Home

- Traffic
- Transit
- Compass Card
- RideLink
- Bicycling
- FasTrak

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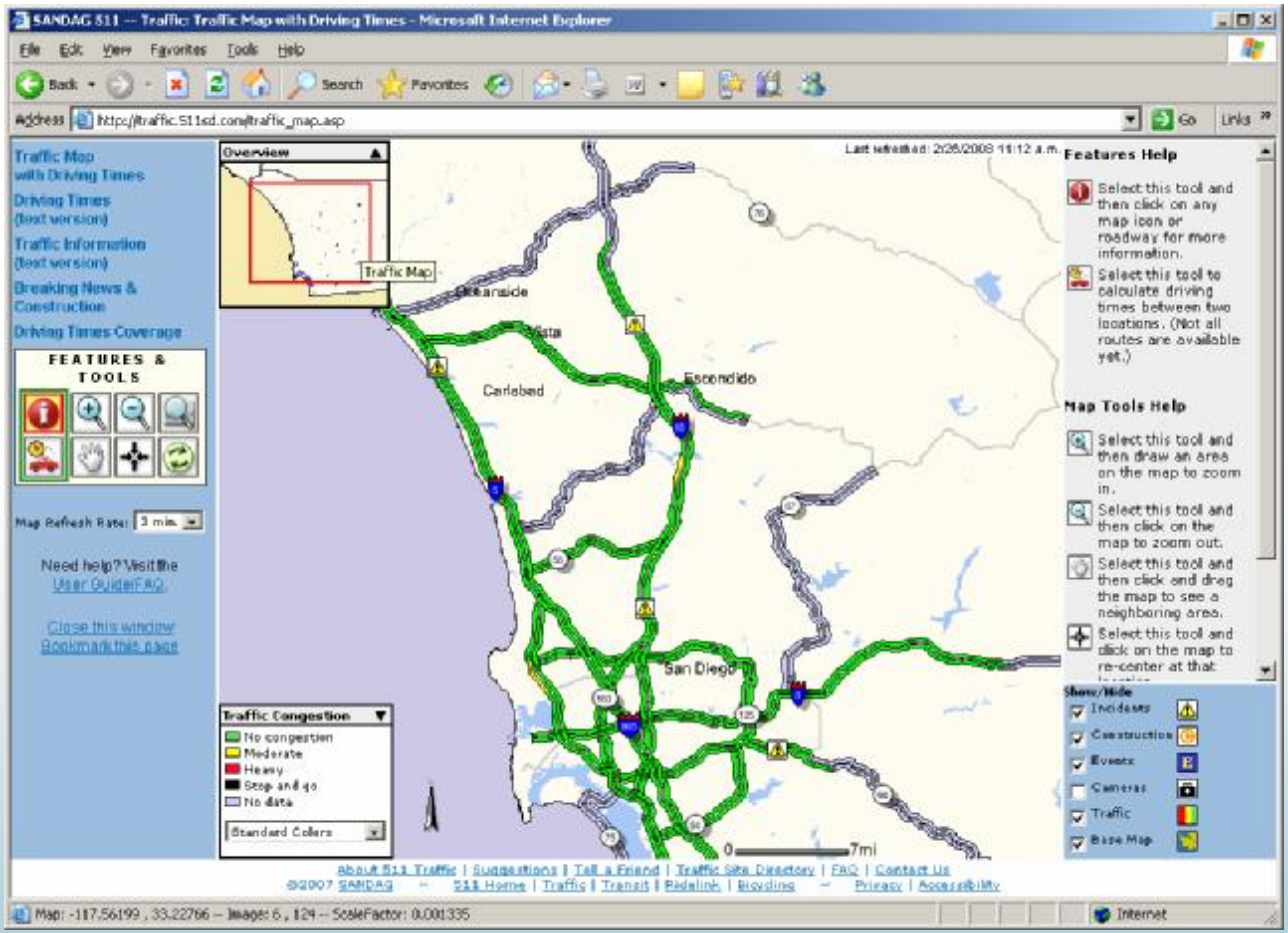
511sd.com - Traffic

- Traffic Page
  - Regional Traffic Map
  - Real-Time Information
    - Driving Times
    - Incidents
    - Congestion
    - Construction
  - Highway Camera Views



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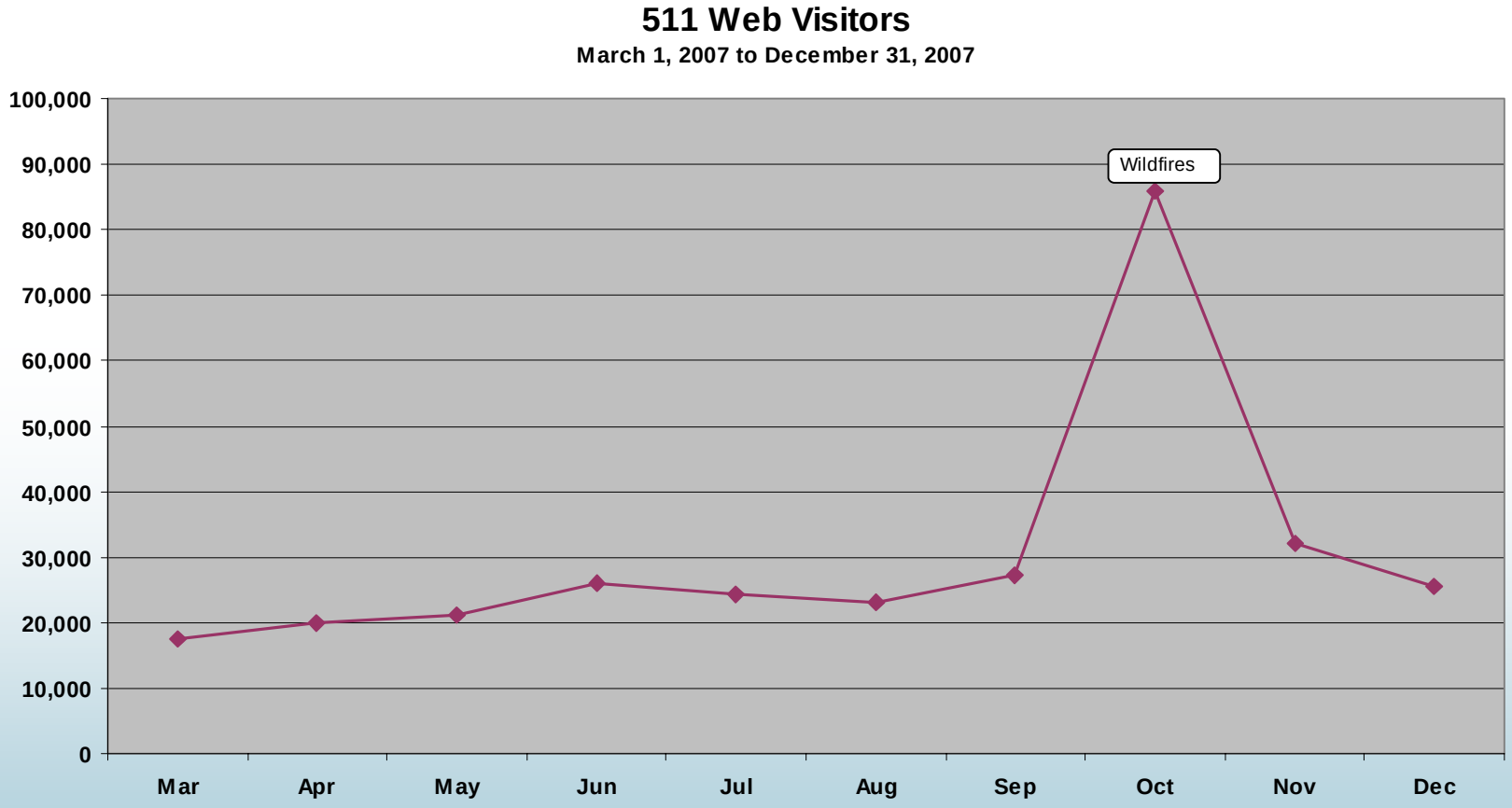
WEB Usage - Monthly

Total Web Visitors 302,564



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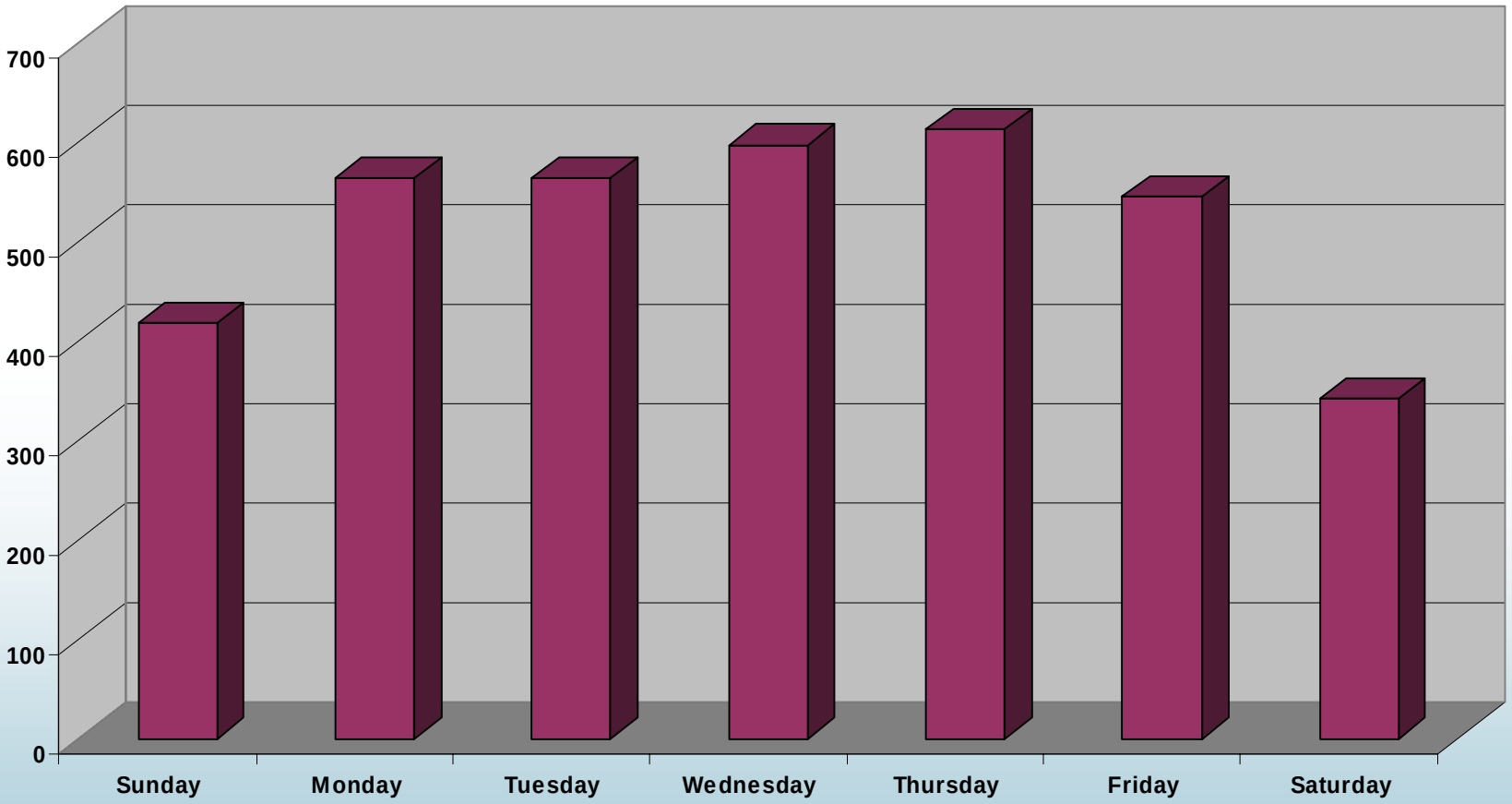
WEB Usage - Day

Average Daily Web Visitors



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Marketing Program

- Strategic Marketing Program
  - Strong agency partnership
  - Caltrans, MTS, NCTD, CHP, and SD SAFE
- Advertising/Public Awareness
  - Cross Linking 511 Web site with Public and Partner agency Web sites
  - Caltrans Highway Changeable Message Signs
  - Branding 511 on SANDAG and Partner agency print material
  - TV/Radio/Print Advertising

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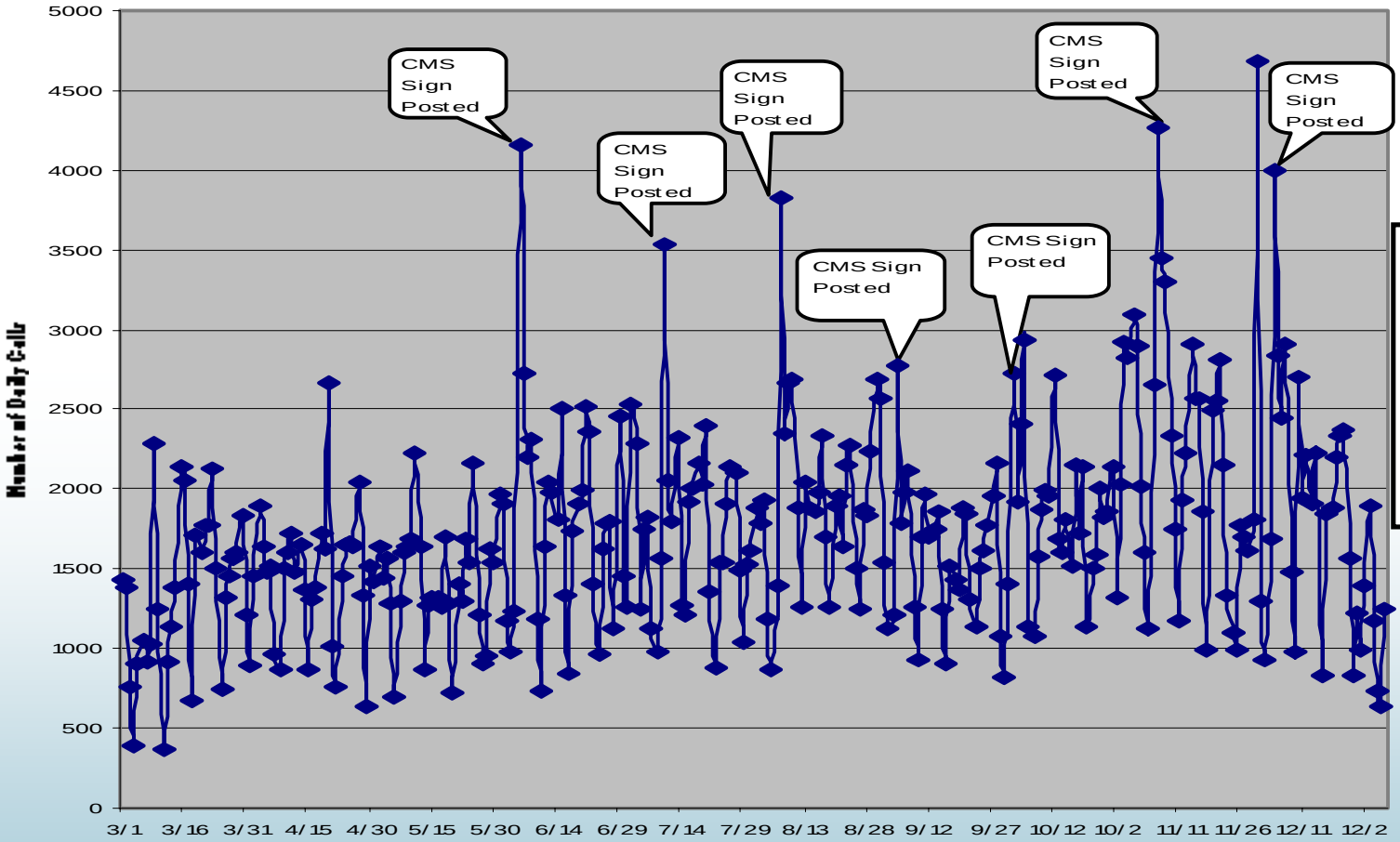
CMS

511 Phone Calls
3/1/2007 - 12/31/2007



Avg. Daily Call Volume = **1,678**

Avg. Call Volume when Caltrans Posts 511 on CMS Sign = **3,611**

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511 Freeway Signs

- **104 Signs Posted**
  - § 34 Highway
  - § 70 Park & Ride
- **All Highway Corridors**
- **All Park and Ride Locations**
- **Removed 1-800-Commute Signs**
- **Next steps: 511 Transit signs**

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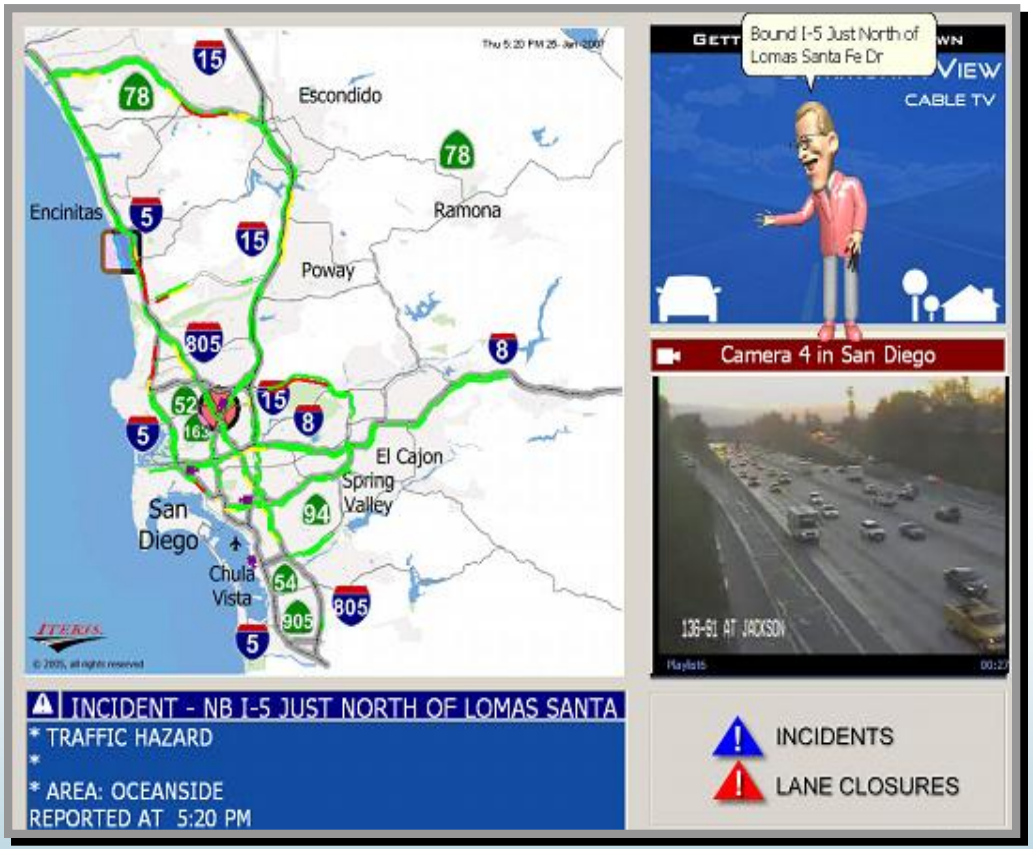
TV Broadcast

- Feed to public access channels
- Live traffic conditions map
  - Incidents
  - Congestion
  - Construction
  - Caltrans cameras
- San Diego region-wide service
- Operational in summer



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2007 Wildfires

- **Benefit During Wildfires**
  - Received record usage
  - Maintained 24/7 availability
  - Increase visibility from Public Officials and media
- **Issues During Wildfires**
  - Clearly and accurately depicting road conditions
  - Users expected a complete regional picture
  - Consistency of accurately classified data
  - Expected 511 Operator assistance

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Future of 511

- Real Time Travel Information
  - Network Wide Travel View (Informed Traveler)
  - All Modes (Traffic/Transit/ML/Pricing)
  - All Roads (Highways/Arterials)
  - All the Time (Value Added – Push Information)
  - Park-n-Ride (Smart Parking)
- Highway Camera Views – Mobile
- Personalized Information – i511
- Historical Information – Predict a Trip
- PDA Compatible
- Spanish Version

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511

Traffic, Transit and Commute Info

Click. Call. Connect.

511 - On The Phone

511sd.com - On The Web

511 TV Broadcast

SANDAG Caltrans MTS NCTD CHP SAFE

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California 511 Workshop: The 511 Your Customers Want March 3, 2008

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ITS and STARNET

SACOG Region

(Sacramento Area Council of Governments)

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ITS and STARNET

- Finding a group of Champions
- Develop Local Agency ITS plans and implement
- Regional Architecture tailored to Local ITS Planning Documents
- Obtaining Local Governmental support

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ITS and STARNET

- STARNET concept has evolved with the Regional Architecture.
- Initially small partnership has grown via incorporation of Cities and perceived benefits drawing in new partners and newly identified needs.
- Regional Architecture was used as foundation on which to develop our Concept of Operations for STARNET

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ITS and STARNET

- Connectivity to Adjoining Regions
- Desire to leverage investment made by others.
- Provide High Quality Traveler Information
  - Required regional data (STARNET)
  - Improve Regional 511 System
- Successful approach: Systems Engineering Methodology

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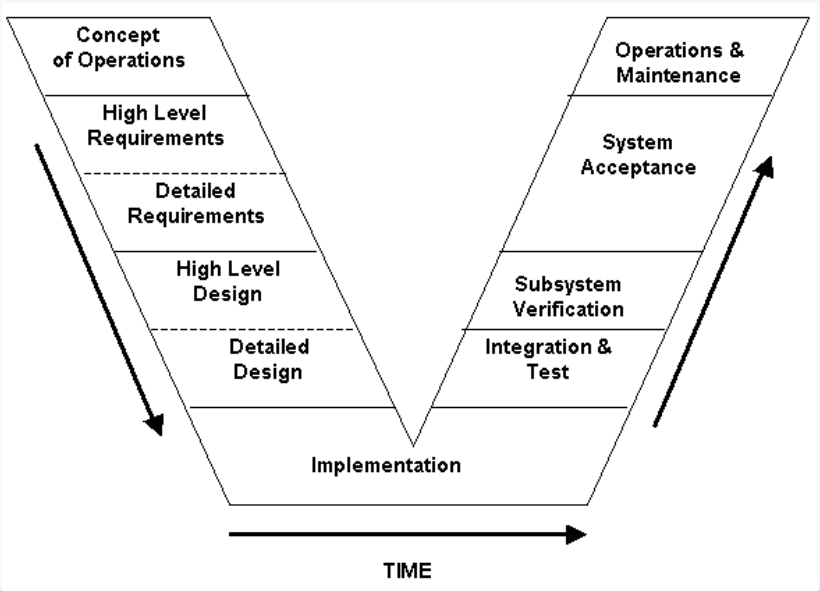
ITS and STARNET

- Systems Engineering tool to define STARNET
  - Concept of Operations Document
  - Systems Requirements (High Level Design)
  - Now ready for Detailed Design



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ITS and STARNET Lessons Learned:

- Systems Engineering is not hard and assists in controlling the development process. It works!
- Maintain momentum when you have it.
- Everything takes much longer than you anticipate, even when you have considered worst case…
- Work hard at documenting and marketing success. Once you have completed a task it is taken for granted, not as an “Early Winner”.

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