



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





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 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**
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- Regional Traveler Information Feed
- Private Sector Products and Services





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

Compass Card RideLink Bicycling

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 (selected) Arrival
Plan Trip

Advertising/Sponsorship

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

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Menu Placement/
Referrals

Advertising/
Sponsorship

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

Select this tool and

Advertising/Sponsorship

Traffic Congestion

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

Standard Colors

Chula Vista

10mi

**Advertising/
Sponsorship**

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

ITERIS
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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

INCIDENTS
LANE CLOSURES

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

- **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**



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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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 Commuter Vanpools 1-800-VAN-RIDE
- Celebrate Ride-sharing!
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- Get On The FasTrak

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Caltrans, MTS, NCTD, SAFE

Menu Placement/
Referrals

Advertising/
Sponsorship

The screenshot shows a web browser window titled "SANDAG 511 -- Traffic: Traffic Map with Driving Times - Microsoft In...". The browser's address bar and menu bar are visible. The main content area displays a traffic map of the San Diego region, with major highways like I-15, I-805, and SR-52 shown. The map is color-coded to indicate traffic congestion levels: green for "No congestion", yellow for "Moderate", and red for "Heavy". A callout box labeled "Advertising/Sponsorship" points to a specific location on the map. On the left side of the interface, there is a navigation menu with options like "Traffic Map with Driving Times", "Driving Times (text version)", and "Traffic Information (text version)". Below the menu is a "FEATURES & TOOLS" section with various icons for map navigation and information. A "Map Refresh Rate" dropdown is set to "3 min.". On the right side, there are "Features Help" and "Map Tools Help" sections. The "Map Tools Help" section shows a list of map layers, including "Accidents", "Construction", "Events", "Traffic", and "Base Map". The bottom of the browser window shows a scale bar for 10 miles and a north arrow.

The composite image consists of three main parts:

- Map:** A map of San Diego and surrounding areas (Escondido, Ramona, Poway, Encinitas, San Diego, Chula Vista, Spring Valley) showing major highways (I-5, I-15, I-805, SR-78, SR-94, SR-54, SR-905). A red box on the map highlights an incident on I-5 north of Lomas Santa Fe Dr. A text box "Advertising/Sponsorship" is overlaid on the map.
- Camera Feed:** A video frame showing a person in a red shirt standing on a road. Text at the top reads "Bound I-5 Just North of Lomas Santa Fe Dr". A red banner at the bottom says "Camera 4 in San Diego".
- Legend:** A legend with two items: "INCIDENTS" with a blue triangle icon and "LANE CLOSURES" with a red triangle icon.

Below the map, a blue banner contains the following text:

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

- **511 Content Management Tool can add advertising -**
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