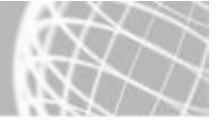# Positioning 511 for Disasters and Emergencies: MTC 511

Les Jacobson

California 511 Workshop: The 511 Your Customers Want

March 4, 2008

Overview of MTC 511

- § Bay Area's free traveler information service
- § Phone – Call 511
  - § Launched December 2002
- § Web – Visit 511.org
  - § Launched early 2004
- § Multimodal
  - § Transit
  - § Traffic
  - § Ridesharing
  - § Bicycling
- § 100,000+ calls/week
- § 390,000+ web user sessions/week

Emergency Enhancements

§ Position 511 as information portal during emergencies
  - § In the plan for 2006 - 2008
§ April 29, 2007 tanker incident raised the priority
§ Lessons from bridge collapse
  - § Capacity issues
  - § Information tailored to the event
  - § How to deal with "out of service" links
§ Capability to respond appropriately to different severities
  - § Regional disasters
  - § Sub-regional disasters
  - § Regional disruptions
  - § Sub-regional disruptions

Actions to Address Capacity - Web

§ **Technology refresh**

  § New servers

  § Increase number of servers

§ **Reduce map detail**

  § Removed street layer

§ **Ability to add static maps (instead of dynamic)**

  § Regional and selected sub-regional views

  § Updated every minute

§ **Limit refresh rate**

Actions to Address Capacity - Phone

§ Moving to Voice Over IP

§ Developed flexible menu structure

  § Allows different menus under different conditions

§ Hardware and software refresh

§ Investigating sharing ports

Information tailored to Event

§ Web

  § Static maps with detour information

  § Detour driving times

  § New "ticker" to share information on all sister sites

§ Phone

  § Re-structured, flexible menu

  § Floodgates at more menu locations

  § Improved floodgate tool

Out of Service Links

§ Developed "Break-a-Link"

§ Automatically provides new trips when a critical link is out of service

Labor Day Bay Bridge Closure

§ Full closure of the Bay Bridge – major transportation disruption

§ Developed the new tools over the Summer of 2007

§ Implemented as a test

§ Features worked well

System Migration

- § Co-locate with SanDAG 511 system
- § More isolated from disasters
  - § Secure site
  - § More immune to seismic events
- § New hardware and updated COTS software
- § Voice over IP telephony
- § Allows potential for sharing resources

IT for a Sustainable and Secure World

Bay Area 511

Toll Free Number

888-500-INFO

http://www.511.org

Thank you!