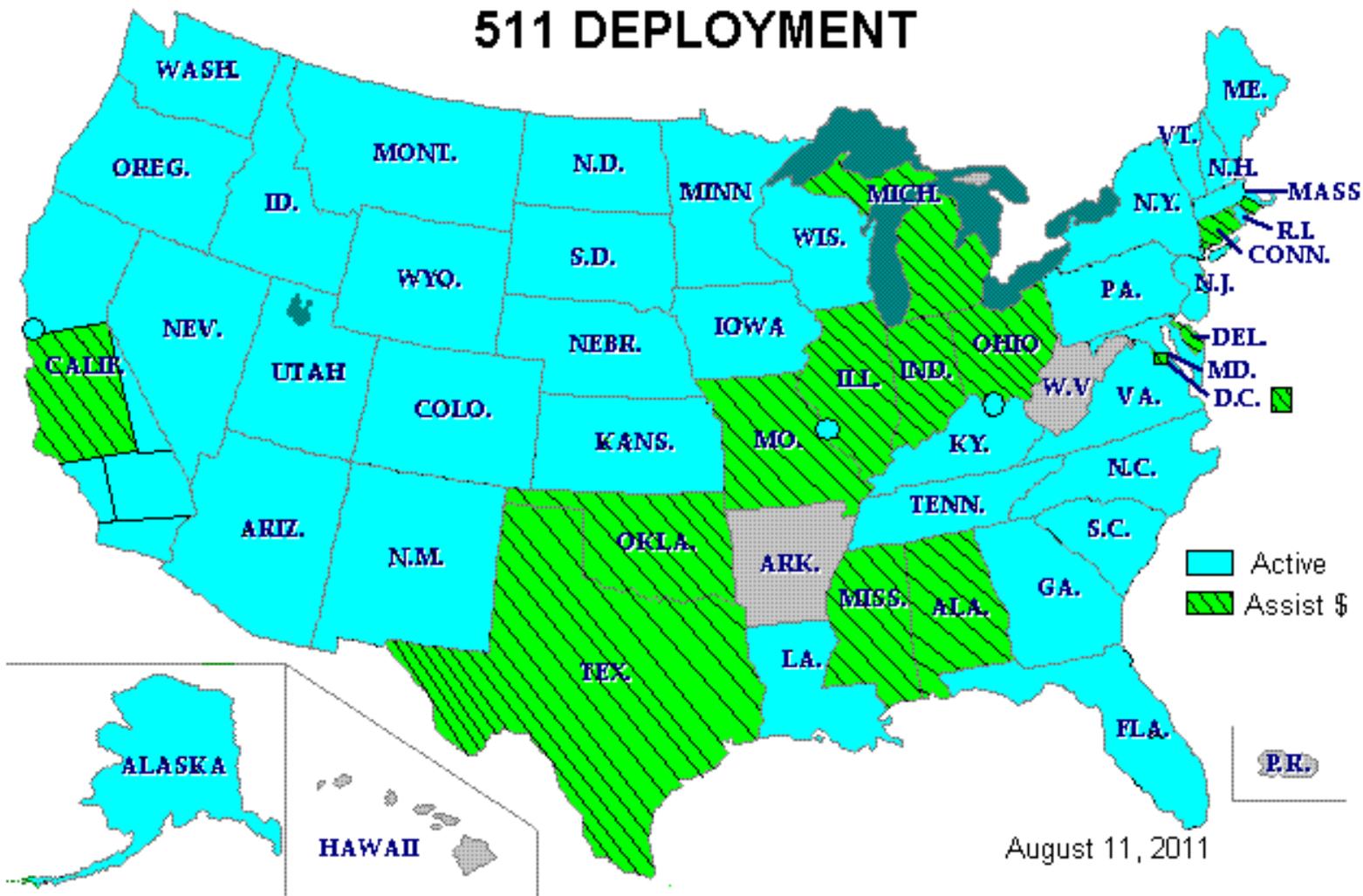




Metropolitan Transportation Commission



# National Context





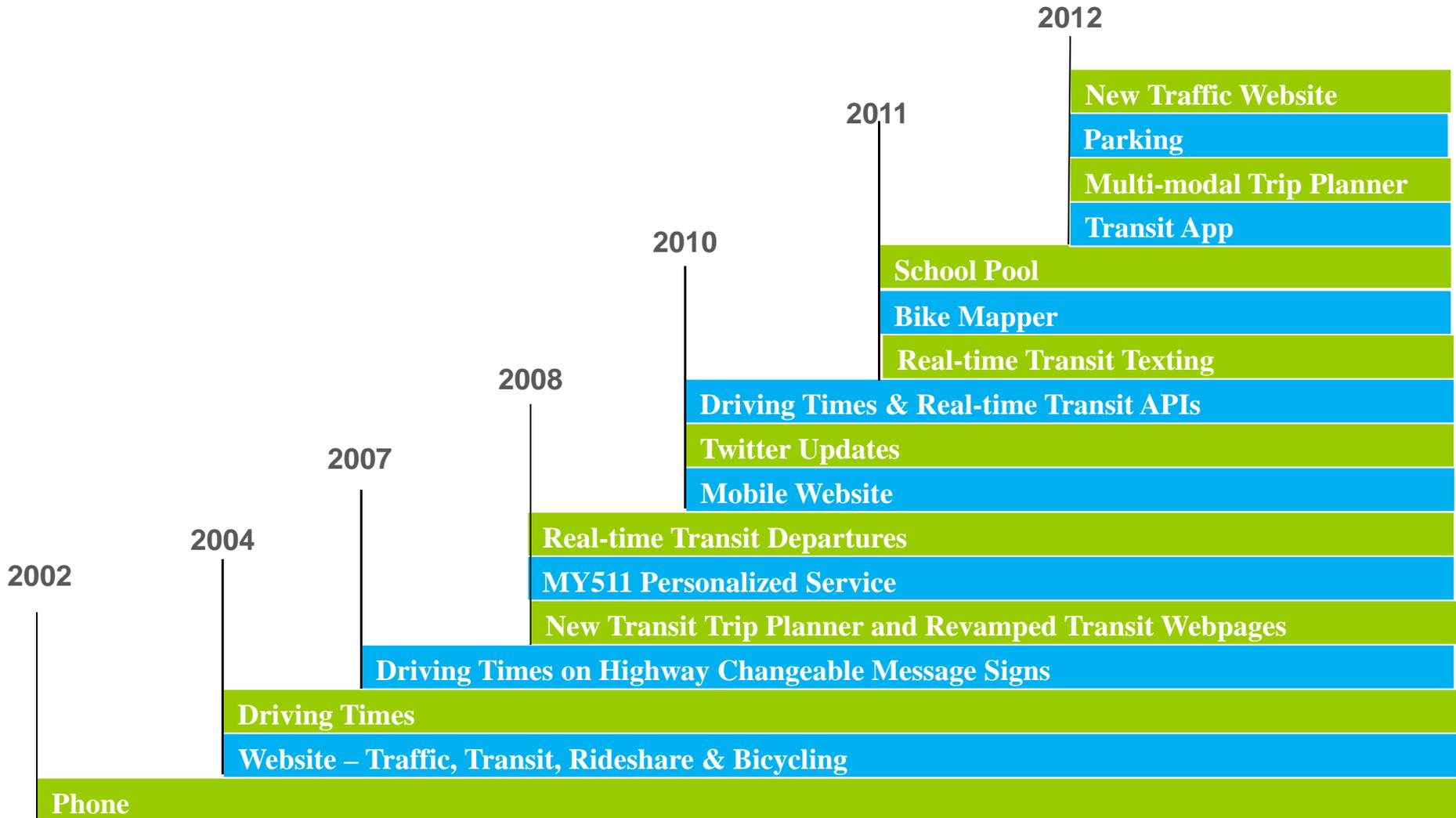
# Dec. 6, 2002: Launch of 511 Phone



*Rep. Ellen Tauscher:* "511 is a good example of an intelligent transportation system project and the use of technologies developed here in the Bay Area to reduce commute times. It's a partnership among a wide range of public and private agencies, and it's built to grow. Not only will the service be activated in more states, but more capabilities will be added to the Bay Area 511 system."



# An Accomplished History





# 2012: What 511 Delivers

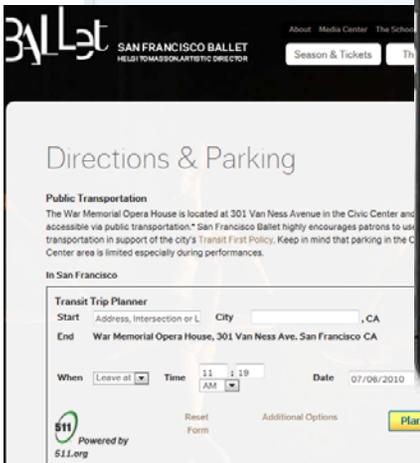
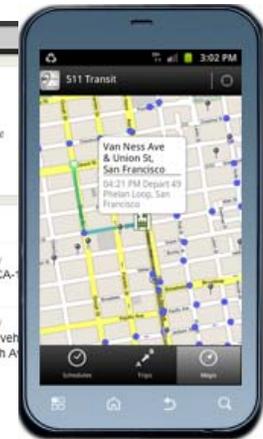
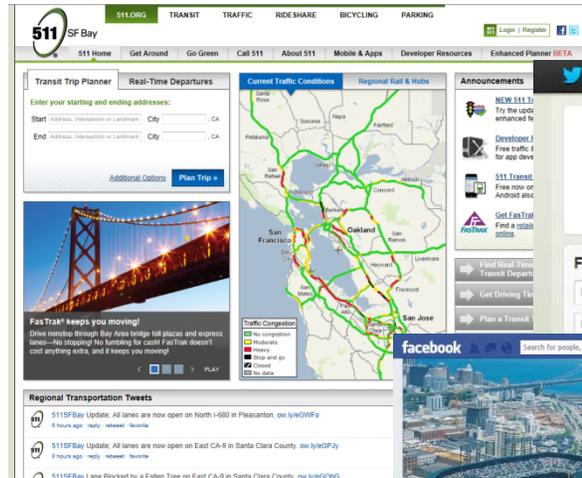
- Real-time and predicted traffic
- Real-time and static transit
- Ridesharing
- Bicycling
- Real-time and static parking
- Breaking news, emergency, and planned event information

The screenshot displays the 511 SF Bay website interface. At the top, there is a navigation bar with links for 511.ORG, TRANSIT, TRAFFIC, RIDESHARE, BICYCLING, and PARKING. Below this is a secondary navigation bar with links for Home, Get Around, Go Green, Call 511, About 511, Mobile & Apps, Developer Resources, and Enhanced Planner BETA. A 'Breaking News' section features a red banner with the headline 'Accident Clean Up Diverts Traffic in Both Directions of CA-152 in Gilroy. Click here for more information.' The main content area is divided into several sections: 'Transit Trip Planner' with input fields for start and end addresses and a 'Plan Trip' button; 'Real-Time Departures'; 'Current Traffic Conditions' with a map showing traffic congestion levels (No congestion, Moderate, Heavy, Stop and go, Closed, No data); 'Regional Rail & Hubs' with a map of the Bay Area; 'Announcements' with links for 'Go Giants!', 'NEW 511 Traffic', '511 Transit App', and 'Get FasTrak Today'; 'Regional Transportation Tweets' with a list of tweets from SFBART and sfmta\_muni; and 'Carpool Quickmatch' with input fields for start and end locations and a 'Search' button. The bottom of the page includes a 'Powered by Twitter' logo and a 'Follow 511SF Bay on Twitter' link.



# 2012: Ten+ Dissemination Channels

- Phone
- Website
- Mobile website
- Transit app
- Texting
- Alerts
- Data feeds
- Widgets & custom interfaces
- Changeable message signs
- Social media
- Real-time transit signs





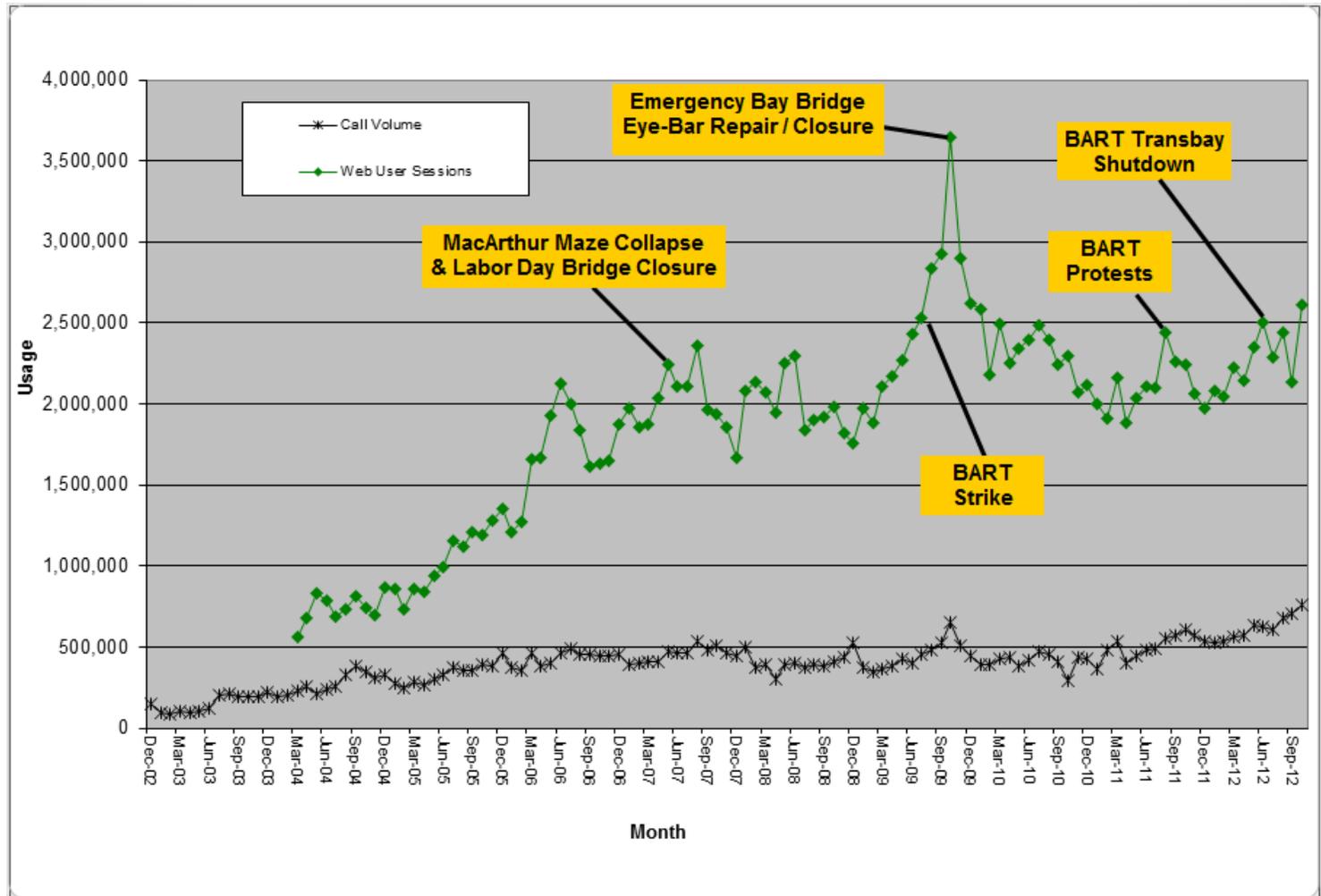
# Ten Years of Usage

*"511.org is the most useful web site I have ever encountered. This web site should be located on all Bay Area residents favorites list!"*

48  
Million  
Calls

195  
Million  
Web User  
Sessions

10,700  
Twitter  
Followers





# The Go-To Source in Emergencies

## KRON 4 NEWS BAY BRIDGE CLOSURE VIDEO



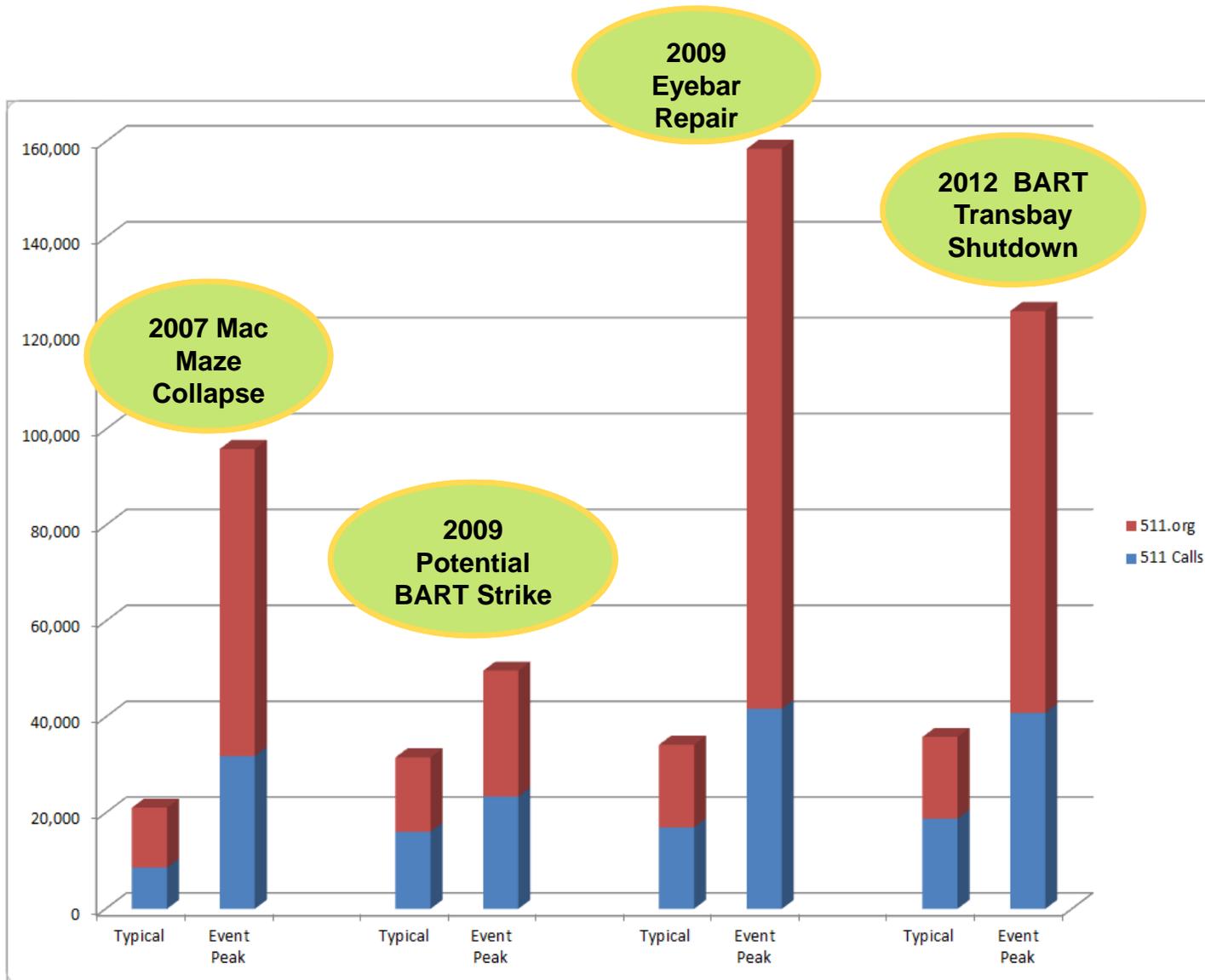
## LINKS TO HELP YOUR COMMUTE

### Bay Bridge Closure Links

- [511.org - Bay Bridge Closure](#)
- [Caltrans' Bay Bridge Info](#)
- [Construction Cams | Bay Bridge Info](#)
- [Casual Carpool Sites East Bay and San Francisco](#)
- [Golden Gate District: Bus & Ferry Schedules](#)
- [Alameda Harbor Bay Ferry Web Site](#)
- [Alameda / Oakland Ferry Service](#)
- [BART - BART plans to handle extra passengers as Bay Bridge closes indefinitely](#)



# Travelers Turn to 511 in Emergencies





# A Partner in Regional Events



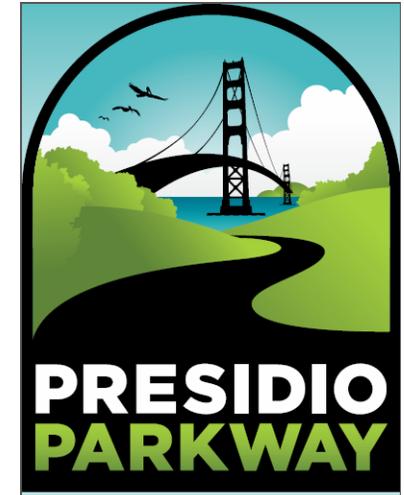
**WATCH THE EPIC BATTLES UNFOLD,  
CLOSER THAN EVER BEFORE.**  
**AUGUST 21-26, 2012**  
Find out more at [AMERICASCUP.COM](http://AMERICASCUP.COM)  
How to get there: [511.org/AmericasCup](http://511.org/AmericasCup)

NBC YouTube



**Go Giants!**  
Take transit to the SF Giants World Series games. Several agencies are providing special services. [Learn more >>](#)

PLAY



**PRESIDIO  
PARKWAY**

SAN FRANCISCO'S GATEWAY

[www.PresidioParkway.org](http://www.PresidioParkway.org)

511 Call 511 | 511.org

Presidio Parkway Project, Service Number (415) 295-4636

**AMERICA'S CUP<sup>®</sup> SAN FRANCISCO  
WORLD SERIES OCT 2-7, 2012**

- Overview
- Transit
- Biking
- Walking
- Driving & Parking



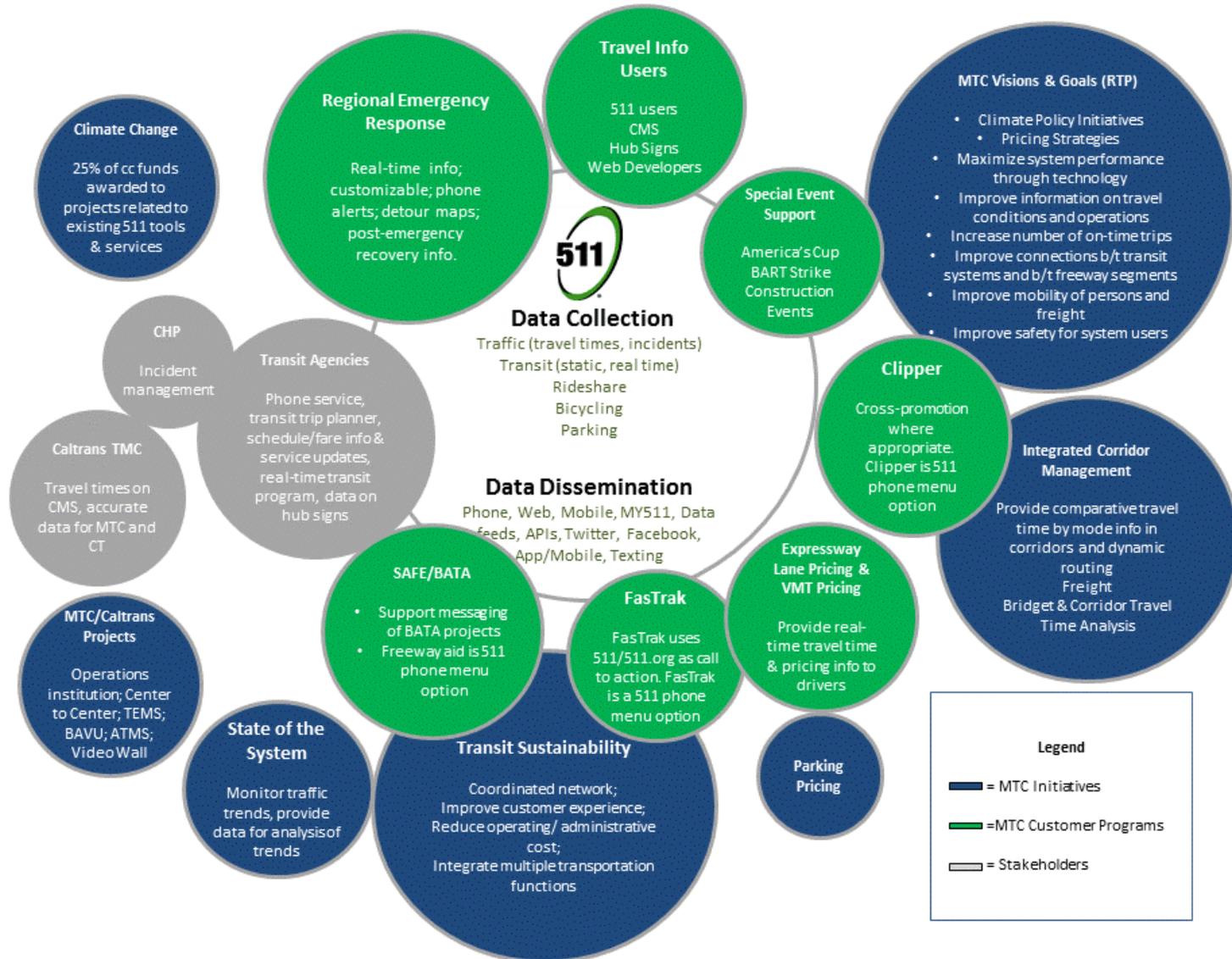
511 is proud to be the one-stop source of transportation information for the 34<sup>th</sup> America's Cup. The 2012-13 America's Cup returns to San Francisco in July, 2013.

*The BAY BRIDGE WESTBOUND DECK will be CLOSED PRESIDENTS' DAY WEEKEND*  
**8 p.m. Friday, Feb. 17 to 5 a.m. Tuesday, Feb. 21, 2012**  
Plan travel at [511.org](http://511.org) and visit [BayBridgeInfo.org](http://BayBridgeInfo.org) for updates





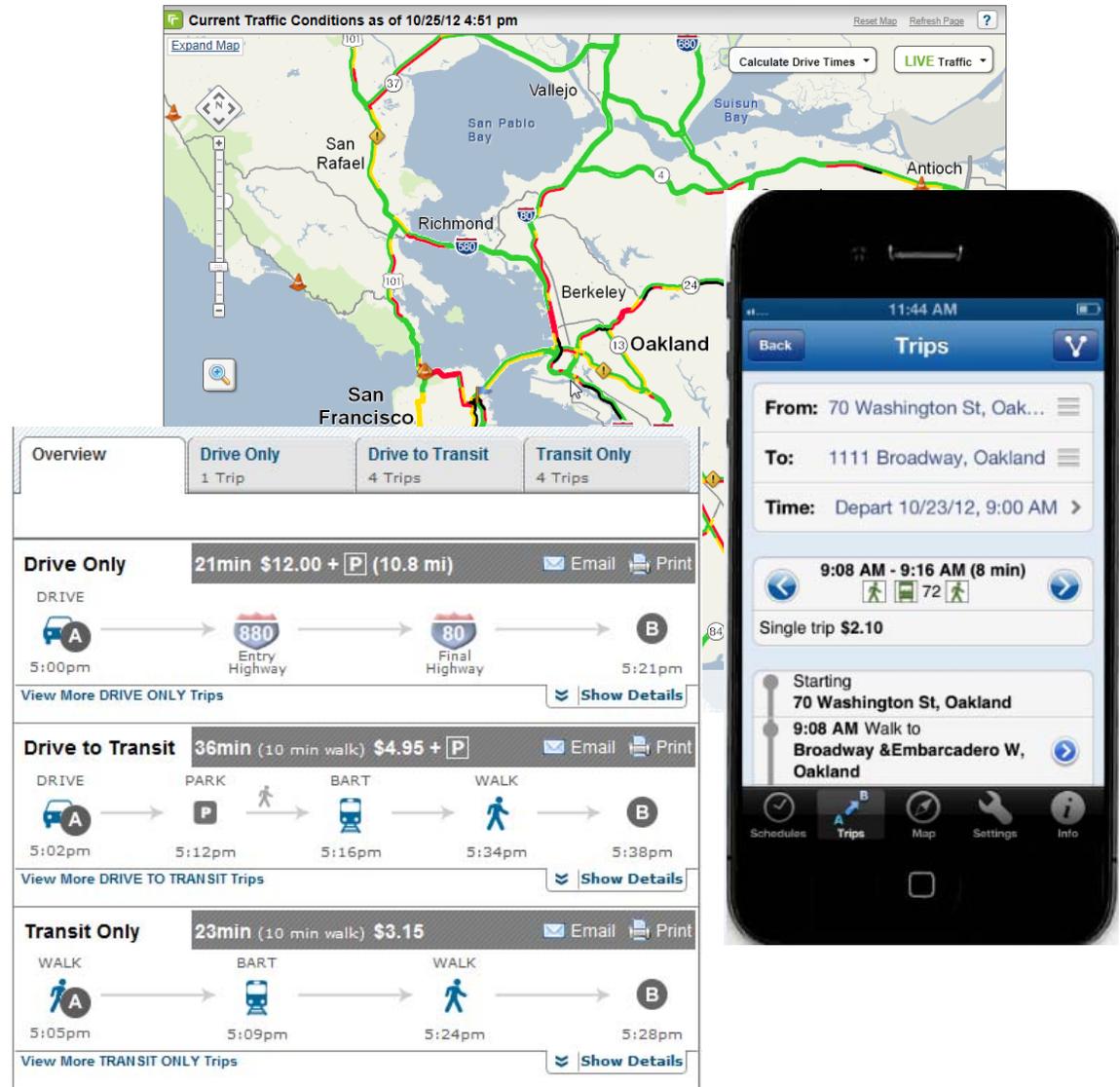
# Support for Many Agency Objectives





# Achievements in 2012

- New 511 Transit app
- Redesigned 511 Traffic page
- New 511 Parking page & phone feature
- New 511 Enhanced Trip Planner
- Refreshed 511.org home page





# 511 Near Term Enhancements

- Provide transit schedules on transit hub signs when real-time data is not available
- Add real-time traffic and transit data to the 511 Enhanced Trip Planner
- Add real-time transit to 511 Transit smartphone app

511 Transit Departures for AC Transit, BART, & VTA		10:45 AM
<b>AC Transit</b> Departing		
333	to Union City BART via Newark	4:30pm, 6:30pm
345	to New Park Mall (Weekends only)	5:30pm, 7:30pm
350	CW loop, returning to Fremont BART (Weekends only)	11:45am, 5:25pm
350	CCW loop, returning to Fremont BART (Weekends only) @ Civic Center Dr. & Bart Way	11:50am, 5:30pm
801	to Downtown Oakland (All-Nighter: 1am-5am)	10:30pm, 11:30pm
U	to Stanford University <i>Buses are temporarily out of service due to... Buses are temporarily...</i>	10:55am, 6:00pm
<b>BART</b> Agency-specific emergency message. Agency-specific emergency message. Agenc... Departing		
○	Fremont to Daly City @ Platform 1	1, 16, 31 min
○	Fremont to Richmond @ Platform 1	10, 25, 40 min
<b>VTA</b> Agency-specific emergency message. Agency-specific emergency message. Agenc... Departing		
120	to Lockheed Martin... <i>Buses are temporarily out of service due to... Buses are temporarily...</i>	4:30pm, 6:30pm
140	to Mission College & Montague Expwy.	Mon 6:30am
180	to Great Mall/Main Transit Center	27, 57, 87 min

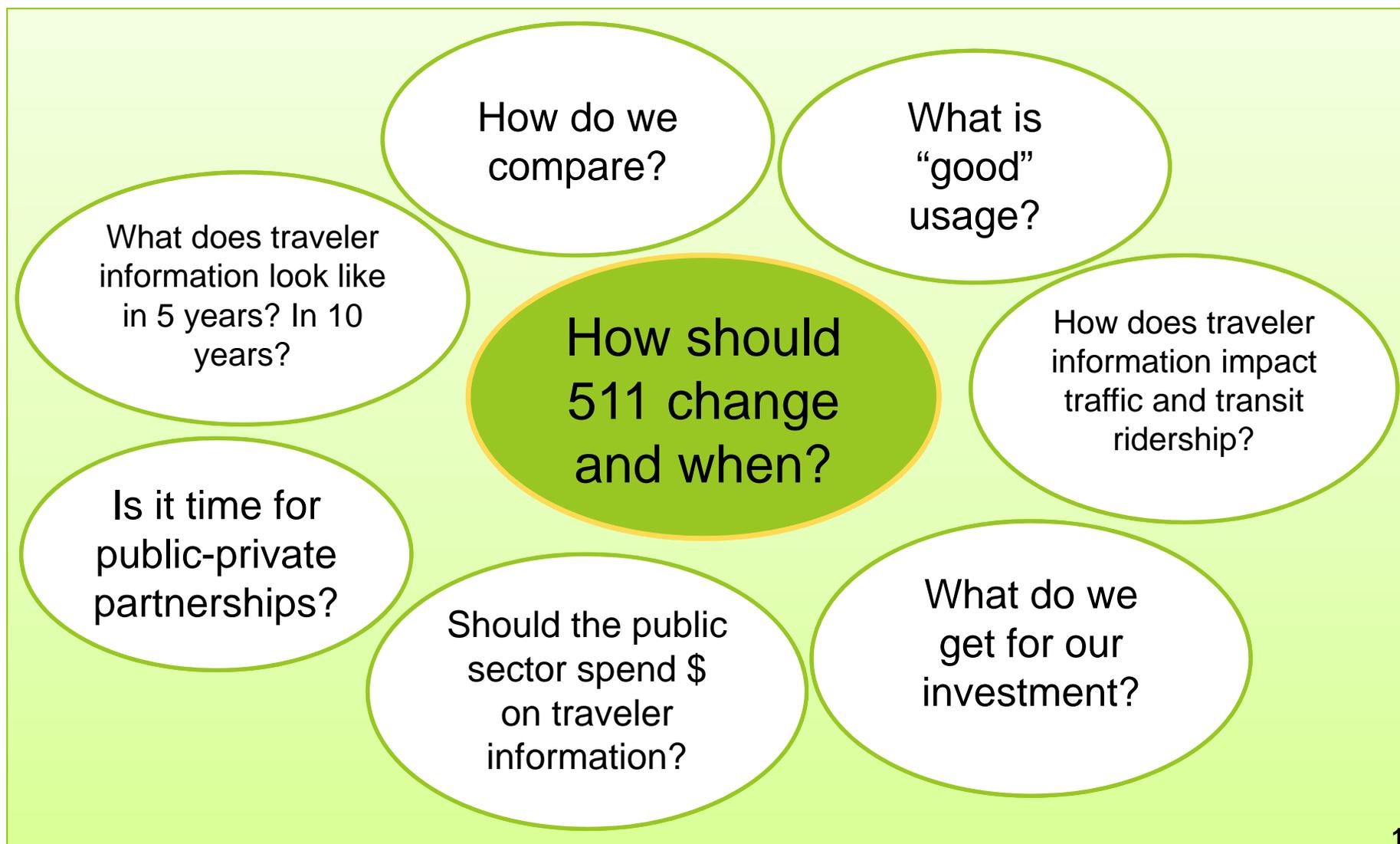
Call 511 or visit 511.org for more free real-time departures. Page 2 of 3



- Launch the 511 Transit Tracker
- Provide 511 APIs
- Launch Parking Mobile



# The Challenge Ahead





# Bay Area 511 & Bay Area Google

Tools & Services	511	Google
Transit Real-Time Departures	<p>✓</p> <p>6 Transit Agencies with 12 more later</p>	<p>✓</p> <p>1 Transit Agency (BART)</p>
Transit Trip Planner	<p>✓</p> <p>33 Transit Agencies</p>	<p>✓</p> <p>18 Transit Agencies (Timeliness of updates)</p>
Transit Routes, Schedules & Fares	<p>✓</p>	<p>✓</p> <p>Links to operator websites for schedules</p>
Traffic & Driving Times	<p>✓</p> <p>Reports Incident Data Source: CHP CAD &amp; TMC</p>	<p>✓</p> <p>Reports only 35% of what 511 has. Google source date: Unknown</p>
Rideshare	<p>✓</p>	<p>Unknown</p>
Emergency Transportation Information	<p>✓</p> <p>24/7 TIC; RT dynamic messaging for regional incidents and major emergencies</p>	<p>✓</p> <p>Major Emergency Crisis Maps</p>



# Final Thoughts...

511 a good source for commuters



**GARY RICHARDS**  
MR. ROADSHOW

**A** Think 511. This is where I seek travel information, and the system will soon get better. Go to [traffic.511.org](http://traffic.511.org) to get information on everything from typical travel times to current traffic jams to alternate routes. Also, click on [trafficbeta.511.org](http://trafficbeta.511.org) to test a new system that should be ready this spring. You can also call 511 and get traffic updates locally and across most of the country.

Here's what I like best: You can personalize this to fit your driving needs. I get email alerts through a "MY 511" account before leaving work at night. There is also an iPhone version for transit users. This free app can be downloaded through the iPhone App Store by searching for "511 Transit." It covers 720 routes and more than 23,700 transit stops in the region.

Wednesday, April 04, 2012  
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