



Traffic, Transit and Commute Info

California 511 Workshop

March 3, 2008

*Recent 511 Deployer
Updates/ Issues*





San Diego 511 Program

- San Diego Region Launch
 - February 21, 2007
 - Partners (Caltrans, CHP, MTS, NCTD & SD SAFE)
 - Telephone & Web
- 1st Year
 - One Million Users (726,000 calls, 370,000 Web)
 - Highway Signs (11,900 to 14,500 calls per week)





System Architecture



Private Sensors



Traffic Data



Transit Data



Operations Data

Baseline Services

Web
Telephone
Public Access TV Broadcast



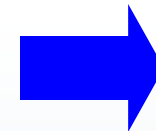
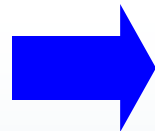
Traffic



Transit



Roadside Aid



Value Added Services

Push Info
Personalized Info
Referral Services
Parking Reservations

Call Centers
Transit, RideLink
Bicycling, FasTrak
Border Crossings
Airport



- Traffic
 - Traffic Conditions (Incidents and Congestion)
 - Driving Times
- Public Transportation
 - Bus, Trolley, COASTER, Paratransit & Commuter Rail
 - Transfer to call center
 - Real Time Bus information
- Roadside Assistance – “Mobile Callbox”
 - Transfer to dispatch center
- RideLink
 - Transfer to RideLink call center
 - Carpools, Vanpools, Commuter services
 - Bicycling
 - GRH
- FasTrak
 - Transfer to Customer service center
- Border Crossing wait times (Otay Mesa, San Ysidro, Tecate)
 - Recorded message
- Airport
 - Transfer to call center

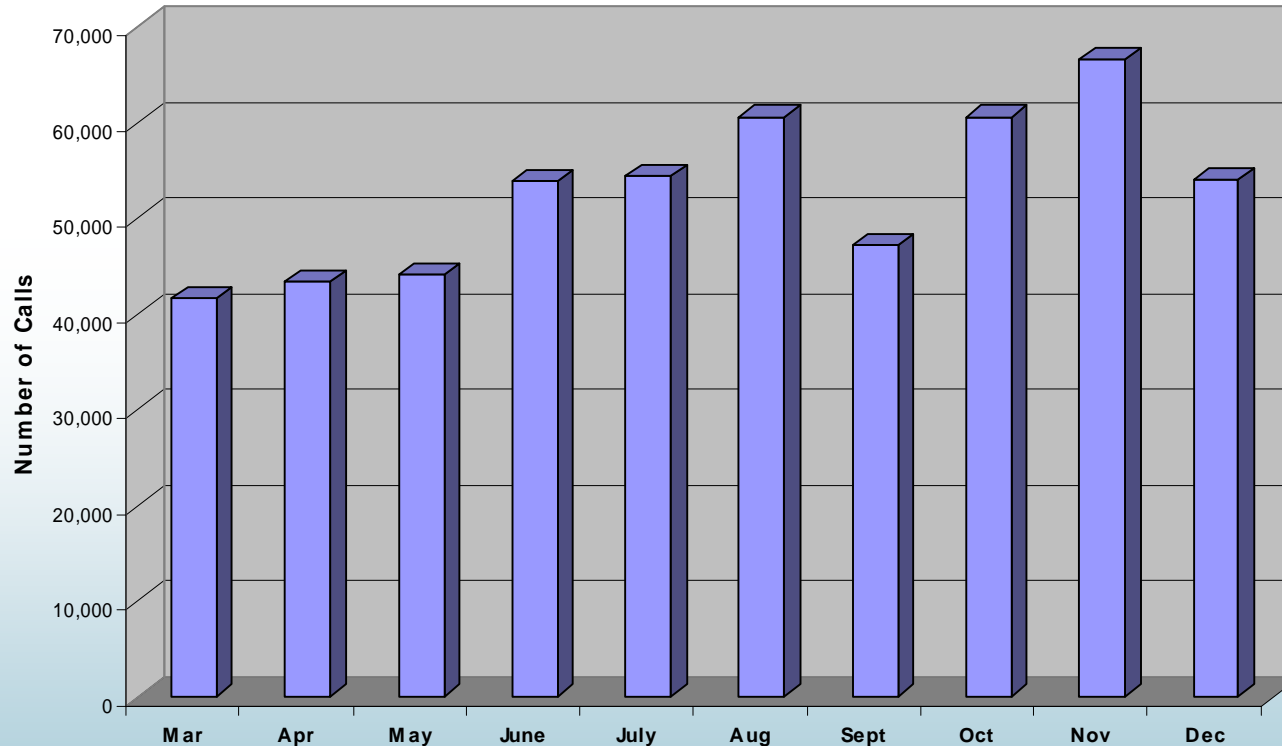




Phone Usage – Monthly

643,865 Total Calls to 511

Total Phone Calls by Month
March 1, 2007 thru December 31, 2007
* Excludes Fire Data

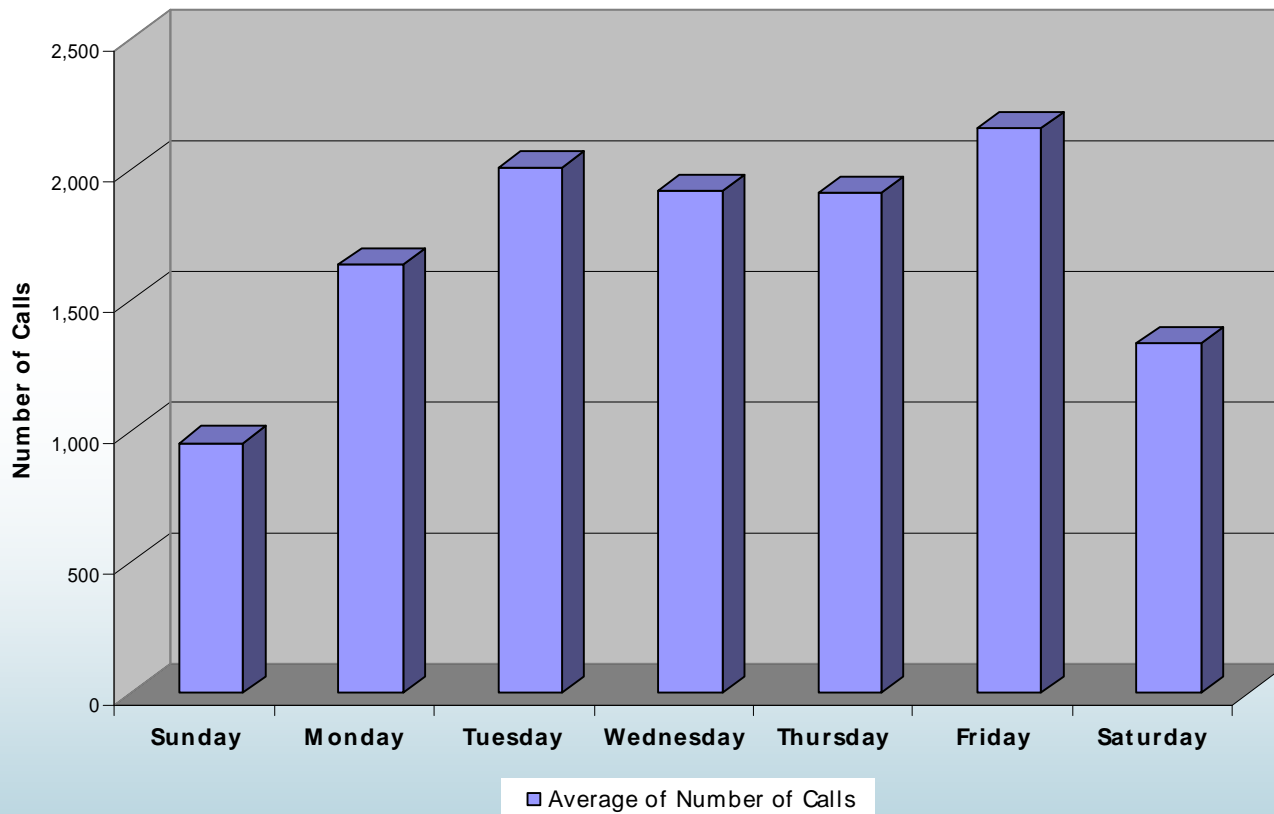




Phone Usage - Daily

Average Daily Phone Calls

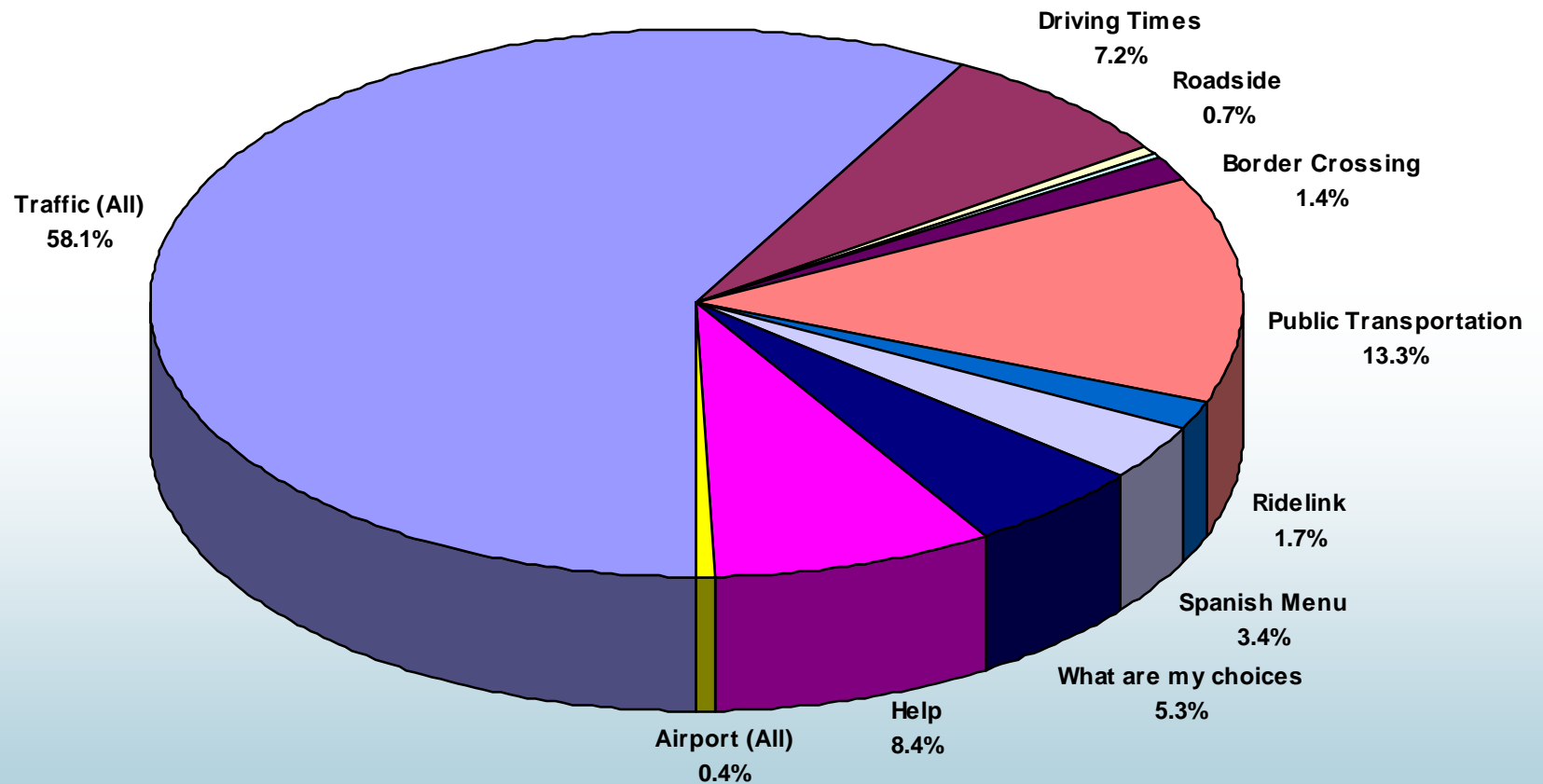
March 1, 2007 to December 31, 2007





Phone Usage - Mode

511 Phone Menu Option Breakdown
March 1, 2007 thru December 31, 2007





Where is my bus?

- Real-Time Bus Information
- Available on 75 Routes
- Transit Survey
 - Survey of Users
 - Reliability Testing
- Stop ID's



Top Menu

- Traffic
- Transit
- RideLink
- Bicycling
- FasTrak

Left Side Menu

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

511
Click. Call. Connect.

Traffic, Transit, & Travel Info

Traffic Transit RideLink Bicycling FasTrak

Search:

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

Quick Links

Your San Diego Commute Connection

- Real-time traffic information with driving times and incident reports
- Transit route and fare information
- Carpool and vanpool information
- Commute options

[Live Traffic Map](#)

[Transit Trip Planner](#)

Let **RideLink** Ease Your Commute. www.ridelink.org

TransNet
Dollars Keep Your San Diego Moving!
www.KeepSanDiegoMoving.com

Get On The **FasTrak** Bike to Work Day is May 18, 2007 www.ridelink.org

SANDAG

Home | Traffic | Transit | RideLink | Bicycling | FasTrak | Contact Us
Brought to you by SANDAG and the San Diego Area Transportation Partners
© 2007 SANDAG

Caltrans MTS NCTD SAFE



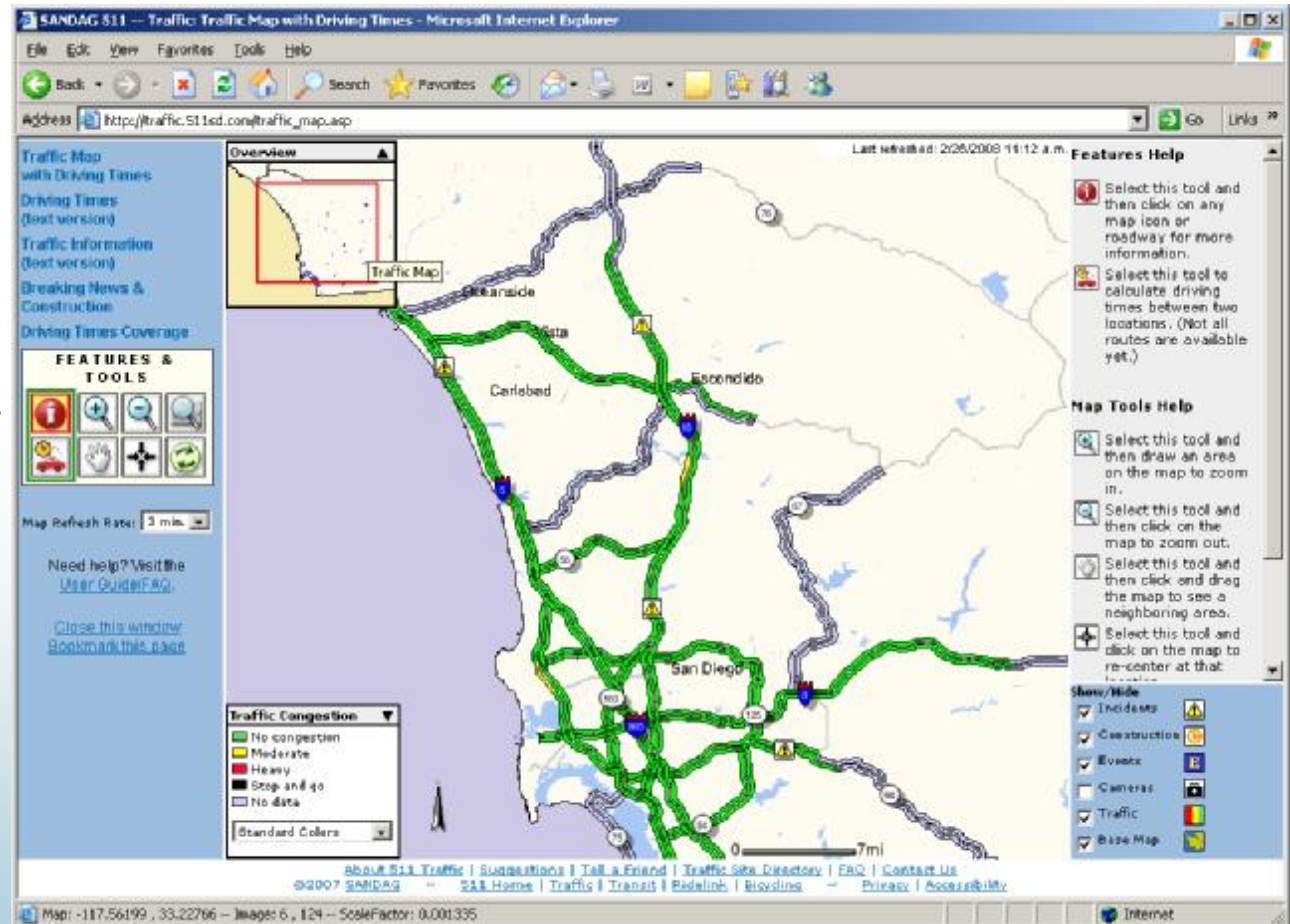
511sd.com – New Home

- Traffic
- Transit
- Compass Card
- RideLink
- Bicycling
- FasTrak

The screenshot displays the 511 San Diego website interface. At the top, the 511 logo is accompanied by the tagline "Click. Call. Connect." and the title "San Diego Traffic, Transit, & Commute Info". Navigation tabs for Traffic, Transit, Compass Card, RideLink, Bicycling, and FasTrak are visible. A search bar is located on the left. The main content area features a "Real Time Traffic Conditions" map of San Diego and surrounding areas, with a legend indicating congestion levels: No congestion (green), Heavy (red), No data (grey), Moderate (yellow), and Stop and go (black). To the right of the map is a "Current Driving Times" section listing routes and durations: 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), and Sorrento Valley to Chula Vista (29 minutes). Below this is a "Transit Trip Planner" form with fields for "From:", "To:", "Date:" (2/22/2008), and "Time:" (4:45 PM), along with "Departure" and "Arrival" radio buttons and a "Plan Trip" button. The right sidebar contains promotional banners for "Glitter with Diamond Awards", "Join a Vanpool! VPSI Commuter Vanpools 1-800-VAN-RIDE", "Celebrate Ridesharing!", "Improve Your Commute RideLink", and "Get On The FASTRAK". The footer includes the SANDAG logo, navigation links, and logos for partner agencies: Caltrans, MTS, NCTD, and SAFE.



- Traffic Page
 - Regional Traffic Map
 - Real-Time Information
 - § Driving Times
 - § Incidents
 - § Congestion
 - § Construction
 - Highway Camera Views



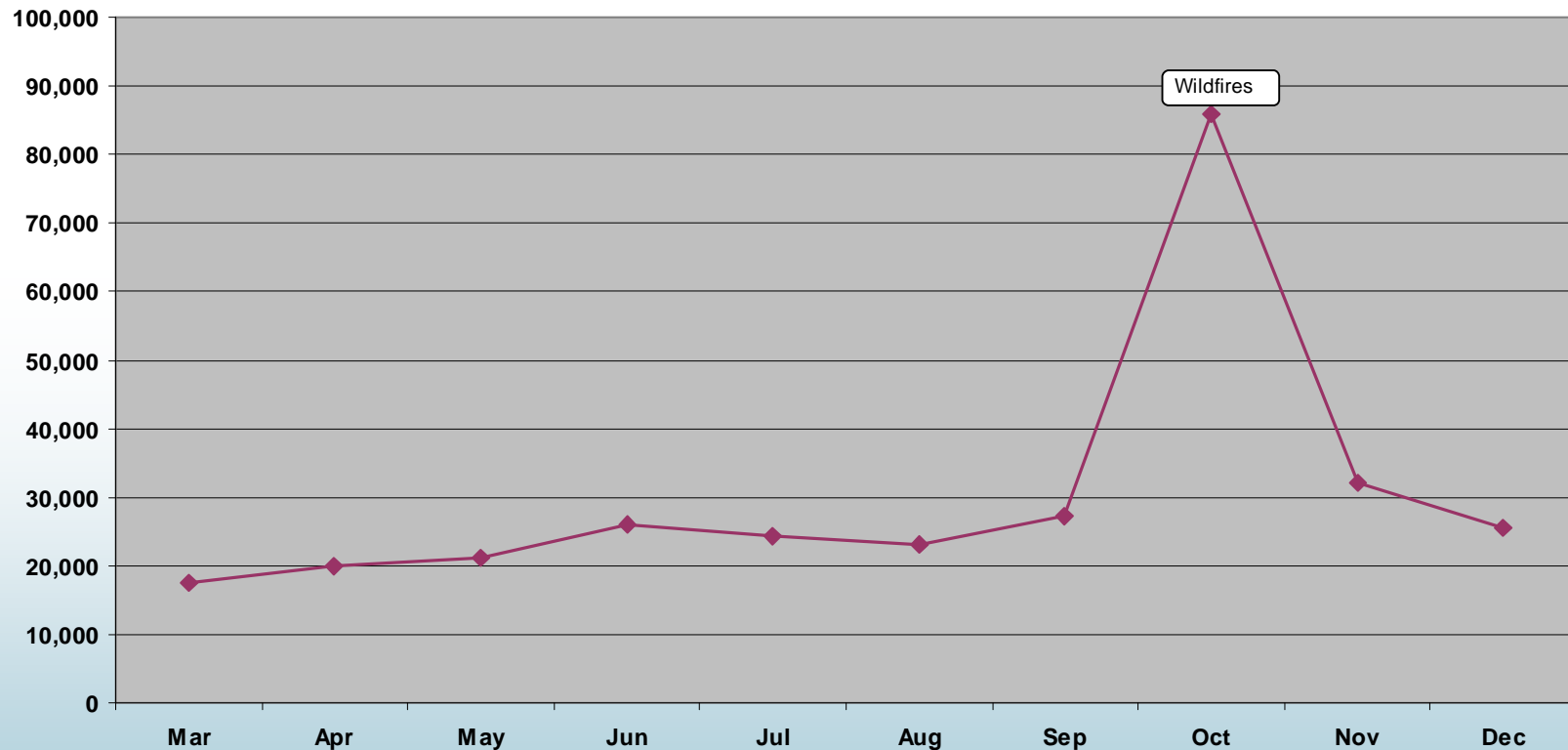


WEB Usage - Monthly

Total Web Visitors 302,564

511 Web Visitors

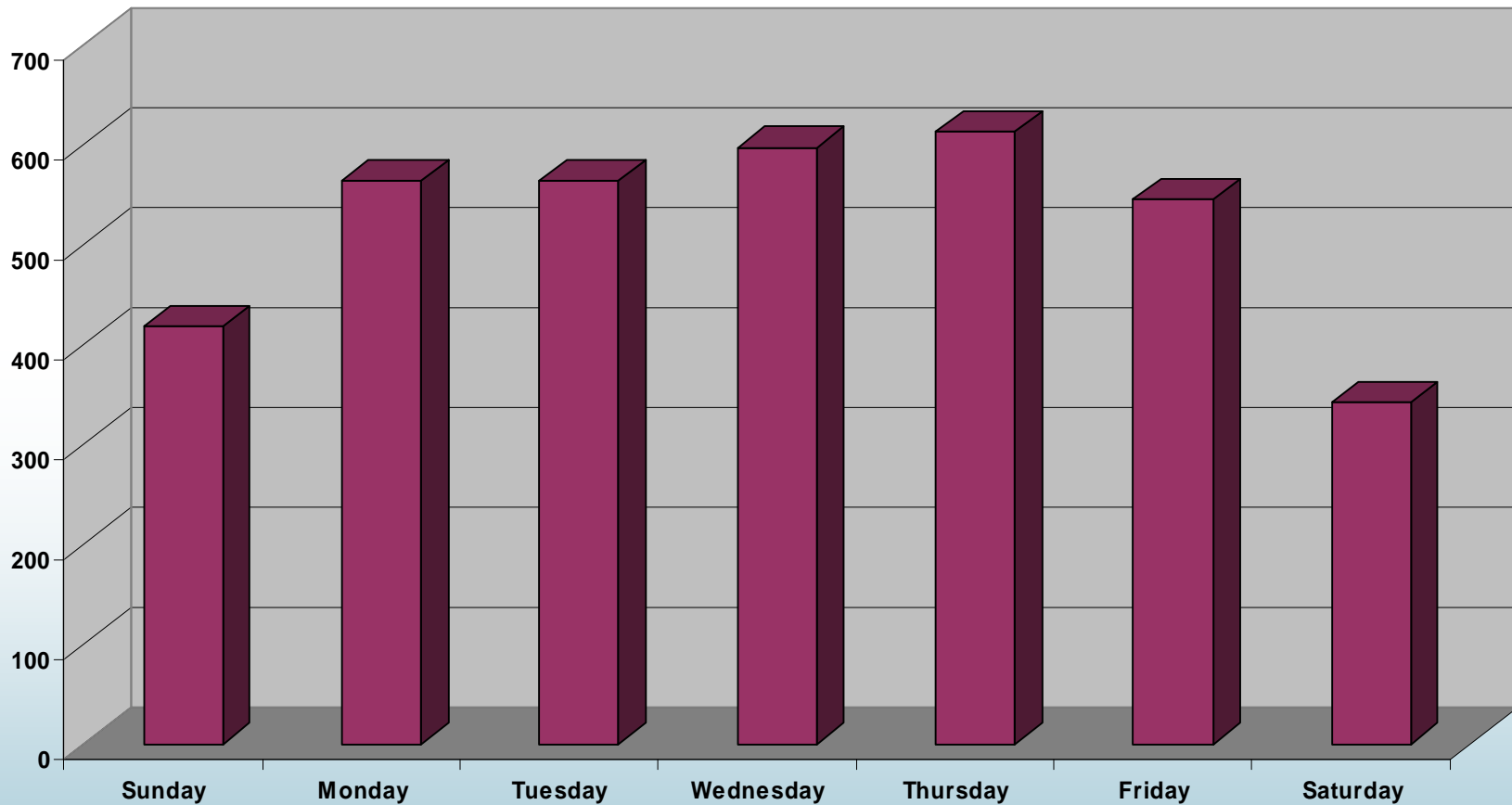
March 1, 2007 to December 31, 2007





WEB Usage - Day

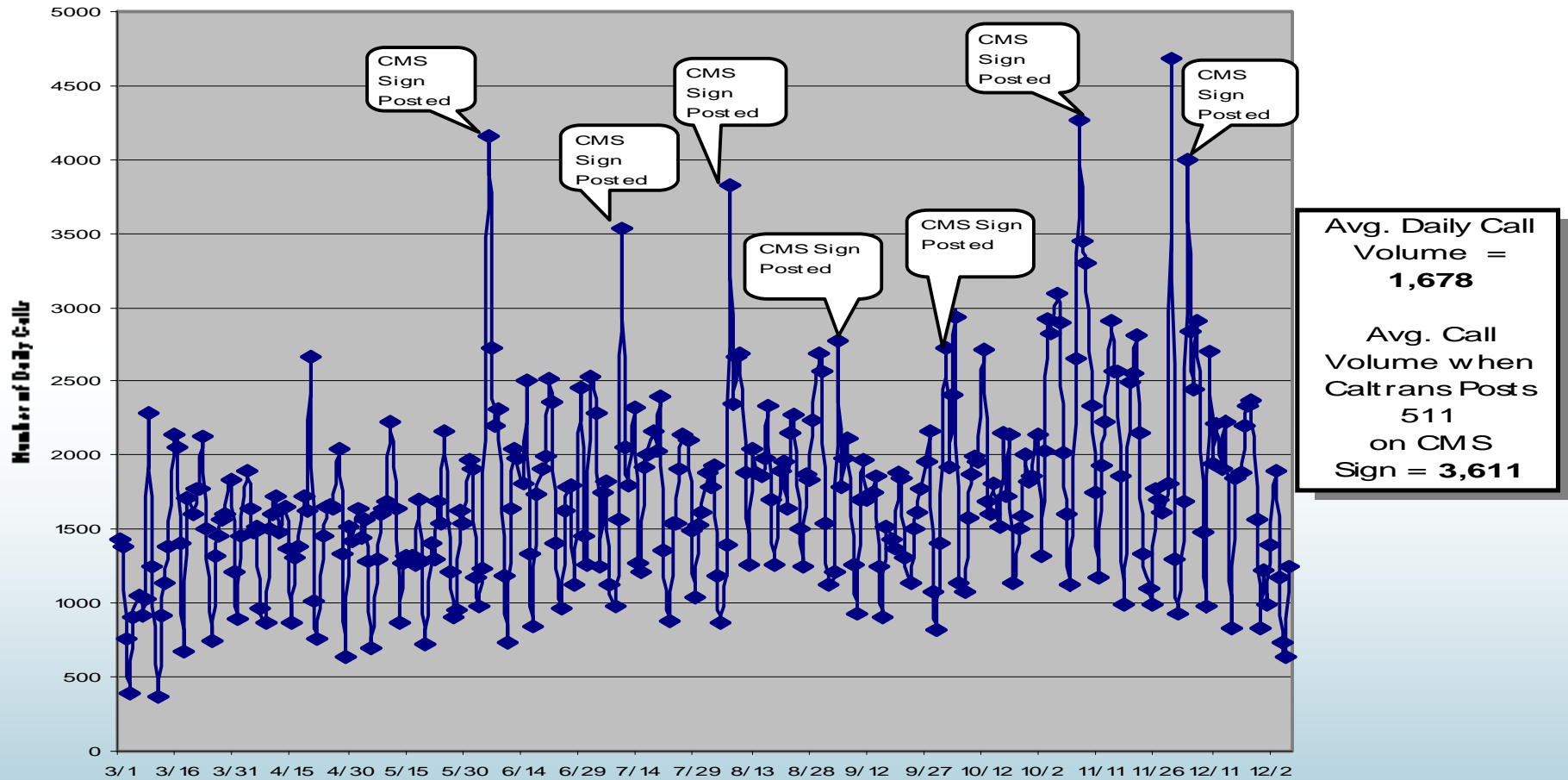
Average Daily Web Visitors



- Strategic Marketing Program
 - Strong agency partnership
 - Caltrans, MTS, NCTD, CHP, and SD SAFE
- Advertising/Public Awareness
 - Cross Linking 511 Web site with Public and Partner agency Web sites
 - Caltrans Highway Changeable Message Signs
 - Branding 511 on SANDAG and Partner agency print material
 - TV/Radio/Print Advertising



511 Phone Calls 3/1/2007 - 12/31/2007





511 Freeway Signs

- 104 Signs Posted
 - § 34 Highway
 - § 70 Park & Ride
- All Highway Corridors
- All Park and Ride Locations
- Removed 1-800-Commute Signs
- Next steps: 511 Transit signs



- Feed to public access channels
- Live traffic conditions map
 - Incidents
 - Congestion
 - Construction
 - Caltrans cameras
- San Diego region-wide service
- Operational in summer

The screenshot displays a traffic information interface. On the left is a map of the San Diego region with major highways (I-5, I-15, I-8, SR-52, SR-163, SR-54, SR-94, SR-905, SR-805, SR-78) color-coded by traffic conditions. A red box on the map highlights an incident on I-5 north of Lomas Santa Fe Dr. On the right is a live camera feed labeled 'Camera 4 in San Diego' showing traffic on I-5 at Jackson St. A 3D cartoon character is overlaid on the camera feed, with a speech bubble that reads 'Bound I-5 Just North of Lomas Santa Fe Dr'. Below the map and camera feed is a legend with a blue triangle icon for 'INCIDENTS' and a red triangle icon for 'LANE CLOSURES'. A text box at the bottom of the map area reads: 'INCIDENT - NB I-5 JUST NORTH OF LOMAS SANTA * TRAFFIC HAZARD * AREA: OCEANSIDE REPORTED AT 5:20 PM'. The top right corner of the interface shows the time 'Thu 5:20 PM 25-Jul-2007' and the text 'GETT VIEW CABLE TV'.

- **Benefit During Wildfires**
 - Received record usage
 - Maintained 24/7 availability
 - Increase visibility from Public Officials and media
- **Issues During Wildfires**
 - Clearly and accurately depicting road conditions
 - Users expected a complete regional picture
 - Consistency of accurately classified data
 - Expected 511 Operator assistance



- Real Time Travel Information
 - Network Wide Travel View (Informed Traveler)
 - All Modes (Traffic/Transit/ML/Pricing)
 - All Roads (Highways/Arterials)
 - All the Time (Value Added – Push Information)
 - Park-n-Ride (Smart Parking)
- Highway Camera Views – Mobile
- Personalized Information – **i511**
- Historical Information – Predict a Trip
- PDA Compatible
- Spanish Version



Traffic, Transit and Commute Info

Click. Call. Connect.

511 - On The Phone

511sd.com - On The Web

511 TV Broadcast





California 511 Workshop: The 511 Your Customers Want March 3, 2008

Markus Heiman

Caltrans District 3 (Sacramento)

Email: markus.heiman@dot.ca.gov

ITS and STARNET SACOG Region

(Sacramento Area Council of Governments)



ITS and STARNET



- Finding a group of Champions
- Develop Local Agency ITS plans and implement
- Regional Architecture tailored to Local ITS Planning Documents
- Obtaining Local Governmental support

ITS and STARNET



- STARNET concept has evolved with the Regional Architecture.
- Initially small partnership has grown via incorporation of Cities and perceived benefits drawing in new partners and newly identified needs.
- Regional Architecture was used as foundation on which to develop our Concept of Operations for STARNET

ITS and STARNET

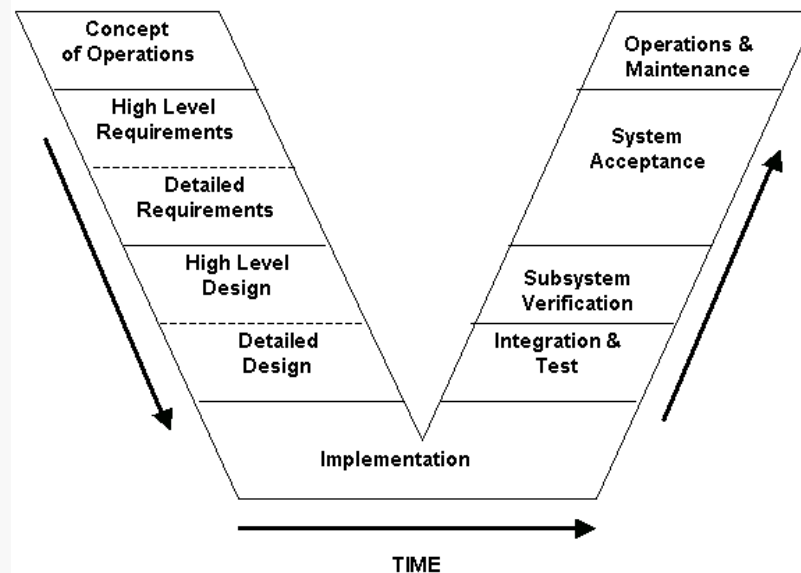


- Connectivity to Adjoining Regions
- Desire to leverage investment made by others.
- Provide High Quality Traveler Information
 - Required regional data (STARNET)
 - Improve Regional 511 System
- Successful approach: Systems Engineering Methodology

ITS and STARNET



- Systems Engineering tool to define STARNET
 - Concept of Operations Document
 - Systems Requirements (High Level Design)
 - Now ready for Detailed Design



ITS and STARNET

Lessons Learned:



- Systems Engineering is not hard and assists in controlling the development process. It works!
- Maintain momentum when you have it.
- Everything takes much longer than you anticipate, even when you have considered worst case...
- Work hard at documenting and marketing success. Once you have completed a task it is taken for granted, not as an “Early Winner”.