



*Traffic, Transit and Commute Info*

# ***California 511 Workshop*** ***March 3, 2008***

*Recent 511 Deployer  
Updates/ Issues*





# San Diego 511 Program

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





# System Architecture



Private Sensors



Traffic Data



Transit Data



Operations Data

## Baseline Services

Web  
Telephone  
Public Access TV Broadcast



Traffic



Transit



Roadside Aid

Call Centers  
Transit, RideLink  
Bicycling, FasTrak  
Border Crossings  
Airport



## Value Added Services

Push Info  
Personalized Info  
Referral Services  
Parking Reservations



- 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

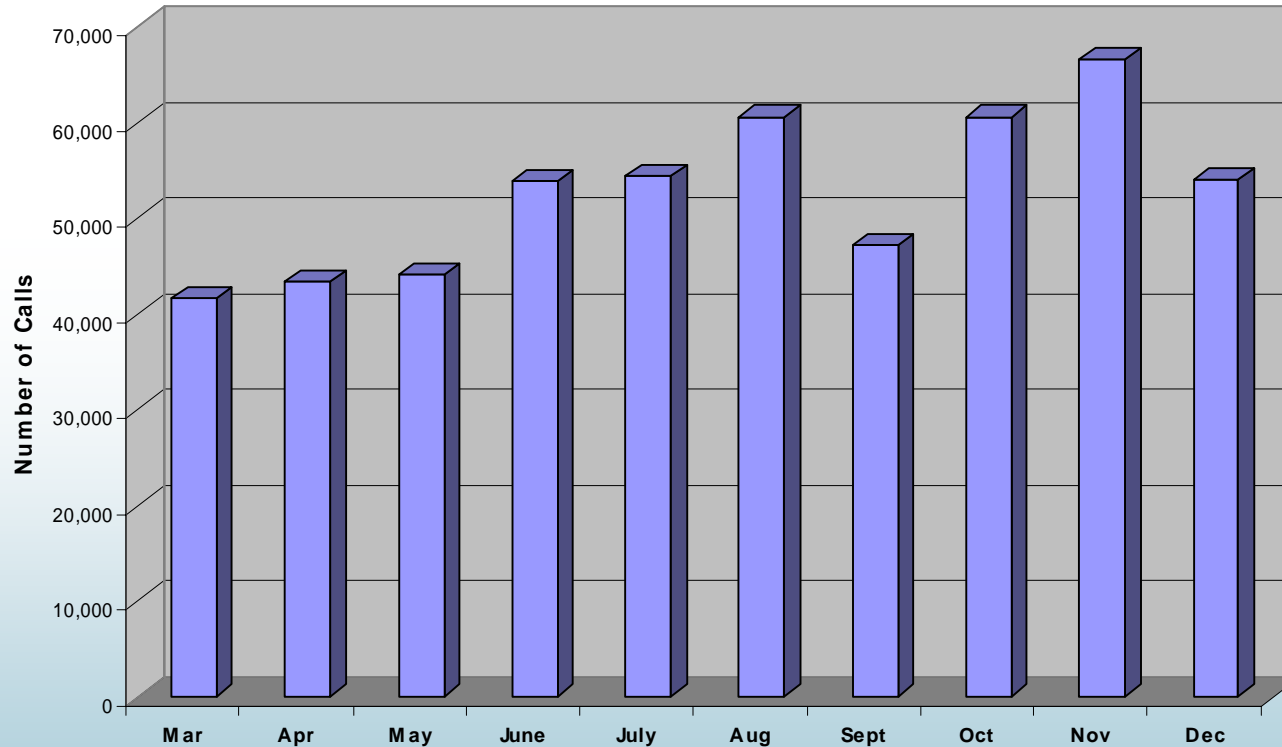




# Phone Usage – Monthly

643,865 Total Calls to 511

**Total Phone Calls by Month**  
March 1, 2007 thru December 31, 2007  
\* Excludes Fire Data

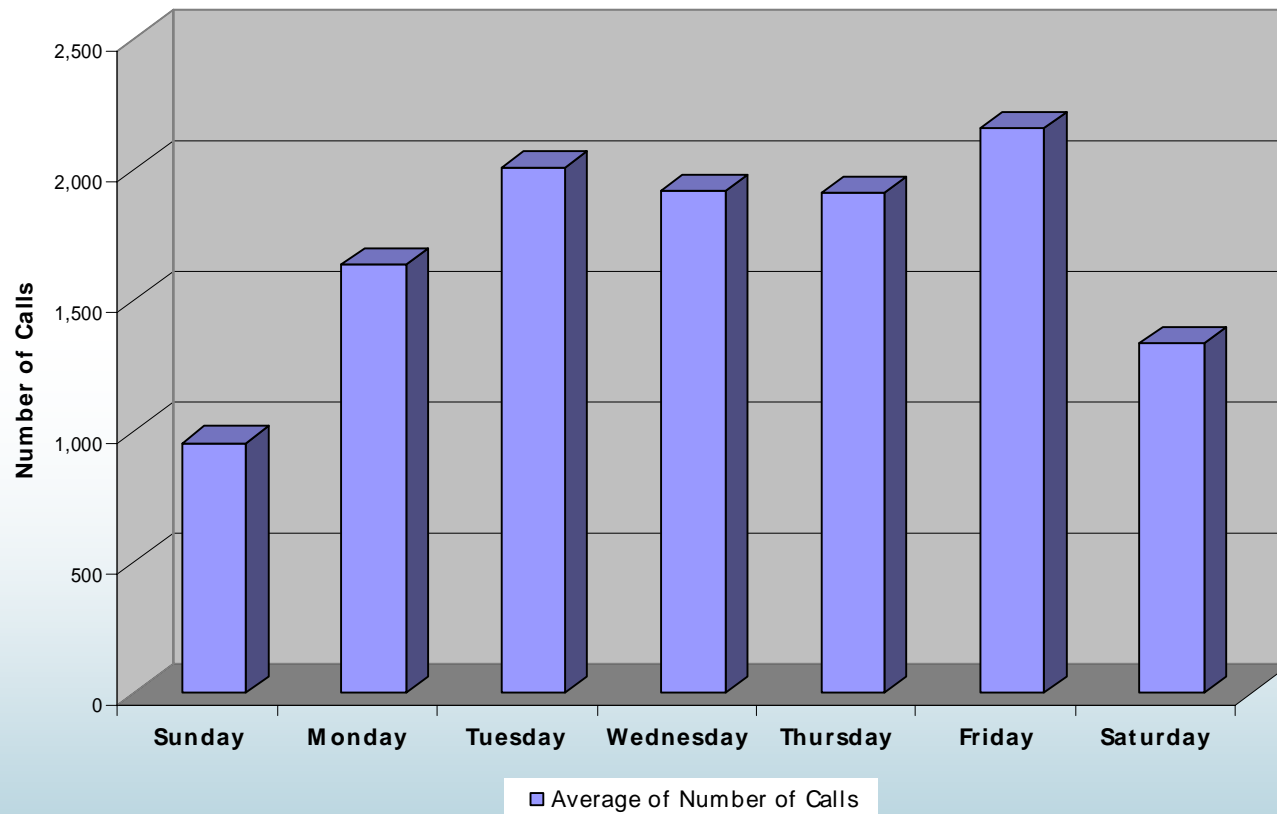




# Phone Usage - Daily

## Average Daily Phone Calls

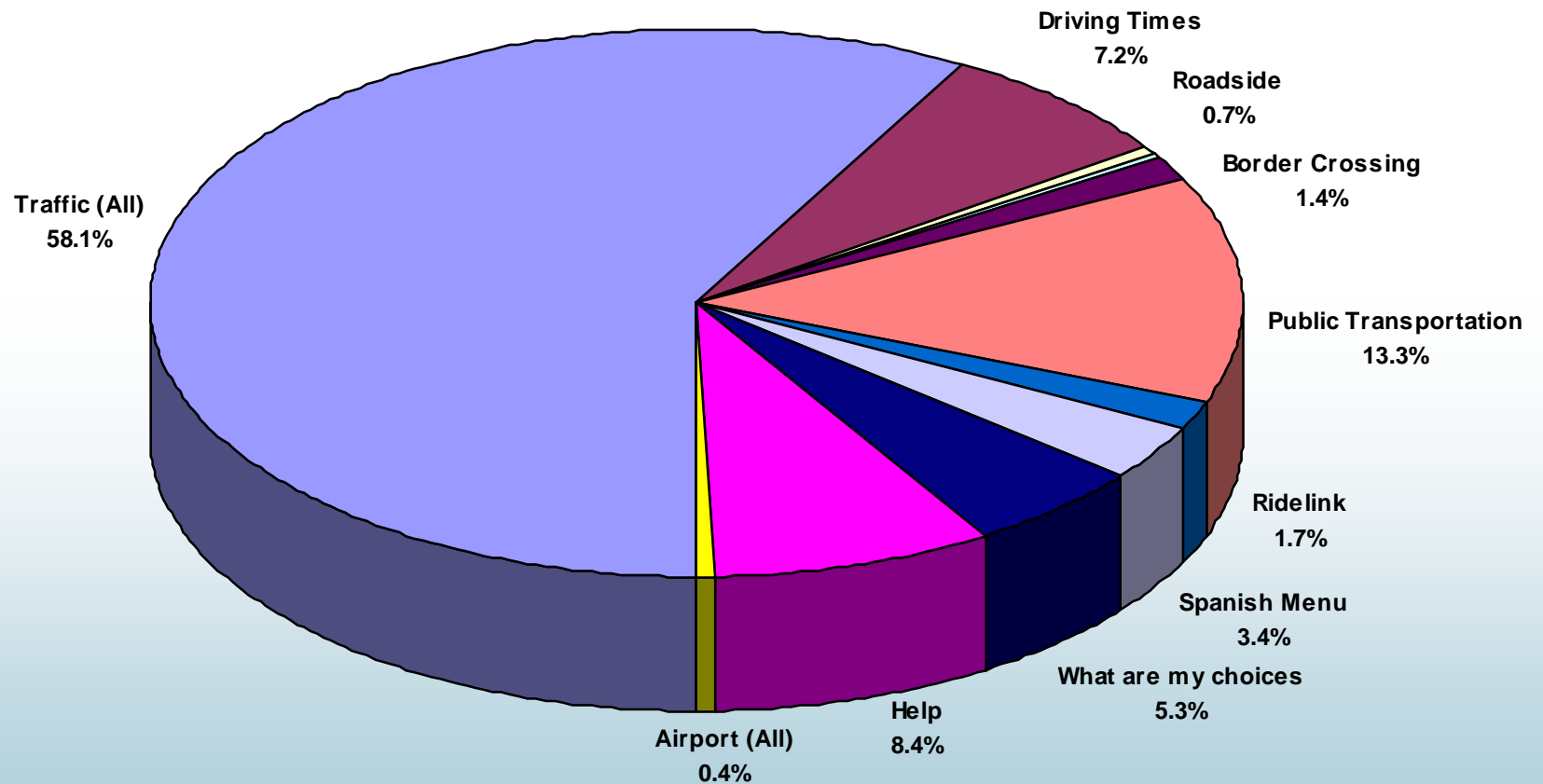
March 1, 2007 to December 31, 2007





# Phone Usage - Mode

## 511 Phone Menu Option Breakdown March 1, 2007 thru December 31, 2007





# Where is my bus?

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





## Top Menu

- Traffic
- Transit
- RideLink
- Bicycling
- FasTrak

## Left Side Menu

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

**511**  
Click. Call. Connect.

**Traffic, Transit, & Travel Info**

Traffic Transit RideLink Bicycling FasTrak

Search:

**511 Information >>**  
Airport >>  
Rail >>  
Roadside Aid >>  
Border Crossing >>  
Weather >>  
Privacy  
Accessibility  
Partners

**Quick Links**

**Your San Diego Commute Connection**

- Real-time traffic information with driving times and incident reports
- Transit route and fare information
- Carpool and vanpool information
- Commute options

[Live Traffic Map](#)

[Transit Trip Planner](#)

Let **RideLink** Ease Your Commute. [www.ridelink.org](http://www.ridelink.org)

**TransNet**  
Dollars Keep Your San Diego Moving!  
[www.KeepSanDiegoMoving.com](http://www.KeepSanDiegoMoving.com)

Get On The **FasTrak** Bike to Work Day is May 18, 2007 [www.ridelink.org](http://www.ridelink.org)

**SANDAG**

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Caltrans MTS NCTD SAFE



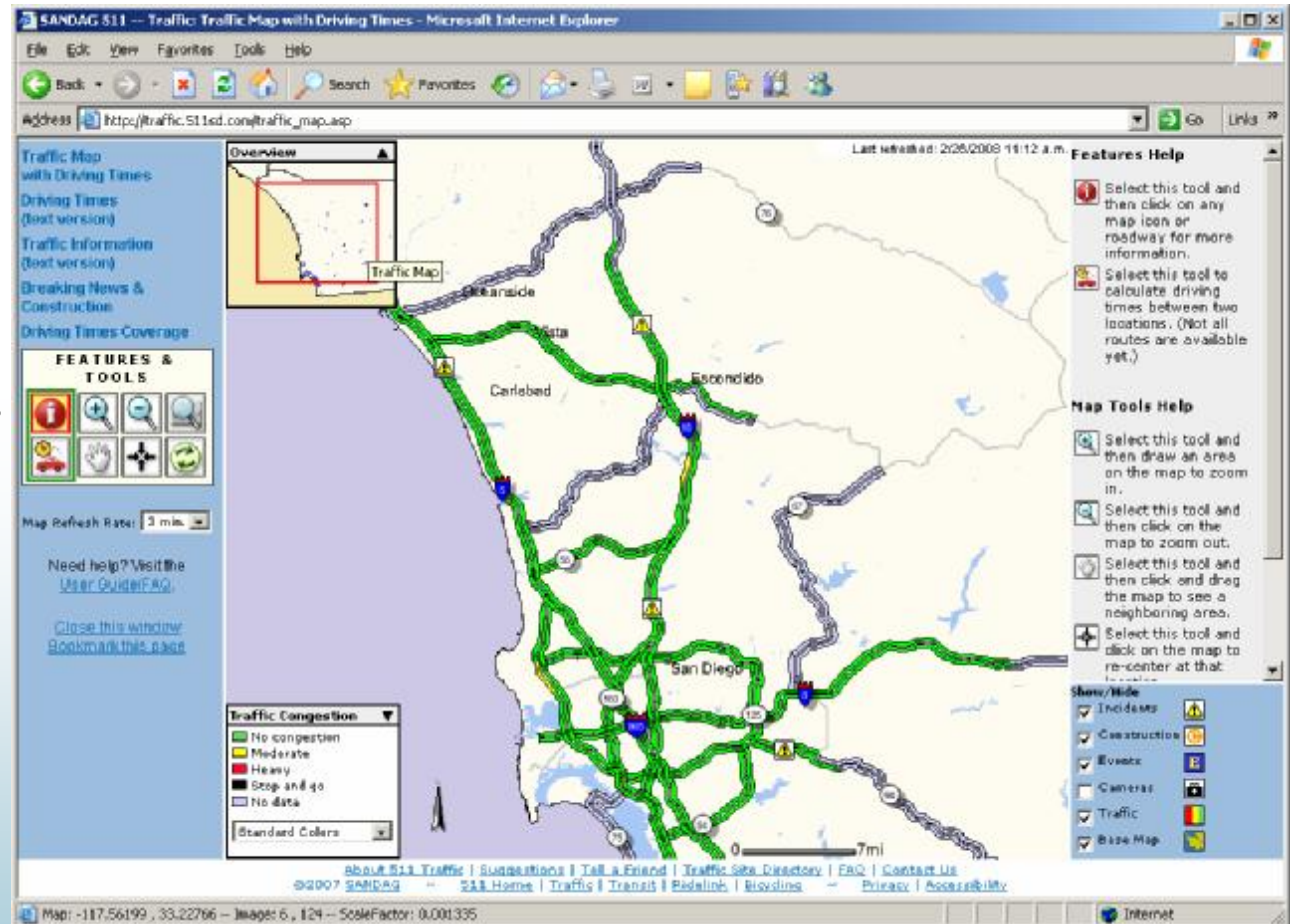
# 511sd.com – New Home

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

The screenshot displays the 511 San Diego website interface. At the top, the 511 logo and tagline "Click. Call. Connect." are visible. The main navigation bar includes links for Traffic, Transit, Compass Card, RideLink, Bicycling, and FasTrak. A search bar is located on the left side. The central content area features a "Real Time Traffic Conditions" map of San Diego and surrounding areas, with a legend indicating congestion levels: No congestion (green), Heavy (red), No data (grey), Moderate (yellow), and Stop and go (black). To the right of the map is a "Current Driving Times" section listing travel times for various routes: Sorrento Valley to Oceanside (21 minutes), Downtown San Diego to Oceanside (34 minutes), Sorrento Valley to Escondido (21 minutes), Downtown San Diego to Escondido (28 minutes), and Sorrento Valley to Chula Vista (29 minutes). Below this is a "Transit Trip Planner" section with input fields for "From:", "To:", "Date:" (2/22/2008), and "Time:" (4:45 PM), along with radio buttons for "Departure" and "Arrival" and a "Plan Trip" button. The right sidebar contains several promotional banners: "Glitter with Diamond Awards", "Join a Vanpool! VPSI Commuter Vanpools 1-800-VAN-RIDE", "Celebrate Ridesharing!", "Improve Your Commute RideLink", and "Get On The FASTRAK". The footer includes the SANDAG logo, navigation links, and logos for partner agencies: Caltrans, MTS, NCTD, and SAFE.



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



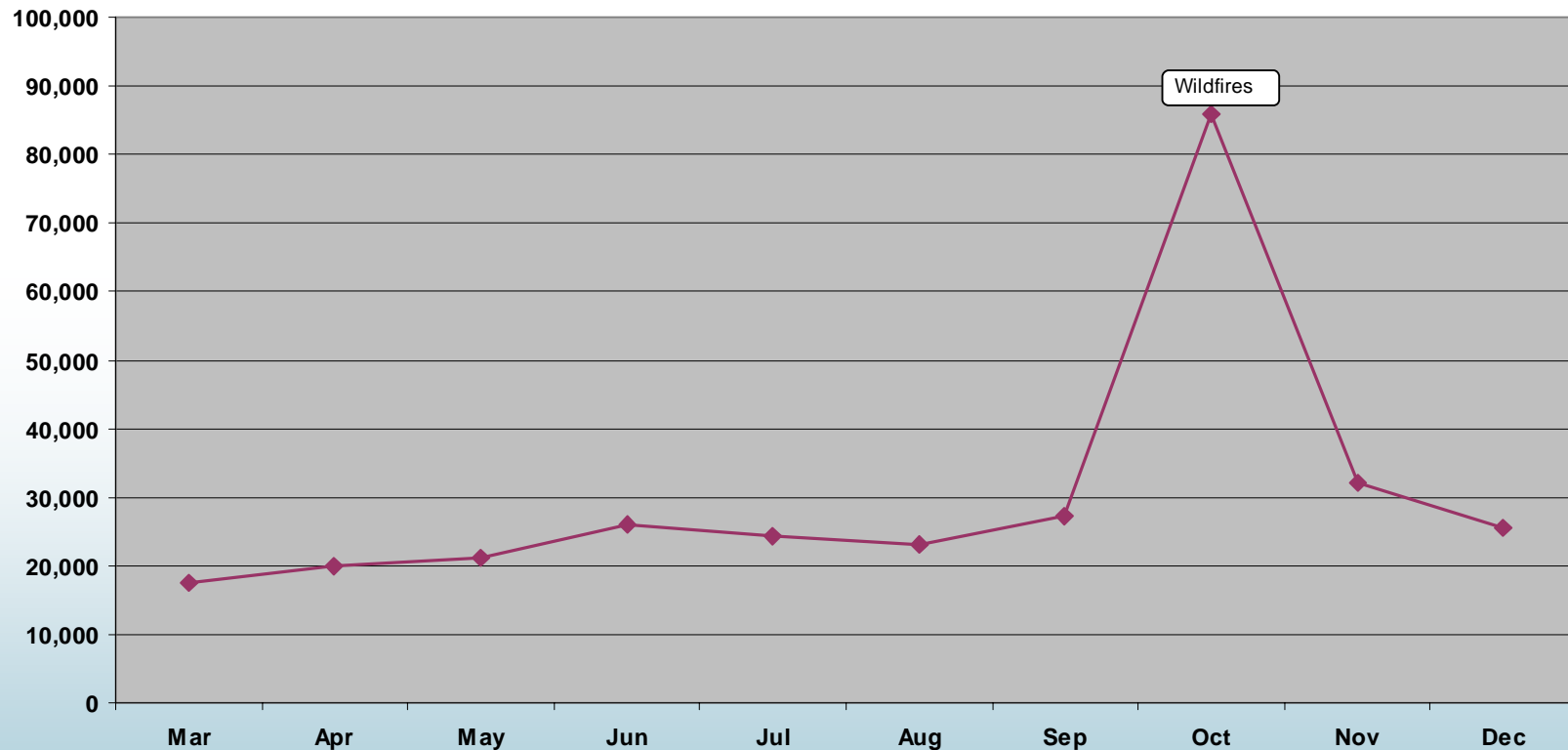


# WEB Usage - Monthly

Total Web Visitors 302,564

## 511 Web Visitors

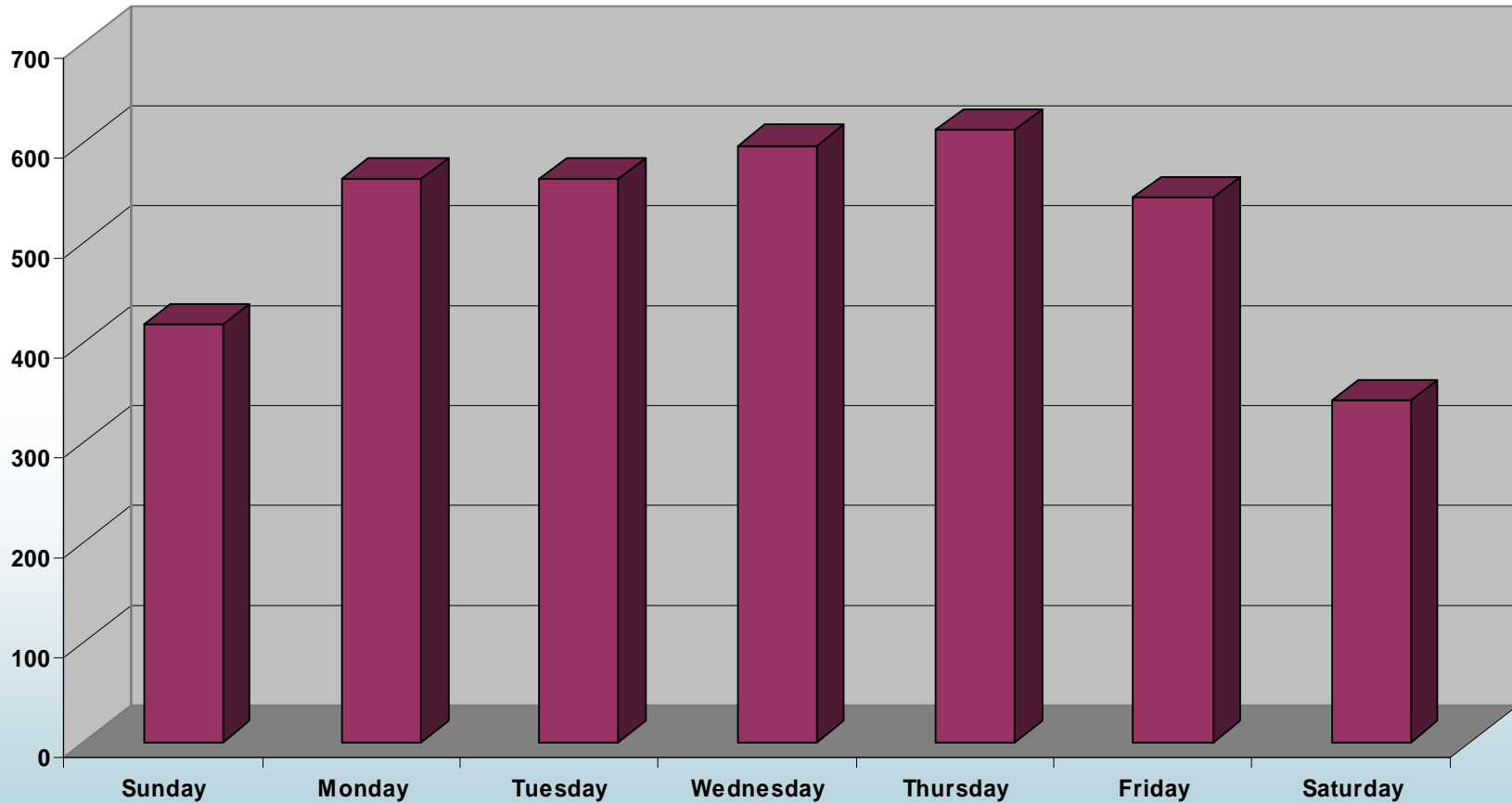
March 1, 2007 to December 31, 2007





# WEB Usage - Day

Average Daily Web Visitors





# Marketing Program

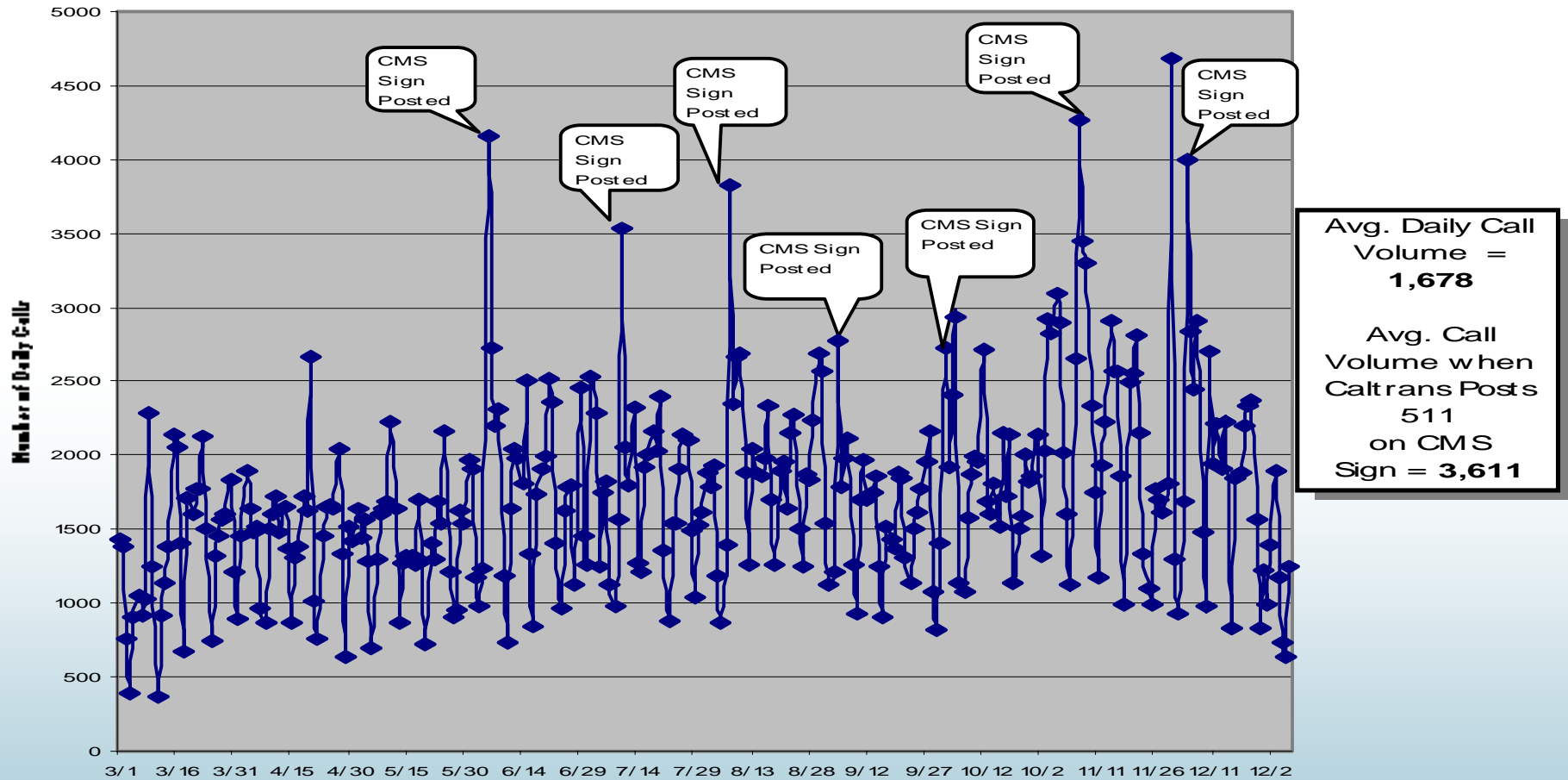
- Strategic Marketing Program
  - Strong agency partnership
  - Caltrans, MTS, NCTD, CHP, and SD SAFE
- Advertising/Public Awareness
  - Cross Linking 511 Web site with Public and Partner agency Web sites
  - Caltrans Highway Changeable Message Signs
  - Branding 511 on SANDAG and Partner agency print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



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





# 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





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

The screenshot displays a traffic information interface. On the left is a map of the San Diego region with major highways (I-5, I-15, I-8, SR-52, SR-163, SR-54, SR-94, SR-905, SR-805, SR-78) color-coded by traffic conditions. A red box on the map highlights an incident on I-5 north of Lomas Santa Fe Dr. On the right is a live camera feed labeled 'Camera 4 in San Diego' showing a multi-lane highway with traffic. Above the camera feed is a cartoon character and a speech bubble that reads 'Bound I-5 Just North of Lomas Santa Fe Dr'. Below the map and camera feed is a legend with a blue triangle icon for 'INCIDENTS' and a red triangle icon for 'LANE CLOSURES'. A text box at the bottom of the map area reads: 'INCIDENT - NB I-5 JUST NORTH OF LOMAS SANTA \* TRAFFIC HAZARD \* AREA: OCEANSIDE REPORTED AT 5:20 PM'. The top right corner of the interface shows the time 'Thu 5:20 PM 25-Jul-2007' and the text 'GETT VIEW CABLE TV'.

- **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



- 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



*Traffic, Transit and Commute Info*

**Click. Call. Connect.**

*511 - On The Phone*

*511sd.com - On The Web*

*511 TV Broadcast*





# **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)



# 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

# 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



# ITS and STARNET

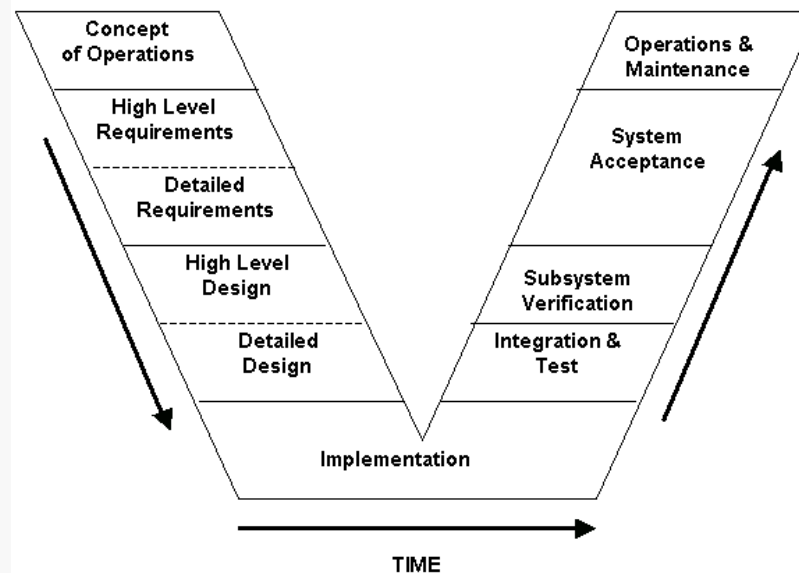


- Connectivity to Adjoining Regions
- Desire to leverage investment made by others.
- Provide High Quality Traveler Information
  - Required regional data (STARNET)
  - Improve Regional 511 System
- Successful approach: Systems Engineering Methodology

# ITS and STARNET



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



# 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”.