



*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**



## 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



## 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 additional transportation services**
  - Shuttles, taxis and tow services
- **Customize service to regional commuters**
  - i511



- **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**





# Strategies

- **Advertising/Sponsorship**
- **Menu Placement/Referral Service**
- Regional Traveler Information Feed
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# Advertising/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**



**San Diego Traffic, Transit, & Commute Info**

511 Click. Call. Connect.

Search:  Go

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

**Real Time Traffic Conditions**

Oceanside, Carlsbad, Escondido, San Diego, Chula Vista

Legend: No congestion (green), Heavy (red), No data (grey), Moderate (yellow), Stop and go (black)

**Current Driving Times**

- 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
- Sorrento Valley to Chula Vista: 29 minutes

**Transit Trip Planner**

From:   
To:   
Date: 2 / 22 / 2008  
Time: 4 : 45 PM  
 Departure  Arrival

Compass Card | RideLink | Bicycling

**Advertising/Sponsorship**

- Diamond Awards
- Join a Vanpool! VPSI Computer Transpore 1-800-VAN-RIDE
- Celebrate Redefining!
- Improve Your Commute RideLink
- Get On The FasTrak

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Caltrans MTS NCTD SAFE

Menu Placement/  
Referrals

Advertising/  
Sponsorship



**Advertising/  
Sponsorship**

INCIDENT - NB I-5 JUST NORTH OF LOMAS SANTA FE DR  
\* TRAFFIC HAZARD  
\* AREA: OCEANSIDE  
REPORTED AT 5:20 PM

INCIDENTS  
LANE CLOSURES



- **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.**



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

# *Traffic, Transit and Travel Info*

**Click. Call. Connect.**

*511 - On The Phone*

*511sd.com - On The Web*

*511 Public Access Cable TV*





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**Advertising/ Sponsorship**

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SANDAG 511 -- Traffic: Traffic Map with Driving Times - Microsoft In...

File Edit View Favorites Tools Help

Back Search Favorites

Traffic Map with Driving Times  
Driving Times (text version)  
Traffic Information (text version)  
Breaking News & Construction  
Driving Times Coverage

FEATURES & TOOLS

Map Refresh Rate: 3 min.

Need help? Visit the [User Guide/FAQ](#).

Overview

Last refreshed: 2/20/2007 11:51 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

Show/Hide

- Incidents
- Construction
- Events
- Traffic
- Base Map

Traffic Congestion

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

Standard Colors

10mi

Thu 5:20 PM 25-Jan-2007

Escondido  
Encinitas  
Poway  
Ramona  
San Diego  
Chula Vista  
Spring Valley

78  
15  
5  
805  
8  
94  
54  
305  
805  
5

**Advertising/  
Sponsorship**

Bound I-5 Just North of Lomas Santa Fe Dr

VIEW  
CABLE TV

Camera 4 in San Diego

136-91 AT JACKSON

Playlists 00:27

**INCIDENT - NB I-5 JUST NORTH OF LOMAS SANTA FE**  
\* TRAFFIC HAZARD  
\* AREA: OCEANSIDE  
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