



METROPOLITAN
TRANSPORTATION
COMMISSION

Joseph P. Bort MetroCenter
101 Eighth Street
Oakland, CA 94607-4700
TEL 510.817.5700
TDD/TTY 510.817.5769
FAX 510.817.5848
E-MAIL info@mtc.ca.gov
WEB www.mtc.ca.gov

Memorandum

Agenda Item No. 3

TO: Operations Committee

DATE: December 7, 2012

FR: Executive Director

RE: 511 Ten-Year Anniversary

December 2012 marks the ten-year anniversary of MTC's award-winning 511 program. The information provided through 511 represents the efforts of ongoing coordination with the program's partners, including Caltrans, the California Highway Patrol, the region's transit agencies, the Air District and numerous county and local transportation agencies, and event organizers/venues.

What began as a phone service and basic website ten years ago has evolved into what is frequently cited as the premier 511 program in the nation. 511 delivers multimodal real-time, predicted, and static traveler information, along with breaking transportation news and emergency updates to get travelers where they need to be as efficiently as possible.

Trip planning assistance is provided through various dissemination channels, including the phone, web, mobile web, a smart phone app, social media, highway and transit hub signage, data feeds, and alerts. On average, 511 supports over 2.4 million web user sessions and 670,000 calls per month. Since its launch in 2002, the 511 service has received over 48 million calls and 195 million web user sessions; additionally, since launching our Twitter feed in 2009, 511 now has over 11,000 followers.

Among its many roles, the 511 program:

- Serves as the go-to source for travelers and media in regional emergencies;
- Partners with many agencies and businesses for regional events; and
- Supports numerous MTC/SAFE/BATA objectives.

Staff will provide an overview of the 511 program's achievements over the last ten years, an update on recent and near-term enhancements, and summarize key strategic initiatives currently underway.



Steve Heminger

SH: EVW

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