

Traffic, Transit and Commute Info

California 511 Workshop March 4, 2008

Creative Funding















Introduction

- History of Traveler Information in the San Diego Region
- Current 511 Traveler Information System
- Strategic Business Plan 511 System















History

Caltrans District 11 Traffic site

- Only available on the Web
- Not a complete regional picture
 - No alternate transportation
 - No travel times
- No Private Entity developing inclusive service

SANDAG Ridelink

Contained information on vanpool and carpool

Transit Agencies – MTS/NCTD

Transit schedules information

















Current 511 System

511 Traveler Information System

- A Complete Regional Picture
- Web site, TV Broadcast and Phone
- New Features:
 - Real-time Driving Estimates
 - Real-Time Bus Arrivals
 - Roadside Aide
 - Incident Information
 - Closed Circuit Television
 - Traffic information to your desktop or cell phone (RSS Feed)

















Future Vision

- Promote all modes, all roads, all the time to relieve congestion
 - Report cost, time and quality to commuters
- Centralize all SANDAG services
 - FasTrak, Freeway Service Patrol, Ridelink
- Integrate addition transportation services
 - Shuttles, taxis and tow services
- Customize service to regional commuters
 - i511















Critical Issues

- Funding of on-going operations and maintenance (\$1 million)
- Funding sources currently all public
- Adding additional features

SANDAG Staff starts evaluating revenue generating alternatives















Strategic Business Plan

- Determine the direction for the 511 Program Services.
- Aspects to consider in evaluating SANDAG Strategy:
 - Assets
 - Strengths and Weaknesses
 - Ability to cover program and operational costs

















- 1. Promote transportation alternatives to travelers
- 2. Provide one-stop location for all commute and travel information
- 3. Create brand awareness of 511
- 4. Explore commercial opportunities to reduce public sector funding















Program Assets

- Web site
- Telephone Access
- TV Broadcast
- Cameras/Broadcast Feed
- Traveler Information Feed (TIF)















Strategies

- Advertising/Sponsorship
- Menu Placement/Referral Service
- Regional Traveler Information Feed
- Private Sector Products and Services















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Adverting/Sponsorship

- Promote products or services through the 511 Assets
- Revenue is closely correlated with the number of customers using our services.
- Additional opportunities to leverage this strategy include:
 - Updated information provided to your phone or Web site, called a RSS Feed
 - Goods Movement Operations for trucking and freight movement companies















Menu Placement/Referral

- Transportation services, such as taxis, tow trucks or shuttles, would pay a fee for 511 customers referred to them.
- Place menu option for these services on Web and phone
- Currently partnering with Roadside Aid







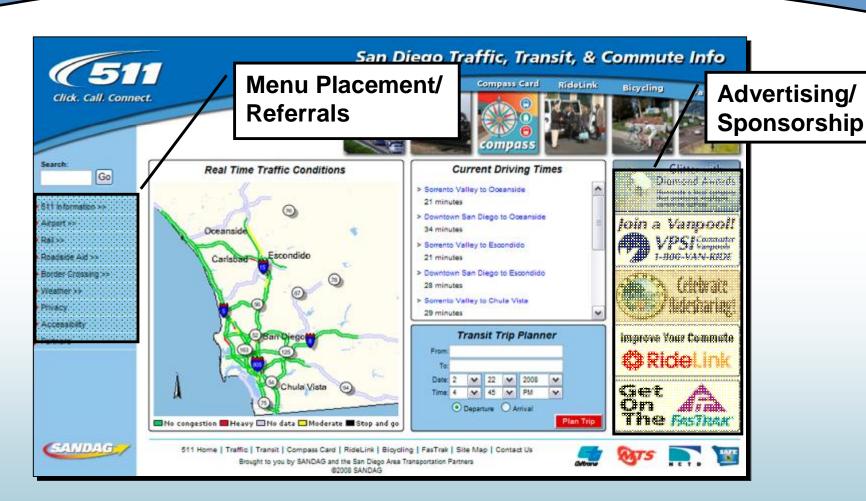








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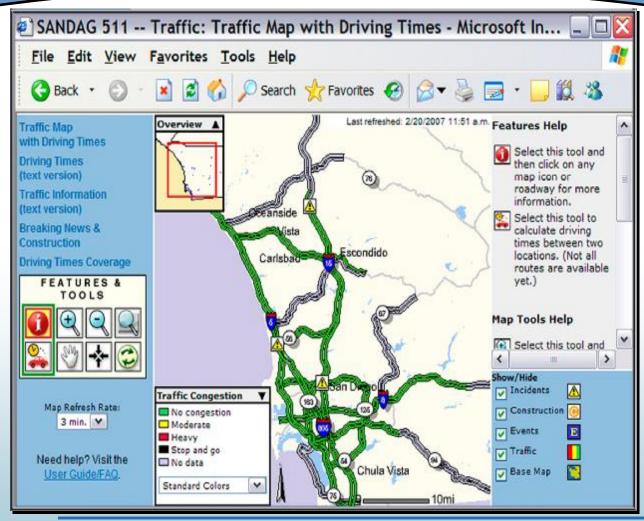








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TV Broadcast

















Telephone

- 511 Content Management Tool can add advertising "Brought to you by AAA"
- Add options for roadside assistance, taxis, shuttles, etc.

















Regional Data Feed - TIF

- Access secure real-time TIF feed for a fee.
- Currently traffic data is free through Caltrans
- "Delivering Decision Quality Transportation Information to Customers" explores business options















Private Sector Products and Services

- Utilizing the 511 assets develop and deploy business solutions
- Business entities would come to us, or be solicited by consultants, to provide new service
- Revenue would offset program expenses and support regional transportation data collection
- Services include, tailoring or customization of SANDAG 511 assets.















Next Steps

- Gain approval of Advertising Policy
- Work with our Consultants to attract advertisers
- Structure the 511 Assets for advertising and menu placement















Click. Call. Connect.

511 - On The Phone 511sd.com - On The Web 511 Public Access Cable TV















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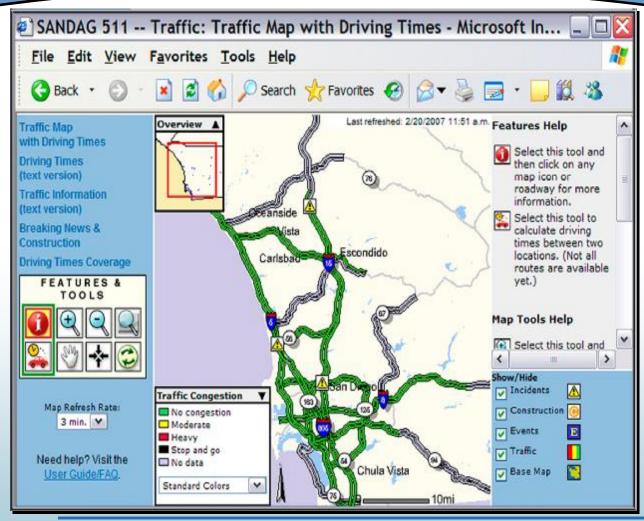




SAMUAG



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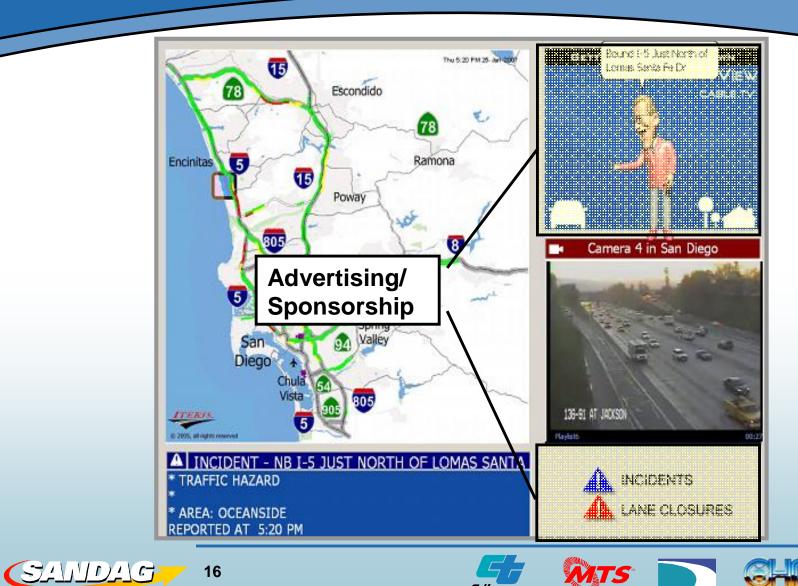






TV Broadcast

SAFE





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